

Over The Top Devices And Services Market Size, Share & Trends Analysis Report By Content (VoIP, Text & Images, Video), By Revenue Source (AVOD, SVOD), By Platform, By Deployment, By Device Type, And Segment Forecasts, 2020 - 2027

<https://marketpublishers.com/r/O4A80CDD352EN.html>

Date: October 2020

Pages: 150

Price: US\$ 5,950.00 (Single User License)

ID: O4A80CDD352EN

Abstracts

This report can be delivered to the clients within 72 Business Hours

Over The Top Devices And Services Market Growth & Trends

The global over the top devices and services market size is expected to reach USD 220.54 billion by 2027, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 18.6% from 2020 to 2027. The rollout of high-speed broadband internet has resulted in a rising inclination toward online streaming platforms, thereby fueling industry growth. Moreover, the proliferation of technologies underlying live streaming and Video on Demand (VOD) has significantly contributed to the increasing number of OTT subscriptions, thus creating a positive outlook for the market.

The industry is witnessing an influx of new players, with major platforms, such as Netflix, facing intense competition from OTT providers, such as Disney+ and Apple TV+. The service providers are increasingly offering premium content for paying customers to gain comprehensive customer engagement. Additionally, although OTT platforms had been successfully making their way into developing markets, such as India, the coronavirus crisis has undoubtedly given a push to the viewers' appetite for digital content. As per the estimations, OTT has now become a go-to mode for a sizeable audience base due to the inaccessibility of outdoor entertainment and the unavailability of new content on television channels.

The industry has revolutionized the ways of content creation and distribution, along with streaming. The market participants are making perennial additions of engaging content to cater to the rising demand of customers for variety in the content. The ongoing pandemic has resulted in more consumers inadvertently realizing the convenience offered by OTT services, which has led to a significant shift in content consumption. The market is expected to evolve continuously over the coming years owing to the enormous potential for customized and consumer-centric content made available on demand.

Over The Top Devices And Services Market Report Highlights

Apart from the increasing subscriptions, OTT is also becoming a crucial avenue for advertising. AVOD revenues are also witnessing a gradual increase with the expanding user base of these services

By device type, streaming sticks are expected to witness the fastest growth from 2020 to 2027 owing to their rising popularity, especially in developing countries across the globe. Their popularity can be attributed to the cost-effectiveness and compact design of such devices

North America dominated the market in 2019 and is expected to maintain its lead throughout the forecast period owing to the already established acceptance of OTT services and the increasing number of smartphone and internet users across the region

By platform, gaming consoles are increasingly becoming a preferred platform to access the OTT service, resulting in the accelerated growth of the segment

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definitions
- 1.3. Information Procurement
 - 1.3.1. Purchased database
 - 1.3.2. GVR's internal database
 - 1.3.3. Secondary sources & third-party perspectives
 - 1.3.4. Primary research
- 1.4. Information Analysis
 - 1.4.1. Data analysis models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook

CHAPTER 3. OTT DEVICES AND SERVICES MARKET VARIABLES, TRENDS, AND SCOPE

- 3.1. Market Size and Growth Prospects
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market driver analysis
 - 3.3.2. Market restraint/challenges analysis
- 3.4. Penetration & Growth Prospects Mapping
- 3.5. Industry Analysis - Porter's
 - 3.5.1. Bargaining power of suppliers
 - 3.5.2. Bargaining power of buyers
 - 3.5.3. Threat of substitutes
 - 3.5.4. Threat of new entrants
 - 3.5.5. Competitive rivalry
- 3.6. Industry Analysis - PEST
 - 3.6.1. Political & legal landscape
 - 3.6.2. Economic landscape

- 3.6.3. Social landscape
- 3.6.4. Technology landscape
- 3.7. Key Company Ranking Analysis, 2019

CHAPTER 4. OTT MARKET - CONTENT OUTLOOK

- 4.1. Market Size Estimates & Forecasts and Trend Analysis, 2016 - 2027 (USD Billion)
- 4.2. Content Movement Analysis and Market Share, 2019 & 2027 (USD Billion)
- 4.3. VoIP
 - 4.3.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)
- 4.4. Text & Images
 - 4.4.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)
- 4.5. Video
 - 4.5.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)

