

# Global Over 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:

This report studies the Over 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 Top (OTT) market by product type and applications/end industries.

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 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 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%.

Market Segment by Companies, this report covers

Facebook Messenger

LINE

Snapchat

Viber

WeChat

WhatsApp

Apple

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

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