

Live Streaming Infrastructure Market Size, Share & Trend Analysis Report By Infrastructure Component, By Deployment (Cloud, On-Premise, Hybrid), By End Use (Sports, Gaming), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global live streaming infrastructure market size was valued at USD 21.1 billion in 2025 and is projected to grow from USD 24.4 billion in 2026 to USD 70.7 billion by 2033, at a CAGR of 16.4% from 2026 to 2033. The market in North America dominated with a revenue share of 39.5% in 2025. The global market for live streaming infrastructure is experiencing strong growth due to the rising demand for live video content across entertainment, sports, gaming, enterprise communication, and online education.

Cloud-based streaming platforms, AI-powered video processing, and 5G networks are improving streaming quality, scalability, and reliability. The expansion of the creator economy, live commerce, and virtual events is further driving investments in live streaming infrastructure worldwide. Providers are increasingly shifting from traditional on-premises infrastructure to cloud-based streaming platforms. This transition enables greater scalability, flexibility, and operational efficiency. Cloud-native solutions simplify the deployment and management of live streaming workflows.

They also support seamless scaling during high-traffic events while reducing infrastructure costs. The adoption of cloud-based live streaming infrastructure continues to accelerate across industries. For instance, in September 2025, Akamai Technologies, a U.S.-based cloud computing company, and Harmonic launched Media Services Live 5 (MSL5), a cloud-native live streaming platform featuring low-latency delivery, enhanced scalability, and support for diverse media formats. This launch aims to help

broadcasters and streaming providers deliver high-quality live streaming at scale while improving viewer experience, operational efficiency, and monetization opportunities.

Streaming infrastructure providers are increasingly integrating AI capabilities and edge computing to improve video processing, reduce latency, and optimize resource utilization. This trend enables more efficient, scalable, and cost-effective live streaming, supporting the growing demand for high-quality real-time video across industries. Industry participants are launching advanced AI- and edge-enabled streaming platforms to improve efficiency, scalability, and user experience. For instance, in August 2025, Wowza Media Systems, LLC, a U.S.-based video streaming software and infrastructure company, introduced streaming infrastructure capabilities, including enhanced APIs, edge-powered streaming on NVIDIA Jetson, and AI-powered features for live video workflows. This launch aims to improve deployment flexibility, reduce infrastructure costs, and enable more efficient, scalable live streaming across edge and cloud environments.

The growing demand for diversified revenue generation is accelerating the adoption of advanced monetization capabilities in live streaming infrastructure. Features such as server-side ad insertion (SSAI), dynamic ad insertion (DAI), subscription management, and live commerce are becoming integral components of streaming platforms. These technologies help content providers maximize advertising revenue while delivering a seamless viewing experience. They also enable personalized ad delivery and improve audience engagement. Streaming infrastructure is evolving to support scalable and efficient ad delivery across multiple devices and platforms. Companies are enhancing analytics and audience insights to optimize advertising performance and targeting. Broadcasters and OTT providers are leveraging these capabilities to improve profitability and increase viewer retention. The integration of monetization tools also supports new business models, including subscription- and commerce-driven streaming services. Consequently, monetization-focused infrastructure is emerging as a key growth driver for the market.

Global Live Streaming Infrastructure Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021

to 2033. For this study, Grand View Research has segmented the global live streaming infrastructure market report based on infrastructure component, deployment, end use and region.

Infrastructure Component Outlook (Revenue, USD Billion, 2021 - 2033)

Encoding & Transcoding

Player & Analytics

Cloud-Based Solutions

Content Delivery Network (CDN)

Digital Rights Management (DRM) / Security

Deployment Outlook (Revenue, USD Billion, 2021 - 2033)

Cloud

On-Premise

Hybrid

End Use Outlook (Revenue, USD Billion, 2021 - 2033)

Media & Entertainment

Sports

Gaming

Education

Enterprise

Government

Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

South Africa

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