

U.S. Live Streaming Infrastructure Market Size, Share & Trends Analysis Report By Infrastructure Component (Cloud-Based Solutions, Content Delivery Network), By Deployment, By End-use (Media & Entertainment, Sports, Gaming, Education), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. live streaming infrastructure market size was valued at USD 6.4 billion in 2025 and is projected to grow from USD 7.3 billion in 2026 to USD 19.1 billion by 2033, at a CAGR of 14.7% from 2026 to 2033. The market is increasingly adopting hybrid streaming architectures that combine cloud, on-premises, and edge infrastructure. This approach provides greater flexibility to manage varying workloads, latency requirements, and streaming traffic. It also helps providers optimize infrastructure costs while maintaining reliable content delivery.

The U.S. live streaming infrastructure industry is increasingly adopting AI-powered video intelligence to analyze live streams in real time. This enables automated event detection, content monitoring, alerts, and actionable insights from live video. AI is also helping transform streaming infrastructure from a content-delivery system into an intelligent, data-driven platform. The integration of vision-language models and AI-based video analysis is further enabling streaming systems to understand complex scenes and respond to specific events based on contextual information. This is expanding applications across security, sports, transportation, industrial operations, and live events, where rapid detection and automated responses are increasingly important. In July 2026, Wowza Media Systems, LLC, a video streaming technology company, launched its Video Intelligence Framework (VIF), integrating real-time AI analysis directly into live-streaming workflows. The framework can detect objects and scenes,

generate video insights, and trigger automated workflows based on events detected in live streams.

The U.S. live streaming infrastructure market is witnessing growing adoption of flexible and integrated OTT solutions that combine streaming delivery, app development, audience engagement, and monetization within a unified platform. Such solutions enable providers to launch OTT services faster, customize experiences across mobile, web, and connected-TV platforms, and scale services as audience demand grows. The integration of no-code development, partner ecosystems, and flexible monetization models is further enabling providers to reduce development complexity and adapt services without major changes to their underlying infrastructure. For instance, in February 2025, Brightcove Inc., a video streaming technology company, launched an enhanced Brightcove OTT solution in collaboration with Applicaster, introducing upgraded app experiences, improved streaming quality, and flexible monetization capabilities. The solution is designed to help media companies, sports organizations, and streaming providers reduce operational costs, accelerate OTT service deployment, and scale their streaming businesses efficiently.

The U.S. live streaming infrastructure industry is witnessing growing demand for ultra-low-latency streaming to support real-time applications. This trend is driven by the increasing popularity of live sports, gaming, and interactive streaming experiences. Streaming providers are adopting advanced content delivery technologies to minimize delays and improve viewer engagement. Edge computing is gaining importance as it enables content to be processed closer to users, reducing latency and improving streaming performance. The growing use of real-time video for live commerce and virtual events is further supporting demand for low-latency infrastructure. Providers are also focusing on improving network reliability to deliver uninterrupted streams during high-traffic events. The adoption of 5G networks and advanced video compression technologies is further improving real-time streaming capabilities and enabling higher-quality content delivery. These developments are encouraging investments in advanced streaming infrastructure across the U.S. market.

U.S. Live Streaming Infrastructure Market Report Segmentation

This report forecasts revenue growth at the country level 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 U.S. live streaming infrastructure market report based on infrastructure component, deployment, and end-use:

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

Encoding & Transcoding

Player & Analytics

Cloud-Based Solutions

Content Delivery Network (CDN)

Digital Rights Management (DRM) / Security

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

Cloud

On-Premise

Hybrid

End-use Outlook (Revenue, USD Million/Billion, 2021 - 2033)

Media & Entertainment

Sports

Gaming

Education

Enterprise

Government

Others

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