

Global Over-the-Top (OTT) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Over-the-top TV and video has had a major disruptive effect on the traditional pay TV market. Although the US is the world's OTT leader and pioneer, there is plenty going on elsewhere - and every country is different.

SCOPE OF THE REPORT:

Over the top (OTT) messaging leaders are rapidly evolving their key mobile messaging application interfaces to new voice and video communications, with revenue dilution implications for carriers worldwide. The progress made in mobile IP voice and video in the past year alone from key OTT players such as Facebook and Google is a clear indication of heightened mobile communications competitive pressure from these new players in 2016 and beyond. OTT players are transforming their communications apps into rich media platforms that serve as social networking hubs, offering a number of media services. Apps built on top of messaging enable users to solve broad problems. Messaging becomes a hub for consuming content and making transactions. Still, we argue that OTT communications providers need partnerships with carriers, to garner scale and differentiation.

The global Over-the-Top (OTT) market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Over-the-Top (OTT).

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Over-the-Top (OTT) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Over-the-Top (OTT) market by product type and applications/end industries.

Market Segment by Companies, this report covers

AMAZON

Netflix

Hulu

Apple

Facebook

Akamai Technologies

Google

IBM

LeEco

Limelight Networks

Microsoft

Star India

Zee Entertainment Enterprises

Spuul

Eros International

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

VoIP

Text&Image

Video

Market Segment by Applications, can be divided into

Household

Commercial

Contents

1 OVER-THE-TOP (OTT) MARKET OVERVIEW

- 1.1 Product Overview and Scope of Over-the-Top (OTT)
- 1.2 Classification of Over-the-Top (OTT) by Types
 - 1.2.1 Global Over-the-Top (OTT) Revenue Comparison by Types (2017-2023)
 - 1.2.2 Global Over-the-Top (OTT) Revenue Market Share by Types in 2017
 - 1.2.3 VoIP
 - 1.2.4 Text&Image
 - 1.2.5 Video
- 1.3 Global Over-the-Top (OTT) Market by Application
 - 1.3.1 Global Over-the-Top (OTT) Market Size and Market Share Comparison by Applications (2013-2023)
 - 1.3.2 Household
 - 1.3.3 Commercial
- 1.4 Global Over-the-Top (OTT) Market by Regions
 - 1.4.1 Global Over-the-Top (OTT) Market Size (Million USD) Comparison by Regions (2013-2023)
 - 1.4.1 North America (USA, Canada and Mexico) Over-the-Top (OTT) Status and Prospect (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy) Over-the-Top (OTT) Status and Prospect (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Over-the-Top (OTT) Status and Prospect (2013-2023)
 - 1.4.4 South America (Brazil, Argentina, Colombia) Over-the-Top (OTT) Status and Prospect (2013-2023)
 - 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Over-the-Top (OTT) Status and Prospect (2013-2023)
- 1.5 Global Market Size of Over-the-Top (OTT) (2013-2023)

2 MANUFACTURERS PROFILES

- 2.1 AMAZON
 - 2.1.1 Business Overview
 - 2.1.2 Over-the-Top (OTT) Type and Applications
 - 2.1.2.1 Product A
 - 2.1.2.2 Product B
 - 2.1.3 AMAZON Over-the-Top (OTT) Revenue, Gross Margin and Market Share

(2016-2017)

2.2 Netflix

2.2.1 Business Overview

2.2.2 Over-the-Top (OTT) Type and Applications

2.2.2.1 Product A

2.2.2.2 Product B

2.2.3 Netflix Over-the-Top (OTT) Revenue, Gross Margin and Market Share

(2016-2017)

2.3 Hulu

2.3.1 Business Overview

2.3.2 Over-the-Top (OTT) Type and Applications

2.3.2.1 Product A

2.3.2.2 Product B

2.3.3 Hulu Over-the-Top (OTT) Revenue, Gross Margin and Market Share

(2016-2017)

2.4 Apple

2.4.1 Business Overview

2.4.2 Over-the-Top (OTT) Type and Applications

2.4.2.1 Product A

2.4.2.2 Product B

2.4.3 Apple Over-the-Top (OTT) Revenue, Gross Margin and Market Share

(2016-2017)

2.5 Facebook

2.5.1 Business Overview

2.5.2 Over-the-Top (OTT) Type and Applications

2.5.2.1 Product A

2.5.2.2 Product B

2.5.3 Facebook Over-the-Top (OTT) Revenue, Gross Margin and Market Share

(2016-2017)

