

# **Asia Pacific Video Streaming Market 2021-2030 by Offering, Solution Type, Platform, Streaming Type, Deployment Mode, Revenue Model, End User, and Country: Trend Forecast and Growth Opportunity**

<https://marketpublishers.com/r/A4B9F63F880EEN.html>

Date: January 2021

Pages: 109

Price: US\$ 2,040.00 (Single User License)

ID: A4B9F63F880EEN

## **Abstracts**

Asia Pacific video streaming market will grow by 21.8% annually with a total addressable market cap of \$372.2 billion over 2020-2030 owing to the growing internet connectivity, rising demand of online videos and on-demand videos, growing trend of smartphones and social media, and technological advancements in cloud and AI etc.

Highlighted with 33 tables and 47 figures, this 109-page report “Asia Pacific Video Streaming Market 2021-2030 by Offering, Solution Type, Platform, Streaming Type, Deployment Mode, Revenue Model, End User, and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific video streaming market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2015-2020 and provides forecast from 2021 till 2030 with 2020 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify Asia Pacific video streaming market in every aspect of the classification from perspectives of Offering, Solution Type, Platform, Streaming Type, Deployment Mode, Revenue Model, End User, and Country.

Based on Offering, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2020-2030 included in each section.

Solution

Services

Based on Solution Type, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2020-2030 included in each section.

Internet Protocol TV (IPTV)

Over the Top (OTT)

Pay-TV

Based on Platform, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2020-2030 included in each section.

Laptops and Desktops

Smartphones and Tablets

Smart TVs

Other Platforms

Based on Streaming Type, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2020-2030 included in each section.

Live/Linear Video Streaming

Non-Linear Video Streaming

Based on Deployment Mode, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2020-2030 included in each section.

On-premise Video Streaming

Cloud-based Video Streaming

Hybrid Video Streaming

Based on Revenue Model, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2020-2030 included in each section.

Subscription Video on Demand (SVOD)

Advertisement-supported Video on Demand (AVOD)

Transactional Video on Demand (TVOD) or Pay Per View (PPV)

Hybrid Revenue Models

Based on End User, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2020-2030 included in each section.

Consumer

Enterprise

Geographically, the following national/local markets are fully investigated:

Japan

China

South Korea

Australia

India

Rest of APAC (further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, Taiwan, and Philippines)

For each key country, detailed analysis and data for annual revenue (\$ mn) are available for 2020-2030. The breakdown of key national markets by Solution Type, Streaming Type, and Revenue Model over the forecast years is also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in Asia Pacific video streaming market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players (this may not be a complete list and extra companies can be added upon request):

Akamai Technologies

Amazon.com Inc.

Baidu Inc.

Brightcove Inc.

Comcast Corporation

Google LLC

Hulu

Kaltura Inc.

Netflix Inc.

Roku

Tencent Holdings Limited

Ustream Inc.

Youtube

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

## Contents

### **1 INTRODUCTION**

- 1.1 Industry Definition and Research Scope
  - 1.1.1 Industry Definition
  - 1.1.2 Research Scope
- 1.2 Research Methodology
  - 1.2.1 Overview of Market Research Methodology
  - 1.2.2 Market Assumption
  - 1.2.3 Secondary Data
  - 1.2.4 Primary Data
  - 1.2.5 Data Filtration and Model Design
  - 1.2.6 Market Size/Share Estimation
  - 1.2.7 Research Limitations
- 1.3 Executive Summary

### **2 MARKET OVERVIEW AND DYNAMICS**

- 2.1 Market Size and Forecast
  - 2.1.1 Impact of COVID-19 on World Economy
  - 2.1.2 Impact of COVID-19 on the Market
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

### **3 SEGMENTATION OF ASIA PACIFIC MARKET BY OFFERING**

- 3.1 Market Overview by Offering
- 3.2 Solution
- 3.3 Service

### **4 SEGMENTATION OF ASIA PACIFIC MARKET BY SOLUTION TYPE**

- 4.1 Market Overview by Solution Type
- 4.2 Internet Protocol TV (IPTV)
- 4.3 Over the Top (OTT)
- 4.4 Pay-TV

## **6 SEGMENTATION OF ASIA PACIFIC MARKET BY STREAMING TYPE**

- 6.1 Market Overview by Streaming Type
- 6.2 Live/Linear Video Streaming
- 6.3 Non-Linear Video Streaming

## **7 SEGMENTATION OF ASIA PACIFIC MARKET BY DEPLOYMENT MODE**

- 7.1 Market Overview by Deployment Mode
- 7.2 On-premise Video Streaming
- 7.3 Cloud-based Video Streaming
- 7.4 Hybrid Video Streaming

