

AVOD services: A window of opportunity for TV Broadcasters

<https://marketpublishers.com/r/AFA832D86AA3EN.html>

Date: October 2021

Pages: 54

Price: US\$ 3,300.00 (Single User License)

ID: AFA832D86AA3EN

Abstracts

This report covers the market landscape and dynamics of the advertising VOD segment.

The regions studied include the United States, Asia and Europe, with the corresponding key players discussed in detail.

The report also presents the conditions for the success of AVOD services and the possible positioning of new players and incumbents (broadcasters) for the future.

This report aims to answer the following questions:

What are the dynamics affecting the AVOD markets?

What strategies are players adopting to compete in the OTT video segment?

How can advertising services influence the OTT video market?

What is the outlook for AVOD revenues from 2025 onwards, by region and by type of player?

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