2.6 Akamai Technologies

2.6.1 Business Overview

2.6.2 Over-the-Top (OTT) Type and Applications

2.6.2.1 Product A

2.6.2.2 Product B

2.6.3 Akamai Technologies Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)

2.7 Google

2.7.1 Business Overview

2.7.2 Over-the-Top (OTT) Type and Applications

- 2.7.2.1 Product A
- 2.7.2.2 Product B
- 2.7.3 Google Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
- 2.8 IBM
 - 2.8.1 Business Overview
 - 2.8.2 Over-the-Top (OTT) Type and Applications
 - 2.8.2.1 Product A
 - 2.8.2.2 Product B
 - 2.8.3 IBM Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
- 2.9 LeEco
 - 2.9.1 Business Overview
 - 2.9.2 Over-the-Top (OTT) Type and Applications
 - 2.9.2.1 Product A
 - 2.9.2.2 Product B
 - 2.9.3 LeEco Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
- 2.10 Limelight Networks
 - 2.10.1 Business Overview
 - 2.10.2 Over-the-Top (OTT) Type and Applications
 - 2.10.2.1 Product A
 - 2.10.2.2 Product B
 - 2.10.3 Limelight Networks Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
- 2.11 Microsoft
 - 2.11.1 Business Overview
 - 2.11.2 Over-the-Top (OTT) Type and Applications
 - 2.11.2.1 Product A
 - 2.11.2.2 Product B
 - 2.11.3 Microsoft Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
- 2.12 Star India
 - 2.12.1 Business Overview
 - 2.12.2 Over-the-Top (OTT) Type and Applications
 - 2.12.2.1 Product A
 - 2.12.2.2 Product B
 - 2.12.3 Star India Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
- 2.13 Zee Entertainment Enterprises

- 2.13.1 Business Overview
- 2.13.2 Over-the-Top (OTT) Type and Applications
 - 2.13.2.1 Product A
 - 2.13.2.2 Product B
- 2.13.3 Zee Entertainment Enterprises Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
- 2.14 Spuul
 - 2.14.1 Business Overview
 - 2.14.2 Over-the-Top (OTT) Type and Applications
 - 2.14.2.1 Product A
 - 2.14.2.2 Product B
 - 2.14.3 Spuul Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
- 2.15 Eros International
 - 2.15.1 Business Overview
 - 2.15.2 Over-the-Top (OTT) Type and Applications
 - 2.15.2.1 Product A
 - 2.15.2.2 Product B
 - 2.15.3 Eros International Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)

3 GLOBAL OVER-THE-TOP (OTT) MARKET COMPETITION, BY PLAYERS

- 3.1 Global Over-the-Top (OTT) Revenue and Share by Players (2013-2018)
- 3.2 Market Concentration Rate
 - 3.2.1 Top 5 Over-the-Top (OTT) Players Market Share
 - 3.2.2 Top 10 Over-the-Top (OTT) Players Market Share
- 3.3 Market Competition Trend

4 GLOBAL OVER-THE-TOP (OTT) MARKET SIZE BY REGIONS

- 4.1 Global Over-the-Top (OTT) Revenue and Market Share by Regions
- 4.2 North America Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 4.3 Europe Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 4.5 South America Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA OVER-THE-TOP (OTT) REVENUE BY COUNTRIES

- 5.1 North America Over-the-Top (OTT) Revenue by Countries (2013-2018)
- 5.2 USA Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 5.3 Canada Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 5.4 Mexico Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)

6 EUROPE OVER-THE-TOP (OTT) REVENUE BY COUNTRIES

- 6.1 Europe Over-the-Top (OTT) Revenue by Countries (2013-2018)
- 6.2 Germany Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 6.3 UK Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 6.4 France Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 6.5 Russia Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 6.6 Italy Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)

7 ASIA-PACIFIC OVER-THE-TOP (OTT) REVENUE BY COUNTRIES

- 7.1 Asia-Pacific Over-the-Top (OTT) Revenue by Countries (2013-2018)
- 7.2 China Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 7.3 Japan Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 7.4 Korea Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 7.5 India Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)

8 SOUTH AMERICA OVER-THE-TOP (OTT) REVENUE BY COUNTRIES

- 8.1 South America Over-the-Top (OTT) Revenue by Countries (2013-2018)
- 8.2 Brazil Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 8.3 Argentina Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 8.4 Colombia Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)

9 MIDDLE EAST AND AFRICA REVENUE OVER-THE-TOP (OTT) BY COUNTRIES

- 9.1 Middle East and Africa Over-the-Top (OTT) Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 9.3 UAE Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 9.4 Egypt Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
- 9.6 South Africa Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)

10 GLOBAL OVER-THE-TOP (OTT) MARKET SEGMENT BY TYPE

- 10.1 Global Over-the-Top (OTT) Revenue and Market Share by Type (2013-2018)
- 10.2 Global Over-the-Top (OTT) Market Forecast by Type (2018-2023)
- 10.3 VoIP Revenue Growth Rate (2013-2023)
- 10.4 Text&Image Revenue Growth Rate (2013-2023)
- 10.5 Video Revenue Growth Rate (2013-2023)