## **8 SEGMENTATION OF ASIA PACIFIC MARKET BY REVENUE MODEL**

- 8.1 Market Overview by Revenue Model
- 8.2 Subscription Video on Demand (SVOD)
- 8.3 Advertisement-supported Video on Demand (AVOD)
- 8.4 Transactional Video on Demand (TVOD) or Pay Per View (PPV)
- 8.5 Hybrid Revenue Models

## **9 SEGMENTATION OF ASIA PACIFIC MARKET BY END USER**

- 9.1 Market Overview by End User
- 9.2 Consumer
- 9.3 Enterprise

## **10 ASIA-PACIFIC MARKET 2020-2030 BY COUNTRY**

- 10.1 Overview of Asia-Pacific Market
- 10.2 Japan
- 10.3 China
- 10.4 Australia
- 10.5 India
- 10.6 South Korea
- 10.7 Rest of APAC Region

## **11 COMPETITIVE LANDSCAPE**

11.1 Overview of Key Vendors

11.2 New Product Launch, Partnership, Investment, and M&A

11.3 Company Profiles

Akamai Technologies

Amazon.com Inc.

Baidu Inc.

Brightcove Inc.

Comcast Corporation

Google LLC

Hulu

Kaltura Inc.

Netflix Inc.

Roku

Tencent Holdings Limited

Ustream Inc.

Youtube

## **12 INVESTING IN ASIA PACIFIC MARKET: RISK ASSESSMENT AND MANAGEMENT**

12.1 Risk Evaluation of Asia Pacific Market

12.2 Critical Success Factors (CSFs)

Related Reports and Products



## List Of Tables

### LIST OF TABLES

- Table 1. Snapshot of Asia Pacific Video Streaming Market in Balanced Perspective, 2020-2030
- Table 2. Growth Rate of World Real GDP, 2017-2021
- Table 3. Main Product Trends and Market Opportunities in Asia Pacific Video Streaming Market
- Table 4. Asia Pacific Video Streaming Market by Offering, 2020-2030, \$ bn
- Table 5. Asia Pacific Video Streaming Market by Solution Type, 2020-2030, \$ bn
- Table 6. Asia Pacific Video Streaming Market by Streaming Type, 2020-2030, \$ bn
- Table 7. Asia Pacific Video Streaming Market by Deployment Mode, 2020-2030, \$ bn
- Table 8. Asia Pacific Video Streaming Market by Revenue Model, 2020-2030, \$ bn
- Table 9. Asia Pacific Video Streaming Market by End User, 2020-2030, \$ bn
- Table 10. APAC Video Streaming Market by Country, 2020-2030, \$ bn
- Table 11. Japan Video Streaming Market by Solution Type, 2020-2030, \$ bn
- Table 12. Japan Video Streaming Market by Streaming Type, 2020-2030, \$ bn
- Table 13. Japan Video Streaming Market by Revenue Model, 2020-2030, \$ bn
- Table 14. China Video Streaming Market by Solution Type, 2020-2030, \$ bn
- Table 15. China Video Streaming Market by Streaming Type, 2020-2030, \$ bn
- Table 16. China Video Streaming Market by Revenue Model, 2020-2030, \$ bn
- Table 17. Australia Video Streaming Market by Solution Type, 2020-2030, \$ bn
- Table 18. Australia Video Streaming Market by Streaming Type, 2020-2030, \$ bn
- Table 19. Australia Video Streaming Market by Revenue Model, 2020-2030, \$ bn
- Table 20. India Video Streaming Market by Solution Type, 2020-2030, \$ bn
- Table 21. India Video Streaming Market by Streaming Type, 2020-2030, \$ bn
- Table 22. India Video Streaming Market by Revenue Model, 2020-2030, \$ bn
- Table 23. South Korea Video Streaming Market by Solution Type, 2020-2030, \$ bn
- Table 24. South Korea Video Streaming Market by Streaming Type, 2020-2030, \$ bn
- Table 25. South Korea Video Streaming Market by Revenue Model, 2020-2030, \$ bn
- Table 26. Video Streaming Market in Rest of APAC by Country, 2020-2030, \$ bn
- Table 27. Akamai Technologies: Company Snapshot
- Table 28. Akamai Technologies: Business Segmentation
- Table 29. Akamai Technologies: Product Portfolio
- Table 30. Akamai Technologies: Revenue, 2016-2018, \$ bn
- Table 31. Akamai Technologies: Recent Developments
- Table 32. Risk Evaluation for Investing in Asia Pacific Market, 2020-2030
- Table 33. Critical Success Factors and Key Takeaways



## List Of Figures

### LIST OF FIGURES

Figure 1. Research Method Flow Chart

Figure 2. Breakdown of Primary Research

Figure 3. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 4. Asia Pacific Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2020-2030

Figure 5. Asia Pacific Video Streaming Market, 2020-2030, \$ bn

Figure 6. Impact of COVID-19 on Business

Figure 7. Primary Drivers and Impact Factors of Asia Pacific Video Streaming Market

