

Asia Pacific Video Streaming Market Size, Share & Trends Analysis Report By Streaming, By Solution, By Platform, By Service, By Revenue Model, By Deployment, By User, By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

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Asia Pacific Video Streaming Market Growth & Trends

The Asia Pacific video streaming market size is expected to reach USD 112.89 billion by 2030, according to a new report by Grand View Research, Inc. The market is anticipated to grow at a CAGR of 22.6% from 2025 to 2030. Innovations such as blockchain technology and Artificial Intelligence (AI) are used to improve video quality. AI is essential in editing, voice-overs, cinematography, scriptwriting, and several other video productions and upload aspects. These innovations are anticipated to positively influence the growth of the market.

The cloud-based streaming solutions have been a significant factor in augmenting the scope of content and driving the growth of the Asia Pacific market for video streaming. Cloud technology has revolutionized how content is delivered, stored, and managed, enabling streaming platforms to provide a more seamless and scalable user experience. Moreover, cloud-based streaming solutions allow platforms to scale their infrastructure based on demand. This is crucial in the APAC region's diverse and rapidly growing user base. Streaming services can easily accommodate spikes in viewership during popular events or new content releases.

The availability of affordable smartphones and improved mobile networks has been a

major driving force behind the market growth. This combination has significantly expanded the accessibility and reach of video content to a broader population in the region. Affordable smartphones have allowed a larger portion of the population to access the internet and consume video content. As a result, video streaming platforms can tap into a larger and more diverse user base. Moreover, smartphones allow users to watch videos on the go, whether commuting, traveling, or taking breaks. This flexibility aligns well with many people's busy lifestyles in the region.

Streaming platforms experimented with monetization models, including subscription-based, ad-supported, and freemium options. This flexibility allowed them to cater to different user segments and maximize revenue. Moreover, traditional TV viewership was declining in many APAC countries, with younger audiences favoring online streaming for entertainment. This shift in media consumption habits contributed to the growth of the video streaming market. Advancements in internet infrastructure, including the rollout of high-speed broadband and improved mobile networks, facilitated better streaming quality and reduced buffering issues.

The COVID-19 pandemic significantly impacted the APAC video streaming market. The lockdowns, social distancing measures, and work-from-home arrangements prompted a surge in digital content consumption, including video streaming. With people spending more time at home due to lockdowns and restrictions, there was a higher demand for entertainment options. Video streaming platforms became a primary source of entertainment for individuals and families. This increase in viewership and engagement further fueled the market growth.

Asia Pacific Video Streaming Market Report Highlights

By streaming scope, the live video streaming segment dominated the market with a revenue share of 64.1% in 2024. Live streaming allows immediate interaction and engagement with content creators, making it more interactive and engaging for viewers. The popularity of live events, such as concerts, sports matches, gaming streams, and influencer interactions, could have driven higher revenue from live-streaming platforms.

By solution scope, the OTT segment dominated the market with a revenue share of 33.0% in 2024. OTT streaming services like Netflix, Amazon Prime Video, Disney+, and local platforms were gaining significant traction in the region due to their convenience, on-demand

content, and personalized viewing experiences

By revenue model, the subscription segment dominated with a revenue share of 45.8% in 2024. Local and global Subscription Video Demand (SVOD) providers were investing in original content production, further contributing to the growth of the subscription segment. Original series and movies created by these platforms attracted viewers and helped establish their unique identities in the market

By deployment, the cloud segment dominated the market with a revenue share of 61.7% in 2024. Cloud infrastructure provides the scalability, reliability, and global distribution necessary to ensure smooth streaming experiences for users

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