

TV Analytics Market Size, Share & Trends Analysis Report By Deployment (Cloud, On-Premise), By Application (Advertising, Competitor Analysis), By Region, And Segment Forecasts, 2019 - 2025

<https://marketpublishers.com/r/TE1B5A26A1AFEN.html>

Date: December 2019

Pages: 100

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

ID: TE1B5A26A1AFEN

Abstracts

This report can be delivered to the clients within 12-14 business days

The global TV analytics market size is expected to reach USD 655.4 million by 2025, according to a new report by Grand View Research, Inc., registering a CAGR of 21.2% over the forecast period. The growing need for deploying analytical tools across multiple streaming platforms has played a vital role in data management. These analytical tools help in determining the advertisement budget and ensure optimal use of TV campaigns. With companies now investing in the development of technological platforms to understand viewership preferences, the television market is expected to witness significant growth over the forecast period.

The media and television industry has undergone major changes in terms of viewership and technology, and so companies such as Netflix, Comcast Corporation, and Sky Telstra have adopted TV analytics to enhance operational metrics. Despite the adoption of television analytics among streaming players, traditional TV networks are lagging in its adoption. Due to a lack of awareness among conventional TV networks, demand for TV analytics is expected to surge in the coming years. The transition toward Over the Top (OTT) and IP-based content delivery has led to generation of a significant amount of data, which in turn, has created an upsurge in the adoption of these solutions.

Asia Pacific is expected to be the fastest-growing regional market and is expected to witness significant traction on a global scale in the near future. Growth can be attributed to high presence of technological platforms, increasing demand for quality content,

awareness through advertisements, and demand for analytics software in the television industry. High penetration of smartphone users and demand for high-speed internet has resulted in a niche market for OTT platforms. Changes in patterns of consumption and consumer behavior analysis are some of the trends witnessed across the market.

Further key findings from the report suggest:

The digital transformation of the broadcasting industry, along with the need to automate the media and programming segments, is expected to propel market growth over the forecast period

Consumer behavior analysis and ad relevancy are some of the major factors responsible for the adoption of television analytics

TV analytics in advertising is presumed to capture the largest market share by 2025, owing to increase in audience reach and high competitive advantage. Additionally, the growing adoption of third-party vendors with optimal ad budgets is expected to fuel segment growth

Cloud deployment models are growing at a rapid pace owing to agility and scalability in solutions for television analytics. Rising competition between content providers is expected to result in better deployment of cloud solutions

Some of the key players maneuvering industry dynamics are Conviva AB; iSpot.tv Inc.; Alphonso Inc.; Orca Interactive; and Blix, Adobe Systems Inc.

Contents

CHAPTER 1 METHODOLOGY

- 1.1 Research Methodology
- 1.2 Research Scope and Assumptions
- 1.3 List to Data Sources
 - 1.3.1 Secondary sources
 - 1.3.2 Primary sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 TV Analytics - Industry Snapshot & Key Buying Criteria, 2014-2025

CHAPTER 3 TV ANALYTICS MARKET INDUSTRY OUTLOOK

- 3.1 Market Segmentation & Scope
 - 3.1.1 TV Analytics Market Size And Growth Prospects
- 3.2 TV Analytics Market-Value Chain Analysis
- 3.3 TV Analytics-Market Dynamics
 - 3.3.1 Market driver analysis
 - 3.3.1.1 Increased growth of digital video content
 - 3.3.1.2 Growth of personalized advertising
 - 3.3.2 Market restraint analysis
 - 3.3.2.1 Complexity of the solution
- 3.4 TV Analytics-Penetration and Growth Prospect Mapping
- 3.5 Business environment analysis tools
 - 3.5.1 Pest Analysis
 - 3.5.2 Porter's Five Forces Analysis
- 3.6 Consumer Behaviour Analysis
 - 3.6.1 Consumer Trends and Preferences/Consumer Solution Adoption

CHAPTER 4 TV ANALYTICS MARKET DEPLOYMENT OUTLOOK

- 4.1 Market Size Estimates & Forecasts and Trend Analysis, 2014-2025 (USD Million)
- 4.2 TV Analytics Market: Deployment Movement Analysis, 2018 & 2025
- 4.3 Cloud
- 4.4 On-premise