Figure 8. Primary Restraints and Impact Factors of Asia Pacific Video Streaming Market

Figure 9. Investment Opportunity Analysis

Figure 10. Porter's Five Forces Analysis of Asia Pacific Video Streaming Market

Figure 11. Breakdown of Asia Pacific Video Streaming Market by Offering, 2020-2030, % of Revenue

Figure 12. Asia Pacific Addressable Market Cap in 2021-2030 by Offering, Value (\$ bn) and Share (%)

Figure 13. Asia Pacific Video Streaming Market: Solution, 2020-2030, \$ bn

Figure 14. Asia Pacific Video Streaming Market: Service, 2020-2030, \$ bn

Figure 15. Breakdown of Asia Pacific Video Streaming Market by Solution Type, 2020-2030, % of Sales Revenue

Figure 16. Asia Pacific Addressable Market Cap in 2021-2030 by Solution Type, Value (\$ bn) and Share (%)

Figure 17. Asia Pacific Video Streaming Market: Internet Protocol TV (IPTV), 2020-2030, \$ bn

Figure 18. Asia Pacific Video Streaming Market: Over the Top (OTT), 2020-2030, \$ bn

Figure 19. Asia Pacific Video Streaming Market: Pay-TV, 2020-2030, \$ bn

Figure 20. Breakdown of Asia Pacific Video Streaming Market by Streaming Type, 2020-2030, % of Revenue

Figure 21. Asia Pacific Addressable Market Cap in 2021-2030 by Streaming Type, Value (\$ bn) and Share (%)

Figure 22. Asia Pacific Video Streaming Market: Live/Linear Video Streaming, 2020-2030, \$ bn

Figure 23. Asia Pacific Video Streaming Market: Non-Linear Video Streaming, 2020-2030, \$ bn

Figure 24. Breakdown of Asia Pacific Video Streaming Market by Deployment Mode, 2020-2030, % of Revenue

Figure 25. Asia Pacific Addressable Market Cap in 2021-2030 by Deployment Mode, Value (\$ bn) and Share (%)

Figure 26. Asia Pacific Video Streaming Market: On-premise Video Streaming, 2020-2030, \$ bn

Figure 27. Asia Pacific Video Streaming Market: Cloud-based Video Streaming, 2020-2030, \$ bn

Figure 28. Asia Pacific Video Streaming Market: Hybrid Video Streaming, 2020-2030, \$ bn

Figure 29. Breakdown of Asia Pacific Video Streaming Market by Revenue Model, 2020-2030, % of Revenue

Figure 30. Asia Pacific Addressable Market Cap in 2021-2030 by Revenue Model, Value (\$ bn) and Share (%)

Figure 31. Asia Pacific Video Streaming Market: Subscription Video on Demand (SVOD), 2020-2030, \$ bn

Figure 32. Asia Pacific Video Streaming Market: Advertisement-supported Video on Demand (AVOD), 2020-2030, \$ bn

Figure 33. Asia Pacific Video Streaming Market: Transactional Video on Demand (TVOD) or Pay Per View (PPV), 2020-2030, \$ bn

Figure 34. Asia Pacific Video Streaming Market: Hybrid Revenue Models, 2020-2030, \$ bn

Figure 35. Breakdown of Asia Pacific Video Streaming Market by End User, 2020-2030, % of Revenue

Figure 36. Asia Pacific Addressable Market Cap in 2021-2030 by End User, Value (\$ bn) and Share (%)

Figure 37. Asia Pacific Video Streaming Market: Consumer, 2020-2030, \$ bn

Figure 38. Asia Pacific Video Streaming Market: Enterprise, 2020-2030, \$ bn

Figure 39. Breakdown of APAC Video Streaming Market by Country, 2020 and 2030, % of Revenue

Figure 40. Contribution to APAC 2021-2030 Cumulative Revenue by Country, Value (\$ bn) and Share (%)

Figure 41. Video Streaming Market in Japan, 2020-2030, \$ bn

Figure 42. Video Streaming Market in China, 2020-2030, \$ bn

Figure 43. Video Streaming Market in Australia, 2020-2030, \$ bn

Figure 44. Video Streaming Market in India, 2020-2030, \$ bn

Figure 45. Video Streaming Market in South Korea, 2020-2030, \$ bn

Figure 46. Video Streaming Market in Rest of APAC, 2020-2030, \$ bn

Figure 47. Growth Stage of Asia Pacific Video Streaming Industry over the Forecast Period

## I would like to order

Product name: Asia Pacific Video Streaming Market 2021-2030 by Offering, Solution Type, Platform, Streaming Type, Deployment Mode, Revenue Model, End User, and Country: Trend Forecast and Growth Opportunity

Product link: <https://marketpublishers.com/r/A4B9F63F880EEN.html>

Price: US\$ 2,040.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A4B9F63F880EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970