

Global VOD Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global VOD market size was valued at USD 86180 million in 2023 and is forecast to a readjusted size of USD 228260 million by 2030 with a CAGR of 14.9% during review period.

Video on demand (VOD) is a media distribution system that allows users to access videos without a traditional video playback device and the constraints of a typical static broadcasting schedule. This report mainly studies VOD market, by type (transactional VOD, catch-up TV, subscription VOD, other), by application (household and commercial).

Over the last few years, online media consumption has surged. Mobile devices have surpassed desktop computers as the major source for consuming online media. As smartphone popularity rises, data usage will inevitably rise, resulting in an increase in online video consumption. Consumer preferences and needs change throughout time, but one constant remains the growing demand for value and ease of use. This is one of the most important aspects of building a unique user experience. Owing to which VOD will remain popular for a long time.

The Global Info Research report includes an overview of the development of the VOD industry chain, the market status of Household (Transactional VOD, Catch-up TV), Commercial (Transactional VOD, Catch-up TV), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of VOD.

Regionally, the report analyzes the VOD markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing

consumer awareness. Asia-Pacific, particularly China, leads the global VOD market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the VOD market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the VOD industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Transactional VOD, Catch-up TV).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the VOD market.

Regional Analysis: The report involves examining the VOD market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the VOD market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to VOD:

Company Analysis: Report covers individual VOD players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards VOD This may involve surveys, interviews, and analysis of consumer

reviews and feedback from different by Application (Household, Commercial).

Technology Analysis: Report covers specific technologies relevant to VOD. It assesses the current state, advancements, and potential future developments in VOD areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the VOD market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

VOD market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Transactional VOD

Catch-up TV

Subscription VOD

Other

Market segment by Application

Household

Commercial

Market segment by players, this report covers

Netflix

Apple Inc

Comcast Corporation

Amazon Video(VoD)

YouTube

Vudu,Inc

Hulu

Dish Network

Home Box Office

Sky UK Limited

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe VOD product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of VOD, with revenue, gross margin and global market share of VOD from 2019 to 2024.

Chapter 3, the VOD competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and VOD market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of VOD.

Chapter 13, to describe VOD research findings and conclusion.

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