

# **World OTT Markets – Report & Dataset: Markets & Forecasts up to 2022 - Fixed and Mobile Internet**

<https://marketpublishers.com/r/W419DB25F4DEN.html>

Date: October 2018

Pages: 0

Price: US\$ 4,400.00 (Single User License)

ID: W419DB25F4DEN

## **Abstracts**

This yearly observatory – report and dataset- provides a comprehensive worldwide and regional/country level market value database covering all principal OTT services for the period of 2013 to 2022.

Markets covered: Internet access and usage – search – social – mobile – video – communication – cloud – digital contents – – E-commerce commission – online games.

These markets are also dissected from a business model angle, to include both paid revenues and advertising revenues from display formats including RTB

7 regions and 18 countries covered: World, Europe, EU5, Asia-Pacific; Middle East & Africa, North America, , Latin America – Brazil, Canada, China, France, Germany, India, Italy, Japan, Portugal, Russia, South Africa, South Korea, South Africa, Spain, Sweden, Switzerland, Turkey, United Kingdom, USA

The total telco services market is also provided as a means of comparison with the OTT services market

Focus on the principal Internet players: Alibaba, Amazon, Apple, Baidu, Facebook, Google, Microsoft, Tencent, including their revenues and platform strategies. Main OTT market trends and dynamics are also provided, including the key players, competition levels and IDATE DigiWorld's perspectives and outlook.

## **DATASET SCOPE**

Geographic coverage

Europe

France

Germany

Italy

Portugal

Russia

Spain

Sweden

Switzerland

Turkey

United Kingdom

North America

Canada

United States

Latin America

Brazil

Asia-Pacific

China

India

Japan

South Korea

Middle East & Africa

South Africa

## Indicators by country

### Access indicators

Internet subscribers (millions)

Internet density

Fixed Internet users (millions)

Fixed Internet penetration

Mobile subscribers (millions)

Mobile density

Mobile Internet users (millions)

Mobile Internet penetration

### Online advertising revenues

Annual growth rate

Display revenues (million EUR)

Of which RTB revenues (million EUR)

Search revenues (million EUR)

Other online advertising revenues (million EUR)

## Social Networks

Total social networks revenues (million EUR)

Social networks paid revenues (million EUR)

Social networks advertising revenues (million EUR)

## Mobile

Total mobile revenues (million EUR)

Paid mobile application revenues (million EUR)

Mobile advertising revenues (million EUR)

## OTT on demand video

Total OTT on demand video revenues (million EUR)

OTT video paid revenues (million EUR)

OTT video advertising revenues (million EUR)

## OTT communication

OTT communication revenues (million EUR)

## Cloud

Cloud revenues (million EUR)

## E-commerce

E-commerce revenues (million EUR)

Of which M-commerce revenues (million EUR)

Share of M-commerce

Online gaming

Online gaming revenues (million EUR)

Population

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1. World OTT market to surpass 1 trillion EUR by 2022: CAGR 2018-22 of 13.1%
- 1.2. OTT markets start to mature, with leaders getting established
- 1.3. Diversification of major OTTs (GAFAM version); different assets, same goals
- 1.4. Diversification of major OTTs (BAT version); different assets, same goals
- 1.5. OTT players' expanding their approach to data monetisation

### 2. MARKET ANALYSIS

- 2.1. Internet service revenues per user strongly linked to the advertising market
- 2.2. Overall shift to revenues from mobile; Facebook taking the initiative
- 2.3. Advertising duopoly: Google & Facebook own 50% of the market, 66% of mobile
- 2.4. GAFAM and BAT are the world's largest OTT companies

### 3. KEY INTERNET TRENDS

- 3.1. Internet giants commonly use mergers & acquisitions to diversify
- 3.2. OTT services increasingly diversifying into Internet of Things (IoT)
- 3.3. OTT giants' battle over Artificial Intelligence (AI) heats up
- 3.4. Robotics development is industrial-vertical dependent

### 4. FOCUS ON INTERNET PLAYERS: GAFAM & BAT

- 4.1. Facebook, Google & Baidu: dependance on advertising evolving differently
- 4.2. Apple & Microsoft: majority of sales through core business
- 4.3. Facebook & Tencent: social media leaders with different revenue patterns
- 4.4. Amazon & E-commerce giants in a potential cloud war

## List Of Tables

### LIST OF TABLES AND FIGURES

#### 1. EXECUTIVE SUMMARY

Figure 1: World OTT services market, 2012 – 2022

Figure 2: Breakdown of OTT paid service revenues, 2018 and 2022

Figure 3: Breakdown of ad-funded service revenues, 2018 and 2022

Figure 4: OTT markets in 2020, by segment

Figure 5: Major OTTs are diversifying into various service domains

Figure 6: BAT also diversifying into various service domains

Figure 7: Evolution of OTT players' strategies on data monetisation

#### 2. MARKET ANALYSIS

Figure 8: OTT leaders' estimated annual per-user Internet service revenue, worldwide, 2014 – 2017

Figure 9: Percentage of OTT leaders' total revenue generated by mobile services, 2014 – 2017

Figure 10: Player shares of online advertising revenue, 2017

Figure 11: Player shares of mobile advertising revenue, 2017

Figure 12: Top 10 OTT companies worldwide by market capitalisation, February 2018

#### 3. KEY INTERNET TRENDS

Figure 13: Number of GAFAM acquisitions, 2007– 2017

Figure 14: Major OTT mergers & acquisitions in 2016 and 2017

Figure 15: Amazon Key for keyless secure delivery

Figure 16: Google's focus on IoT markets

Figure 17: OTT leaders' major takeover of AI start-ups

Figure 18: Robotics market forecasts 2016 – 2025

Figure 19: Robotics start-ups buyouts, 2011 – 2016

#### 4. FOCUS ON INTERNET PLAYERS: GAFAM & BAT

Figure 20: Ad revenue and its share of total revenue for Google, Facebook and Baidu, 2014 – 2017

Figure 21: Breakdown of net sales for Apple and Microsoft, 2014 – 2017

Figure 22: Breakdown of Facebook revenue, 2015 – 2017

Figure 23: Breakdown of Tencent revenue, and revenue growth by sector, 2015 – 2017

Figure 24: Cloud revenues and their growth of Amazon and Alibaba, 2015 – 2017

Figure 25: Revenue breakdown and e-commerce's share of total revenue for Amazon and Alibaba, 2015 – 2017



## I would like to order

Product name: World OTT Markets – Report & Dataset: Markets & Forecasts up to 2022 - Fixed and Mobile Internet

Product link: <https://marketpublishers.com/r/W419DB25F4DEN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W419DB25F4DEN.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