CHAPTER 5. OTT MARKET - REVENUE SOURCE OUTLOOK

- 5.1. Market Size Estimates & Forecasts and Trend Analysis, 2016 - 2027 (Revenue, USD Billion)
- 5.2. Revenue Source Movement Analysis and Market Share, 2019 & 2027 (USD Billion)
- 5.3. AVOD
 - 5.3.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)
- 5.4. SVOD
 - 5.4.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)
- 5.5. TVOD
 - 5.5.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)
- 5.6. Others
 - 5.6.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)

CHAPTER 6. OTT MARKET - PLATFORM OUTLOOK

- 6.1. Market Size Estimates & Forecasts and Trend Analysis, 2016 - 2027 (Revenue, USD Billion)
- 6.2. Platform Movement Analysis and Market Share, 2019 & 2027 (USD Billion)
- 6.3. Mobile Devices & Computers
 - 6.3.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)
- 6.4. Smart TVs & Set-top Box
 - 6.4.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)
- 6.5. Gaming Console

6.5.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)

CHAPTER 7. OTT MARKET - DEPLOYMENT OUTLOOK

7.1. Market Size Estimates & Forecasts and Trend Analysis, 2016 - 2027 (Revenue, USD Billion)

7.2. Deployment Movement Analysis and Market Share, 2019 & 2027 (USD Billion)

7.3. On-premise

7.3.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)

7.4. Cloud

7.4.1. Market estimates and forecasts by region, 2016 - 2027 (Revenue, USD Million)

CHAPTER 8. OTT MARKET - DEVICE TYPE OUTLOOK (DEMAND AND REVENUE)

8.1. Market Size Estimates & Forecasts and Trend Analysis, 2016 - 2027 (Thousand Units)

8.2. Device Type Movement Analysis and Market Share, 2019 & 2027 (Thousand Units)

8.3. Streaming Media Players

8.3.1. Demand estimates and forecasts by region, 2016 - 2027 (Thousand Units)

8.3.2. Market estimates and forecasts by region, 2016 - 2027 (USD Million)

8.3.3. Streaming box

8.3.3.1. Demand estimates and forecasts by region, 2016 - 2027 (Thousand Units)

8.3.3.2. Market estimates and forecasts by region, 2016 - 2027 (USD Million)

8.3.4. Connected gaming console

8.3.4.1. Demand estimates and forecasts by region, 2016 - 2027 (Thousand Units)

8.3.4.2. Market estimates and forecasts by region, 2016 - 2027 (USD Million)

8.3.5. OTT Set-top Box

8.3.5.1. Demand estimates and forecasts by region, 2016 - 2027 (Thousand Units)

8.3.5.2. Market estimates and forecasts by region, 2016 - 2027 (USD Million)

8.3.6. Others

8.3.6.1. Demand estimates and forecasts by region, 2016 - 2027 (Thousand Units)

8.3.6.2. Market estimates and forecasts by region, 2016 - 2027 (USD Million)

8.4. Streaming Sticks

8.4.1. Demand estimates and forecasts by region, 2016 - 2027 (Thousand Units)

8.4.2. Market estimates and forecasts by region, 2016 - 2027 (USD Million)

CHAPTER 9. OTT DEVICES AND SERVICES MARKET REGIONAL OUTLOOK

9.1. OTT Devices and Services Market, By Region, 2019 & 2027 (USD Billion)

9.2. Regional Movement Analysis and Market Share, 2019 & 2027 (USD Billion)

9.3. North America

9.3.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.3.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.3.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.3.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.3.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.3.6. U.S.

9.3.6.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.3.6.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.3.6.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.3.6.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.3.6.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.3.7. Canada

9.3.7.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.3.7.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.3.7.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.3.7.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.3.7.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.4. Europe

9.4.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.4.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.4.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.4.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.4.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.4.6. Germany

9.4.6.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.4.6.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.4.6.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.4.6.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.4.6.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.4.7. U.K.

