

Enterprise Streaming Media Market Size, Share & Trends Analysis Report By Deployment (On-premise, Cloud), By Enterprise Size, By Application, By Solution, By Media Service, By End-use, By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/E852FE5581A4EN.html>

Date: March 2025

Pages: 100

Price: US\$ 4,950.00 (Single User License)

ID: E852FE5581A4EN

Abstracts

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Enterprise Streaming Media Market Growth & Trends

The global enterprise streaming media market size is expected to reach USD 71.47 billion by 2030, expanding at a CAGR of 10.7% from 2025 to 2030, according to a new study conducted by Grand View Research, Inc. Increase in internet penetration has enabled multi-national companies (MNCs) to adopt streaming media solutions as an effective alternative tool for conducting meetings, conferences, product presentations, client interactions, and other corporate communication. Thus, facilitating content delivery with a customized and interactive approach.

Companies across varied verticals are focusing on deploying advanced enterprise streaming media solutions to communicate and deliver content to geographically dispersed workforce and strategic business units. The solutions enable companies to reduce communication costs and improve the quality of presentation and interaction. It also enables companies to develop and deliver customized training modules for their employees. Human resource teams of companies are using webcasting to offer training programs and skill development courses to employees.

Most companies are deploying enterprise streaming media solutions to improve their service delivery models and to effectively compete in the rapidly evolving business environment. Government agencies and educational institutions are also using enterprise streaming media to deliver online learning courses to students located in remote locations that lack conventional classroom-based infrastructure.

For instance, the Government of India launched SWAYAM, a free online education platform in July 2017. The platform was developed by the All India Council for Technical Education (AICTE) and the Ministry of Human Resource Development (MHRD) with the assistance of Microsoft Corporation. SWAYAM is capable of hosting approximately 80,000 hours of learning and 2,000 courses that include postgraduate, school, undergraduate, law, engineering, and other professional courses.

Enterprise Streaming Media Market Report Highlights

The on-premises segment dominated the market with a 60.7% revenue share in 2024, attributed to its strong security, data control, and seamless integration with existing IT systems.

The large enterprise segment dominated the market with the largest revenue share in 2024, driven by high demand for advanced video streaming solutions that support global operations.

The training & development segment dominated the market with the largest revenue share in 2024, fueled by the increasing need for scalable employee training solutions.

The web conferencing segment dominated the market with the largest revenue share in 2024, fueled by widespread enterprise adoption of virtual collaboration tools.

The professional service segment dominated the enterprise streaming media industry with the largest revenue share in 2024, which can be attributed to the growing need for expert consultation and deployment support.

The BFSI segment dominated the market with the largest revenue share in 2024, driven by the increasing adoption of secure videocommunication solutions.

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