11 GLOBAL OVER-THE-TOP (OTT) MARKET SEGMENT BY APPLICATION

- 11.1 Global Over-the-Top (OTT) Revenue Market Share by Application (2013-2018)
- 11.2 Over-the-Top (OTT) Market Forecast by Application (2018-2023)
- 11.3 Household Revenue Growth (2013-2018)
- 11.4 Commercial Revenue Growth (2013-2018)

12 GLOBAL OVER-THE-TOP (OTT) MARKET SIZE FORECAST (2018-2023)

- 12.1 Global Over-the-Top (OTT) Market Size Forecast (2018-2023)
- 12.2 Global Over-the-Top (OTT) Market Forecast by Regions (2018-2023)
- 12.3 North America Over-the-Top (OTT) Revenue Market Forecast (2018-2023)
- 12.4 Europe Over-the-Top (OTT) Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific Over-the-Top (OTT) Revenue Market Forecast (2018-2023)
- 12.6 South America Over-the-Top (OTT) Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa Over-the-Top (OTT) Revenue Market Forecast (2018-2023)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Over-the-Top (OTT) Picture

Table Product Specifications of Over-the-Top (OTT)

Table Global Over-the-Top (OTT) and Revenue (Million USD) Market Split by Product Type

Figure Global Over-the-Top (OTT) Revenue Market Share by Types in 2017

Figure VoIP Picture

Figure Text&Image Picture

Figure Video Picture

Table Global Over-the-Top (OTT) Revenue (Million USD) by Application (2013-2023)

Figure Over-the-Top (OTT) Revenue Market Share by Applications in 2017

Figure Household Picture

Figure Commercial Picture

Table Global Market Over-the-Top (OTT) Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Over-the-Top (OTT) Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Over-the-Top (OTT) Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Over-the-Top (OTT) Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Over-the-Top (OTT) Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Over-the-Top (OTT) Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Over-the-Top (OTT) Revenue (Million USD) and Growth Rate (2013-2023)

Table AMAZON Basic Information, Manufacturing Base and Competitors

Table AMAZON Over-the-Top (OTT) Type and Applications

Table AMAZON Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)

Table Netflix Basic Information, Manufacturing Base and Competitors

Table Netflix Over-the-Top (OTT) Type and Applications

Table Netflix Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)

Table Hulu Basic Information, Manufacturing Base and Competitors

Table Hulu Over-the-Top (OTT) Type and Applications
Table Hulu Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Apple Basic Information, Manufacturing Base and Competitors
Table Apple Over-the-Top (OTT) Type and Applications
Table Apple Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Facebook Basic Information, Manufacturing Base and Competitors
Table Facebook Over-the-Top (OTT) Type and Applications
Table Facebook Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Akamai Technologies Basic Information, Manufacturing Base and Competitors
Table Akamai Technologies Over-the-Top (OTT) Type and Applications
Table Akamai Technologies Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Google Basic Information, Manufacturing Base and Competitors
Table Google Over-the-Top (OTT) Type and Applications
Table Google Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table IBM Basic Information, Manufacturing Base and Competitors
Table IBM Over-the-Top (OTT) Type and Applications
Table IBM Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table LeEco Basic Information, Manufacturing Base and Competitors
Table LeEco Over-the-Top (OTT) Type and Applications
Table LeEco Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Limelight Networks Basic Information, Manufacturing Base and Competitors
Table Limelight Networks Over-the-Top (OTT) Type and Applications
Table Limelight Networks Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Microsoft Basic Information, Manufacturing Base and Competitors
Table Microsoft Over-the-Top (OTT) Type and Applications
Table Microsoft Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Star India Basic Information, Manufacturing Base and Competitors
Table Star India Over-the-Top (OTT) Type and Applications
Table Star India Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Zee Entertainment Enterprises Basic Information, Manufacturing Base and Competitors

