

Digital Video Content Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/D4D82F99CC9EN.html>

Date: January 2023

Pages: 113

Price: US\$ 2,499.00 (Single User License)

ID: D4D82F99CC9EN

Abstracts

The global digital video content market size reached US\$ 171.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 355.2 Billion by 2028, exhibiting a growth rate (CAGR) of 12.5% during 2023-2028.

Digital video content comprises TV shows, movies, music videos and advertisements that are viewed online on various digital platforms. It represents one of the most convenient modes of entertainment, which is accessible through smartphones, tablets, laptops and smart TVs. Currently, there is a rise in the demand for digital video content, especially from the younger population, owing to the boosting sales of smartphones and the increasing number of devices that can support digital media. Besides this, the popularity of digital video content also enables brands to introduce new products on digital platforms, thus reaching a broad consumer base.

Due to the rising internet penetration, over-the-top (OTT) media services, such as Amazon Prime Video, Netflix, Hulu and YouTube, are gaining popularity around the world. In line with this, the expansion of 4G, in confluence with the easy access to Wi-Fi services, is reducing the overall cost of digital services worldwide. As a result, a significant part of the population is replacing their cable TVs and shifting toward digital video services for entertainment purposes. Apart from this, due to the increasing number of users who actively use social media platforms, numerous brands and marketing agencies are shifting from conventional modes of advertising to digitalized advertisements on social media to expand their consumer base. They are also utilizing live streaming videos for promotional purposes as they are an affordable and easy-to-access marketing solution.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global digital video content market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on business model, device and type.

Breakup by Business Model:

- Subscription
- Advertising
- Download-to-Own (DTO)
- Others

Breakup by Device:

- Laptop
- Personal Computers (PC)
- Mobile
- Others

Breakup by Type:

- Video-on-Demand (VOD)
- Online Video

Presently, video-on-demand (VOD) content accounts for the majority of the total market share. This can be accredited to the growing popularity of social media platforms that enable users to view and share videos online.

Regional Insights:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

On the geographical front, North America represents the largest market due to the growing utilization of over-the-top OTT platforms and the considerable presence of

international and domestic players.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are:

Google LLC
Facebook, Inc.
Amazon.com, Inc.
Netflix, Inc.
Snap Inc.
Twitter, Inc.
Apple Inc.
Hulu LLC
Youku Tudou, Inc.

Key Questions Answered in This Report

1. What was the size of the global digital video content market in 2022?
2. What is the expected growth rate of the global digital video content market during 2023-2028?
3. What are the key factors driving the global digital video content market?
4. What has been the impact of COVID-19 on the global digital video content market?
5. What is the breakup of the global digital video content market based on the business model?
6. What is the breakup of the global digital video content market based on the device?
7. What is the breakup of the global digital video content market based on type?
8. What are the key regions in the global digital video content market?
9. Who are the key players/companies in the global digital video content market?

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