

Global Video Streaming for Smartphones & Tablets Supply, Demand and Key Producers, 2024-2030

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Abstracts

The global Video Streaming for Smartphones & Tablets market size is expected to reach \$ 209250 million by 2030, rising at a market growth of 19.5% CAGR during the forecast period (2024-2030).

The Video Streaming market encompasses services, platforms, and devices that enable users to stream and watch digital video content over the internet. Video streaming has become a ubiquitous medium for entertainment, education, and communication, and as a result, the market has experienced steady growth over the past decade.

Key trends in the Video Streaming market include:

- 1. Continued Growth:** The video streaming market is continuing to grow rapidly as more users access content online and adopt streaming services as their primary form of entertainment.
- 2. Rise of Over-The-Top (OTT) Services:** Over-The-Top (OTT) services have emerged as a popular alternative to traditional video services, offering users the ability to watch video content over the internet without requiring a cable or satellite subscription. Popular OTT services include Netflix, Amazon Prime Video, Hulu, Disney+, and many others.
- 3. Increased Focus on Original Content:** Streaming services are increasingly investing in original content to differentiate themselves from competitors and to attract and retain subscribers. This investment has led to a proliferation of high-quality, exclusive programming on services like Netflix and Amazon Prime Video.

4. **Shift to Live Streaming:** Live streaming has gained popularity, particularly in the gaming and sports market. Platforms like Twitch and YouTube Live have become essential parts of the gaming industry, while live streaming of sports events by platforms like ESPN+ and DAZN is becoming increasingly common.

5. **Integration of Artificial Intelligence (AI):** Streaming services are using AI technologies such as machine learning to personalize content recommendations, improve streaming quality, and enhance user experiences.

6. **Development of Virtual Reality (VR):** Streaming services are beginning to explore the potential of Virtual Reality (VR) for delivering a more immersive and interactive streaming experience. Platforms like Netflix and Hulu are testing VR versions of their services.

7. **Monetization Models:** Streaming services are exploring new monetization models beyond subscription-based services. Ad-supported content, pay-per-view content, and sponsorship deals are becoming more common.

8. **Collaboration between Streaming Services and Traditional Media:** Traditional media companies are partnering with streaming services to reach audiences outside of traditional cable or satellite subscriptions. These collaborations are driving a convergence between streaming and traditional media, with companies offering bundled services that combine cable, internet, and streaming services.

The Video Streaming market is expected to continue to grow as users continue to shift towards a digital-first entertainment experience. As the market expands, we can expect to see an increased focus on original content, live streaming, VR, and the integration of AI, as well as new monetization models. Additionally, collaborations between streaming services and traditional media will continue to shape the future trends in this market.

Streaming refers to any media content – live or recorded – delivered to computers and mobile devices via the internet and played back in real time. Podcasts, webcasts, movies, TV shows and music videos are common forms of streaming content

This report studies the global Video Streaming for Smartphones & Tablets demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Video Streaming for Smartphones & Tablets, and provides market size (US\$ million) and Year-

over-Year (YoY) growth, considering 2023 as the base year. This report explores demand trends and competition, as well as details the characteristics of Video Streaming for Smartphones & Tablets that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Video Streaming for Smartphones & Tablets total market, 2019-2030, (USD Million)

Global Video Streaming for Smartphones & Tablets total market by region & country, CAGR, 2019-2030, (USD Million)

U.S. VS China: Video Streaming for Smartphones & Tablets total market, key domestic companies and share, (USD Million)

Global Video Streaming for Smartphones & Tablets revenue by player and market share 2019-2024, (USD Million)

Global Video Streaming for Smartphones & Tablets total market by Type, CAGR, 2019-2030, (USD Million)

Global Video Streaming for Smartphones & Tablets total market by Application, CAGR, 2019-2030, (USD Million).

This reports profiles major players in the global Video Streaming for Smartphones & Tablets market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Brightcove Inc., Limelight Networks, Haivision Inc., Google LLC, IBM Corporation, Kaltura, Amazon Inc., Cisco Systems Inc. and Ooyala, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Video Streaming for Smartphones & Tablets market.

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2019-2030 by year with 2023 as the base year, 2024 as the estimate year, and 2025-2030 as the forecast year.

Global Video Streaming for Smartphones & Tablets Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Video Streaming for Smartphones & Tablets Market, Segmentation by Type

Live Video Streaming

Video On Demand

Global Video Streaming for Smartphones & Tablets Market, Segmentation by Application

Media & Broadcasters

Retail & Ecommerce

Education

IT and Telecommunication

Healthcare

Government

Others

Companies Profiled:

Brightcove Inc.

Limelight Networks

Haivision Inc.

Google LLC

IBM Corporation

Kaltura

Amazon Inc.

Cisco Systems Inc.

Ooyala

Akamai Technologies

Key Questions Answered

1. How big is the global Video Streaming for Smartphones & Tablets market?
2. What is the demand of the global Video Streaming for Smartphones & Tablets

market?

3. What is the year over year growth of the global Video Streaming for Smartphones & Tablets market?

4. What is the total value of the global Video Streaming for Smartphones & Tablets market?

5. Who are the major players in the global Video Streaming for Smartphones & Tablets market?

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