9.4.7.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.4.7.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.4.7.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.4.7.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.4.7.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.4.8. France

9.4.8.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.4.8.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.4.8.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.4.8.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.4.8.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.4.9. Italy

9.4.9.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.4.9.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.4.9.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.4.9.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.4.9.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.4.10. Netherlands

9.4.10.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.4.10.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.4.10.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.4.10.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.4.10.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.5. Asia Pacific

9.5.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.5.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.5.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.5.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.5.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.5.6. China

9.5.6.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.5.6.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.5.6.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.5.6.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.5.6.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.5.7. Japan

9.5.7.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.5.7.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.5.7.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.5.7.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.5.7.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.5.8. Southeast Asia

9.5.8.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.5.8.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.5.8.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.5.8.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.5.8.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.5.9. South Korea

9.5.9.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.5.9.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.5.9.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.5.9.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.5.9.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.5.10. India

9.5.10.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.5.10.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.5.10.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.5.10.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.5.10.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand

Units & USD Million)

9.6. Latin America

9.6.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.6.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.6.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.6.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.6.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.6.6. Mexico

9.6.6.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.6.6.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.6.6.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.6.6.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.6.6.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.6.7. Brazil

9.6.7.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.6.7.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.6.7.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.6.7.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.6.7.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

9.7. MEA

9.7.1. Market estimates and forecasts by content, 2016 - 2027 (USD Billion)

9.7.2. Market estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

9.7.3. Market estimates and forecasts by platform, 2016 - 2027 (USD Billion)

9.7.4. Market estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

9.7.5. Market estimates and forecasts by device type, 2016 - 2027 (Thousand Units & USD Million)

CHAPTER 10. COMPETITIVE LANDSCAPE

10.1. Akamai Technologies

10.1.1. Company Overview

10.1.2. Financial Performance

10.1.3. Product Benchmarking

10.1.4. Recent Developments

- 10.2. Amazon.com
 - 10.2.1. Company Overview
 - 10.2.2. Financial Performance
 - 10.2.3. Product Benchmarking
 - 10.2.4. Recent Developments
- 10.3. Apple Inc.
 - 10.3.1. Company Overview
 - 10.3.2. Financial Performance
 - 10.3.3. Product Benchmarking
 - 10.3.4. Recent Developments
- 10.4. Brightcove Inc.
 - 10.4.1. Company Overview
 - 10.4.2. Financial Performance
 - 10.4.3. Product Benchmarking
 - 10.4.4. Recent Developments
- 10.5. Disney + Hotstar
 - 10.5.1. Company Overview
 - 10.5.2. Financial Performance
 - 10.5.3. Product Benchmarking
 - 10.5.4. Recent Developments
- 10.6. Google Inc.
 - 10.6.1. Company Overview
 - 10.6.2. Product Benchmarking
 - 10.6.3. Product Benchmarking
 - 10.6.4. Recent Developments
- 10.7. Hulu
 - 10.7.1. Company Overview
 - 10.7.2. Financial Performance
 - 10.7.3. Product Benchmarking
 - 10.7.4. Recent Developments
- 10.8. Limelight Networks Inc.
 - 10.8.1. Company Overview
 - 10.8.2. Financial Performance
 - 10.8.3. Product Benchmarking
 - 10.8.4. Recent Developments
- 10.9. Microsoft Corporation
 - 10.9.1. Company Overview
 - 10.9.2. Financial Performance
 - 10.9.3. Product Benchmarking

10.9.4. Recent Developments

10.10. Netflix Inc.

10.10.1. Company Overview

10.10.2. Financial Performance

10.10.3. Product Benchmarking

10.10.4. Recent Developments

10.11. Roku, Inc.

10.11.1. Company Overview

10.11.2. Financial Performance

10.11.3. Product Benchmarking

10.11.4. Recent Developments

List Of Tables

LIST OF TABLES

TABLE 1 Global OTT devices and services market size estimates & forecasts, 2016 - 2027 (USD Billion)

TABLE 2 Global OTT devices and services market size estimates and forecasts by region, 2016 - 2027 (USD Billion)

TABLE 3 Global OTT devices demand estimates and forecasts by region, 2016 - 2027 (Thousand units)

TABLE 4 Global OTT devices and services market size estimates and forecasts by content, 2016 - 2027 (USD Billion)

TABLE 5 Global OTT devices and services market size estimates and forecasts by revenue source, 2016 - 2027 (USD Billion)

TABLE 6 Global OTT devices and services market size estimates and forecasts by platform, 2016 - 2027 (USD Billion)

TABLE 7 Global OTT devices and services market size estimates and forecasts by deployment, 2016 - 2027 (USD Billion)