CHAPTER 5 TV ANALYTICS MARKET APPLICATION OUTLOOK

- 5.1 Market Size Estimates & Forecasts and Trend Analysis, 2014-2025 (USD Million)
- 5.2 TV Analytics Market: Application Movement Analysis, 2018 & 2025
- 5.3 Advertising
- 5.4 Competitor Analysis
- 5.5 Audience Characterization
- 5.6 Content Management & Broadcasting

CHAPTER 6 TV ANALYTICS MARKET REGIONAL OUTLOOK

- 6.1 TV Analytics Market, By Region, 2018 & 2025
- 6.2 TV Analytics Market: Region Movement Analysis, 2018 & 2025
- 6.3 North America
 - 6.3.1 U.S.
 - 6.3.2 Canada
- 6.4 Europe
 - 6.4.1 Germany
 - 6.4.2 U.K.
- 6.5 Asia Pacific
 - 6.5.1 China
 - 6.5.2 India
 - 6.5.3 Japan
- 6.6 Latin America
 - 6.6.1 Brazil
 - 6.6.2 Mexico
- 6.7 MEA

CHAPTER 7 COMPETITIVE LANDSCAPE

- 7.1
 - 7.1.1 Company Overview
 - 7.1.2 Product Benchmarking
 - 7.1.3 Recent Developments
- 7.2 Adobe Systems, Inc.
 - 7.2.1 Company Overview
 - 7.2.2 Financial Performance
 - 7.2.3 Product Benchmarking
 - 7.2.4 Recent Developments

7.3 Amobee, Inc.

7.3.1 Company Overview

7.3.2 Product Benchmarking

7.3.3 Recent Developments

7.4 Alphonso Inc.

7.4.1 Company Overview

7.4.2 Product Benchmarking

7.4.3 Recent Developments

7.5 BrightLine Partners, LLC.

7.5.1 Company Overview

7.5.2 Product Benchmarking

7.6 Blix

7.6.1 Company Overview

7.6.2 Product Benchmarking

7.7 Conviva Inc.

7.7.1 Company Overview

7.7.2 Product Benchmarking

7.7.3 Recent Developments

7.8 Edgeware AB

7.8.1 Company Overview

7.8.2 Financial Performance

7.8.3 Product Benchmarking

7.8.4 Recent Developments

7.9 iSpot.tv, Inc.

7.9.1 Company Overview

7.9.2 Product Benchmarking

7.9.3 Recent Developments

7.10 Kaltura Inc.

7.10.1 Company Overview

7.10.2 Product Benchmarking

7.10.3 Recent Developments

7.11 NicePeopleAtWork(NPAW)

7.11.1 Company Overview

7.11.2 Product Benchmarking

7.11.3 Recent Developments

7.12 Realytics

7.12.1 Company Overview

7.12.2 Product Benchmarking

7.13 Sorenson Media

- 7.13.1 Company Overview
- 7.13.2 Product Benchmarking
- 7.13.3 Recent Developments
- 7.14 Viaccess and Orca Interactive
 - 7.14.1 Company Overview
 - 7.14.2 Product Benchmarking

List Of Tables

LIST OF TABLES

- Table 1 TV Analytics - Industry snapshot & key buying criteria, 2014 - 2025
- Table 2 Global TV analytics market, 2014 - 2025 (USD Million)
- Table 3 Global TV analytics market by region, 2014 - 2025 (USD Million)
- Table 4 Global TV analytics market estimates and forecasts by deployment, 2014 - 2025 (USD Million)
- Table 5 Global TV analytics market estimates and forecasts by application, 2014 - 2025 (USD Million)
- Table 6 Cloud based TV analytics market, by region, 2014 - 2025 (USD Million)
- Table 7 Global on-premise based TV analytics market, by region, 2014 - 2025 (USD Million)
- Table 8 Global TV analytics market in advertising application, by region, 2014 - 2025 (USD Million)
- Table 9 Global TV analytics market in competitor analysis application, by region, 2014 - 2025 (USD Million)
- Table 10 Global TV analytics market in audience characterization application, by region, 2014 - 2025 (USD Million)
- Table 11 Global TV analytics market in content management & broadcasting application, by region, 2014 - 2025 (USD Million)
- Table 12 North America TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 13 North America TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 14 U.S. TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 15 U.S. TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 16 Canada TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 17 Canada TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 18 Europe TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 19 Europe TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 20 Germany TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 21 Germany TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 22 U.K. TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 23 U.K. TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 24 Asia Pacific TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 25 Asia Pacific TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 26 China TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 27 China TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 28 India TV analytics market, by deployment, 2014 - 2025 (USD Million)

