

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

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