TABLE 8 Global OTT devices demand estimates and forecasts by device type, 2016 - 2027 (Thousand Units)

TABLE 9 Global OTT devices market size estimates and forecasts by device type, 2016 - 2027 (USD Million)

TABLE 10 Key market driver impact

TABLE 11 Key market restraint impact

TABLE 12 Analysis of key OTT devices and services solutions offered by the key companies globally

TABLE 13 Market for OTT VoIP, by region, 2016 - 2027 (USD Billion)

TABLE 14 Market for OTT text and images, by region, 2016 - 2027 (USD Billion)

TABLE 15 Market for OTT video, by region, 2016 - 2027 (USD Billion)

TABLE 16 AVOD market, by region, 2016 - 2027 (USD Billion)

TABLE 17 SVOD market, by region, 2016 - 2027 (USD Billion)

TABLE 18 TVOD market, by region, 2016 - 2027 (USD Billion)

TABLE 19 Market for other revenue sources, by region, 2016 - 2027 (USD Billion)

TABLE 20 Market for OTT devices and services in mobile devices and computers, by region, 2016 - 2027 (USD Billion)

TABLE 21 Market for OTT devices and services in smart TVs and set-top box, by region, 2016 - 2027 (USD Billion)

TABLE 22 Market for OTT devices and services in a gaming console, by region, 2016 - 2027 (USD Billion)

TABLE 23 Market for on-premise deployment, by region, 2016 - 2027 (USD Billion)

TABLE 24 Market for cloud deployment, by region, 2016 - 2027 (USD Billion)

TABLE 25 OTT streaming media players demand, by region, 2016 - 2027 (Thousand Units)

TABLE 26 OTT streaming media players market, by region, 2016 - 2027 (USD Million)

TABLE 27 OTT streaming box demand, by region, 2016 - 2027 (Thousand Units)

TABLE 28 OTT streaming box market, by region, 2016 - 2027 (USD Million)

TABLE 29 Connected gaming console demand, by region, 2016 - 2027 (Thousand Units)

TABLE 30 Connected gaming console market, by region, 2016 - 2027 (USD Million)

TABLE 31 OTT Set-top Box demand, by region, 2016 - 2027 (Thousand Units)

TABLE 32 OTT Set-top Box market, by region, 2016 - 2027 (USD Million)

TABLE 33 Demand for other OTT streaming media players, by region, 2016 - 2027 (Thousand Units)

TABLE 34 Market for other OTT streaming media players, by region, 2016 - 2027 (USD Million)

TABLE 35 OTT streaming sticks demand, by region, 2016 - 2027 (Thousand Units)

TABLE 36 OTT streaming sticks market, by region, 2016 - 2027 (USD Million)

TABLE 37 North America OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 38 North America OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 39 North America OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 40 North America OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 41 North America OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 42 North America OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 43 U.S. OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 44 U.S. OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 45 U.S. OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 46 U.S. OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 47 U.S. OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 48 U.S. OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 49 Canada OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 50 Canada OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 51 Canada OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 52 Canada OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 53 Canada OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 54 Canada OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 55 Europe OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 56 Europe OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 57 Europe OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 58 Europe OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 59 Europe OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 60 Europe OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 61 U.K. OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 62 U.K. OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 63 U.K. OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 64 U.K. OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 65 U.K. OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 66 U.K. OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 67 Germany OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 68 Germany OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 69 Germany OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 70 Germany OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 71 Germany OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 72 Germany OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 73 France OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 74 France OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 75 France OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 76 France OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 77 France OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 78 France OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 79 Italy OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 80 Italy OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 81 Italy OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 82 Italy OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 83 Italy OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 84 Italy OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 85 Netherlands OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 86 Netherlands OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 87 Netherlands OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 88 Netherlands OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 89 Netherlands OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 90 Netherlands OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 91 Asia Pacific OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 92 Asia Pacific OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 93 Asia Pacific OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 94 Asia Pacific OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 95 Asia Pacific OTT devices demand by device type, 2016 - 2027 (Thousand

Units)

TABLE 96 Asia Pacific OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 97 China OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 98 China OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 99 China OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 100 China OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 101 China OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 102 China OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 103 Japan OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 104 Japan OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 105 Japan OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 106 Japan OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 107 Japan OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 108 Japan OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 109 Southeast Asia OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 110 Southeast Asia OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 111 Southeast Asia OTT devices and services market by platform, 2016 - 2027 (USD Billion)

