

Broadcast Equipment Market Report by Product (Dish Antennas, Switches, Video Servers, Encoders, Transmitters and Repeaters, and Others), Technology (Analog Broadcasting, Digital Broadcasting), Application (Studio Production, Post Production, Sports Production, News Production), and Region 2024-2032

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Abstracts

The global broadcast equipment market size reached US\$ 5.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 7.9 Billion by 2032, exhibiting a growth rate (CAGR) of 4.3% during 2024-2032.

Broadcast equipment refers to a set of automated systems and devices utilized for broadcasting video or audio content through any electronic mass communication medium. It is widely employed in recording studios, radio stations and other facilities to ensure high-quality video and audio production and transmission in a time- and cost-efficient manner. Some of the commonly used broadcast equipment includes cameras, video servers, amplifiers, transmitters and repeaters, dish antennas, encoders, microphones, and modulators. Nowadays, leading manufacturers operating in the industry are launching advanced wireless broadcast equipment to expand their consumer base.

Broadcast Equipment Market Trends:

The rising consumption of digital content among the masses due to the increasing penetration of smartphones, laptops and high-speed internet represents one of the primary factors driving the market. Besides this, the escalating demand for high-quality audio and video content is resulting in the production of ultra-high-definition (UHD) and

4K format content, which, in turn, is accelerating the adoption of advanced broadcast equipment for better viewing quality. Additionally, leading players are heavily investing in the development of innovative product variants to attract more customers and gain a competitive edge in the market. They are also focusing on replacing conventional SDI-based environments with live production systems that provide high efficiency and system control. Furthermore, the recent outbreak of coronavirus disease (COVID-19) has led to a significant shift towards internet protocol (IP)- and cloud-based solutions. This, in confluence with the increasing number of over-the-top (OTT) subscriptions, is propelling the market growth. Moreover, the rising adoption of digital platforms, improving cloud infrastructure, advancements in the Internet of Things (IoT), and rapid digitization are some of the other factors creating a positive market outlook.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global broadcast equipment market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product, technology and application.

Breakup by Product:

- Dish Antennas
- Switches
- Video Servers
- Encoders
- Transmitters and Repeaters
- Others

Breakup by Technology:

- Analog Broadcasting
- Digital Broadcasting

Breakup by Application:

- Studio Production
- Post Production
- Sports Production
- News Production

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AvL Technologies, Belden Inc., Broadcast RF Limited, Clyde Broadcast, ETL Systems Ltd, Evertz, EVS Broadcast Equipment, General Dynamics Corporation, Global Invacom, Grass Valley, Sencore (Wellav Technologies Ltd.) and Telefonaktiebolaget LM Ericsson.

Key Questions Answered in This Report

1. What was the size of the global broadcast equipment market in 2023?
2. What is the expected growth rate of the global broadcast equipment market during 2024-2032?

3. What are the key factors driving the global broadcast equipment market?
4. What has been the impact of COVID-19 on the global broadcast equipment market?
5. What is the breakup of the global broadcast equipment market based on the product?
6. What is the breakup of the global broadcast equipment market based on the technology?
7. What are the key regions in the global broadcast equipment market?
8. Who are the key players/companies in the global broadcast equipment market?

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