- Table 29 India TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 30 Japan TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 31 Japan TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 32 Latin America TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 33 Latin America TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 34 Brazil TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 35 Brazil TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 36 Mexico TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 37 Mexico TV analytics market, by application, 2014 - 2025 (USD Million)
- Table 38 MEA TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Table 39 MEA TV analytics market, by application, 2014 - 2025 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market snapshot-TV analytics market
- Fig. 2 TV analytics market segmentation
- Fig. 3 TV analytics market size and growth prospects (USD Million)
- Fig. 4 TV analytics market-Value chain analysis
- Fig. 5 TV analytics-Market dynamics
- Fig. 6 TV analytics-Penetration and growth prospect mapping
- Fig. 7 PEST analysis
- Fig. 8 Porter's analysis
- Fig. 9 TV analytics market, by deployment, key takeaways
- Fig. 10 TV analytics market: Deployment movement analysis, 2018 & 2025
- Fig. 11 Global cloud based TV analytics market, 2014 - 2025 (USD Million)
- Fig. 12 Global on-premise based TV analytics market, 2014 - 2025 (USD Million)
- Fig. 13 TV analytics market, by application, key takeaways
- Fig. 14 TV analytics market: Application movement analysis, 2018 & 2025
- Fig. 15 Global TV analytics market in advertising application, 2014 - 2025 (USD Million)
- Fig. 16 Global TV analytics market in competitor analysis application, 2014 - 2025 (USD Million)
- Fig. 17 Global TV analytics market in audience characterization application, 2014 - 2025 (USD Million)
- Fig. 18 Global TV analytics market in content management & broadcasting application, 2014 - 2025 (USD Million)
- Fig. 19 TV analytics market, By region, 2018 & 2025
- Fig. 20 TV analytics market: Region movement analysis, 2018 & 2025
- Fig. 21 North America TV analytics market, 2014 - 2025 (USD Million)
- Fig. 22 North America TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 23 North America TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 24 U.S. TV analytics, by deployment, 2014 - 2025 (USD Million)
- Fig. 25 U.S. TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 26 Canada TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 27 Canada TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 28 Europe TV analytics market, 2014 - 2025 (USD Million)
- Fig. 29 Europe TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 30 Europe TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 31 Germany TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 32 Germany TV analytics market, by application, 2014 - 2025 (USD Million)

- Fig. 33 U.K. TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 34 U.K. TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 35 Asia Pacific TV analytics market, 2014 - 2025 (USD Million)
- Fig. 36 Asia Pacific TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 37 Asia Pacific TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 38 China TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 39 China TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 40 India TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 41 India TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 42 Japan TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 43 Japan TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 44 Latin America TV analytics market, 2014 - 2025 (USD Million)
- Fig. 45 Latin America TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 46 Latin America TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 47 Brazil TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 48 Brazil TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 49 Mexico TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 50 Mexico TV analytics market, by application, 2014 - 2025 (USD Million)
- Fig. 51 MEA TV analytics market, by deployment, 2014 - 2025 (USD Million)
- Fig. 52 MEA TV analytics market, by application, 2014 - 2025 (USD Million)

I would like to order

Product name: TV Analytics Market Size, Share & Trends Analysis Report By Deployment (Cloud, On-Premise), By Application (Advertising, Competitor Analysis), By Region, And Segment Forecasts, 2019 - 2025

Product link: <https://marketpublishers.com/r/TE1B5A26A1AFEN.html>

Price: US\$ 4,950.00 (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/TE1B5A26A1AFEN.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