TABLE 112 Southeast Asia OTT devices and services market by deployment, 2016 - 2027 (USD Billion)

TABLE 113 Southeast Asia OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 114 Southeast Asia OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 115 South Korea OTT devices and services market by content, 2016 - 2027 (USD Billion)

TABLE 116 South Korea OTT devices and services market by revenue source, 2016 - 2027 (USD Billion)

TABLE 117 South Korea OTT devices and services market by platform, 2016 - 2027

(USD Billion)

TABLE 118 South Korea OTT devices and services market by deployment, 2016 - 2027

(USD Billion)

TABLE 119 South Korea OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 120 South Korea OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 121 India OTT devices and services market by content, 2016 - 2027 (USD Million)

TABLE 122 India OTT devices and services market by revenue source, 2016 - 2027 (USD Million)

TABLE 123 India OTT devices and services market by platform, 2016 - 2027 (USD Million)

TABLE 124 India OTT devices and services market by deployment, 2016 - 2027 (USD Million)

TABLE 125 India OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 126 India OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 127 Latin America OTT devices and services market by content, 2016 - 2027 (USD Million)

TABLE 128 Latin America OTT devices and services market by revenue source, 2016 - 2027 (USD Million)

TABLE 129 Latin America OTT devices and services market by platform, 2016 - 2027 (USD Million)

TABLE 130 Latin America OTT devices and services market by deployment, 2016 - 2027 (USD Million)

TABLE 131 Latin America OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 132 Latin America OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 133 Mexico OTT devices and services market by content, 2016 - 2027 (USD Million)

TABLE 134 Mexico OTT devices and services market by revenue source, 2016 - 2027 (USD Million)

TABLE 135 Mexico OTT devices and services market by platform, 2016 - 2027 (USD Million)

TABLE 136 Mexico OTT devices and services market by deployment, 2016 - 2027 (USD Million)

TABLE 137 Mexico OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 138 Mexico OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 139 Brazil OTT devices and services market by content, 2016 - 2027 (USD

Million)

TABLE 140 Brazil OTT devices and services market by revenue source, 2016 - 2027 (USD Million)

TABLE 141 Brazil OTT devices and services market by platform, 2016 - 2027 (USD Million)

TABLE 142 Brazil OTT devices and services market by deployment, 2016 - 2027 (USD Million)

TABLE 143 Brazil OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 144 Brazil OTT devices market by device type, 2016 - 2027 (USD Million)

TABLE 145 Middle East & Africa OTT devices and services market by content, 2016 - 2027 (USD Million)

TABLE 146 Middle East & Africa OTT devices and services market by revenue source, 2016 - 2027 (USD Million)

TABLE 147 Middle East & Africa OTT devices and services market by platform, 2016 - 2027 (USD Million)

TABLE 148 Middle East & Africa OTT devices and services market by deployment, 2016 - 2027 (USD Million)

TABLE 149 Middle East & Africa OTT devices demand by device type, 2016 - 2027 (Thousand Units)

TABLE 150 Middle East & Africa OTT devices market by device type, 2016 - 2027 (USD Million)

List Of Figures

LIST OF FIGURES

FIG 1 Market segmentation & scope

FIG 2 Information procurement

FIG 3 Primary research pattern

FIG 4 Primary research process

FIG 5 Market formulation and data visualization

FIG 6 Industry snapshot

FIG 7 OTT devices and services market size and growth prospects

FIG 8 Value chain analysis

FIG 9 Market dynamics

FIG 10 Penetration and growth prospect mapping

FIG 11 Industry analysis - Porter's

FIG 12 PEST analysis

FIG 13 Key company ranking analysis, 2019

FIG 14 OTT devices and services market, by content, key takeaways

FIG 15 Content market size estimates & forecasts and trend analysis, 2016 - 2027
(USD Billion)

FIG 16 Content movement analysis & market share, 2019 & 2027 (USD Billion)

FIG 17 Revenue source market size estimates & forecasts and trend analysis, 2016 - 2027
(USD Billion)

FIG 18 Revenue source movement analysis & market share, 2019 & 2027 (USD Billion)