Table Zee Entertainment Enterprises Over-the-Top (OTT) Type and Applications
Table Zee Entertainment Enterprises Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Spuul Basic Information, Manufacturing Base and Competitors
Table Spuul Over-the-Top (OTT) Type and Applications
Table Spuul Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Eros International Basic Information, Manufacturing Base and Competitors
Table Eros International Over-the-Top (OTT) Type and Applications
Table Eros International Over-the-Top (OTT) Revenue, Gross Margin and Market Share (2016-2017)
Table Global Over-the-Top (OTT) Revenue (Million USD) by Players (2013-2018)
Table Global Over-the-Top (OTT) Revenue Share by Players (2013-2018)
Figure Global Over-the-Top (OTT) Revenue Share by Players in 2016
Figure Global Over-the-Top (OTT) Revenue Share by Players in 2017
Figure Global Top 5 Players Over-the-Top (OTT) Revenue Market Share in 2017
Figure Global Top 10 Players Over-the-Top (OTT) Revenue Market Share in 2017
Figure Global Over-the-Top (OTT) Revenue (Million USD) and Growth Rate (%) (2013-2018)
Table Global Over-the-Top (OTT) Revenue (Million USD) by Regions (2013-2018)
Table Global Over-the-Top (OTT) Revenue Market Share by Regions (2013-2018)
Figure Global Over-the-Top (OTT) Revenue Market Share by Regions (2013-2018)
Figure Global Over-the-Top (OTT) Revenue Market Share by Regions in 2017
Figure North America Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Europe Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Asia-Pacific Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure South America Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Middle East and Africa Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Table North America Over-the-Top (OTT) Revenue by Countries (2013-2018)
Table North America Over-the-Top (OTT) Revenue Market Share by Countries (2013-2018)
Figure North America Over-the-Top (OTT) Revenue Market Share by Countries (2013-2018)
Figure North America Over-the-Top (OTT) Revenue Market Share by Countries in 2017
Figure USA Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Canada Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Mexico Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Table Europe Over-the-Top (OTT) Revenue (Million USD) by Countries (2013-2018)

Figure Europe Over-the-Top (OTT) Revenue Market Share by Countries (2013-2018)
Figure Europe Over-the-Top (OTT) Revenue Market Share by Countries in 2017
Figure Germany Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure UK Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure France Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Russia Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Italy Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Table Asia-Pacific Over-the-Top (OTT) Revenue (Million USD) by Countries (2013-2018)
Figure Asia-Pacific Over-the-Top (OTT) Revenue Market Share by Countries (2013-2018)
Figure Asia-Pacific Over-the-Top (OTT) Revenue Market Share by Countries in 2017
Figure China Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Japan Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Korea Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure India Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Southeast Asia Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Table South America Over-the-Top (OTT) Revenue by Countries (2013-2018)
Table South America Over-the-Top (OTT) Revenue Market Share by Countries (2013-2018)
Figure South America Over-the-Top (OTT) Revenue Market Share by Countries (2013-2018)
Figure South America Over-the-Top (OTT) Revenue Market Share by Countries in 2017
Figure Brazil Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Argentina Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Colombia Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Table Middle East and Africa Over-the-Top (OTT) Revenue (Million USD) by Countries (2013-2018)
Table Middle East and Africa Over-the-Top (OTT) Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Over-the-Top (OTT) Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Over-the-Top (OTT) Revenue Market Share by Countries in 2017
Figure Saudi Arabia Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure UAE Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Egypt Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure Nigeria Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)
Figure South Africa Over-the-Top (OTT) Revenue and Growth Rate (2013-2018)

Table Global Over-the-Top (OTT) Revenue (Million USD) by Type (2013-2018)
Table Global Over-the-Top (OTT) Revenue Share by Type (2013-2018)
Figure Global Over-the-Top (OTT) Revenue Share by Type (2013-2018)
Figure Global Over-the-Top (OTT) Revenue Share by Type in 2017
Table Global Over-the-Top (OTT) Revenue Forecast by Type (2018-2023)
Figure Global Over-the-Top (OTT) Market Share Forecast by Type (2018-2023)
Figure Global VoIP Revenue Growth Rate (2013-2018)
Figure Global Text&Image Revenue Growth Rate (2013-2018)
Figure Global Video Revenue Growth Rate (2013-2018)
Table Global Over-the-Top (OTT) Revenue by Application (2013-2018)
Table Global Over-the-Top (OTT) Revenue Share by Application (2013-2018)
Figure Global Over-the-Top (OTT) Revenue Share by Application (2013-2018)
Figure Global Over-the-Top (OTT) Revenue Share by Application in 2017
Table Global Over-the-Top (OTT) Revenue Forecast by Application (2018-2023)
Figure Global Over-the-Top (OTT) Market Share Forecast by Application (2018-2023)
Figure Global Household Revenue Growth Rate (2013-2018)
Figure Global Commercial Revenue Growth Rate (2013-2018)
Figure Global Over-the-Top (OTT) Revenue (Million USD) and Growth Rate Forecast (2018 -2023)
Table Global Over-the-Top (OTT) Revenue (Million USD) Forecast by Regions (2018-2023)
Figure Global Over-the-Top (OTT) Revenue Market Share Forecast by Regions (2018-2023)
Figure North America Over-the-Top (OTT) Revenue Market Forecast (2018-2023)
Figure Europe Over-the-Top (OTT) Revenue Market Forecast (2018-2023)
Figure Asia-Pacific Over-the-Top (OTT) Revenue Market Forecast (2018-2023)
Figure South America Over-the-Top (OTT) Revenue Market Forecast (2018-2023)
Figure Middle East and Africa Over-the-Top (OTT) Revenue Market Forecast (2018-2023)

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