FIG 19 Platform market size estimates & forecasts and trend analysis, 2016 - 2027
(USD Billion)

FIG 20 Platform movement analysis & market share, 2019 & 2027 (USD Billion)

FIG 21 Deployment market size estimates & forecasts and trend analysis, 2016 - 2027
(USD Billion)

FIG 22 Deployment movement analysis & market share, 2019 & 2027 (USD Billion)

FIG 23 Device type market size estimates & forecasts and trend analysis, 2016 - 2027
(Thousand Units)

FIG 24 Device type movement analysis & market share, 2019 & 2027 (USD Million)

FIG 25 Regional market size estimates & forecasts and trend analysis, 2019 & 2027
(USD Billion)

FIG 26 Regional movement analysis & market share, 2019 & 2027 (USD Billion)

FIG 27 North America OTT devices and services market, by country, 2019 & 2027
(USD Billion)

FIG 28 North America OTT devices and services market, by content, 2016 - 2027 (USD

Billion)

FIG 29 North America OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 30 North America OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 31 North America OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 32 North America OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 33 U.S. OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 34 U.S. OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 35 U.S. OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 36 U.S. OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 37 U.S. OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 38 Canada OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 39 Canada OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 40 Canada OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 41 Canada OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 42 Canada OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 43 Europe OTT devices and services market, by country, 2016 - 2027 (USD Billion)

FIG 44 Europe OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 45 Europe OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 46 Europe OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 47 Europe OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 48 Europe OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 49 U.K. OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 50 U.K. OTT devices and services market, by revenue source, 2016 - 2027 (USD

Billion)

FIG 51 U.K. OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 52 U.K. OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 53 U.K. OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 54 Germany OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 55 Germany OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 56 Germany OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 57 Germany OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 58 Germany OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 59 France OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 60 France OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 61 France OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 62 France OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 63 France OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 64 Italy OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 65 Italy OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 66 Italy OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 67 Italy OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 68 Italy OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 69 Netherlands OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 70 Netherlands OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 71 Netherlands OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 72 Netherlands OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 73 Netherlands OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 74 Asia Pacific OTT devices and services market, by country, 2016 - 2027 (USD Billion)

FIG 75 Asia Pacific OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 76 Asia Pacific OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 77 Asia Pacific OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 78 Asia Pacific OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 79 Asia Pacific OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 80 China OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 81 China OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 82 China OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 83 China OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 84 China OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 85 Japan OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 86 Japan OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 87 Japan OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 88 Japan OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 89 Japan OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 90 Southeast Asia OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 91 Southeast Asia OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 92 Southeast Asia OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 93 Southeast Asia OTT devices and services market, by deployment, 2016 - 2027

(USD Billion)

FIG 94 Southeast Asia OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 95 South Korea OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 96 South Korea OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 97 South Korea OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 98 South Korea OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 99 South Korea OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 100 India OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 101 India OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 102 India OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 103 India OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 104 India OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 105 Latin America OTT devices and services market, by country, 2016 - 2027 (USD Billion)

FIG 106 Latin America OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 107 Latin America OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 108 Latin America OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 109 Latin America OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 110 Latin America OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 111 Mexico OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 112 Mexico OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 113 Mexico OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 114 Mexico OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 115 Mexico OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 116 Brazil OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 117 Brazil OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 118 Brazil OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 119 Brazil OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 120 Brazil OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

FIG 121 MEA OTT devices and services market, by content, 2016 - 2027 (USD Billion)

FIG 122 MEA OTT devices and services market, by revenue source, 2016 - 2027 (USD Billion)

FIG 123 MEA OTT devices and services market, by platform, 2016 - 2027 (USD Billion)

FIG 124 MEA OTT devices and services market, by deployment, 2016 - 2027 (USD Billion)

FIG 125 MEA OTT devices market, by device type, 2016 - 2027 (Thousand Units, USD Million)

I would like to order

Product name: Over The Top Devices And Services Market Size, Share & Trends Analysis Report By Content (VoIP, Text & Images, Video), By Revenue Source (AVOD, SVOD), By Platform, By Deployment, By Device Type, And Segment Forecasts, 2020 - 2027

Product link: <https://marketpublishers.com/r/O4A80CDD352EN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O4A80CDD352EN.html>