

IPTV (Internet Protocol Television) Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global IPTV (Internet Protocol Television) market size reached US\$ 71.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 170.9 Billion by 2028, exhibiting a growth rate (CAGR) of 14.5% during 2023-2028.

The Internet-based Protocol Television (IPTV) refers to the process of transmitting television programs and videos through the internet. The video servers transmit signals through rooftop antenna, satellite dish and fiber optic cables to stream content at various locations. The IPTV primarily uses IP multicasting with Internet Group Management Protocol (IGMP), Real-Time Streaming Protocol (RTSP), Real-Time Messaging Protocol (RTMP) and Hypertext Transfer Protocol (HTTP) for live broadcasts and on-demand programs. In comparison to the public internet, it provides the network operators with more control over the video traffic and enables regular quality-checks of the service. It also allows the viewers to create a custom list of channels and record shows in high-definition (HD) quality.

Global IPTV Market Trends:

The thriving electronics industry, along with an improving broadband infrastructure across the globe, is among the key factors driving the growth of the market. Furthermore, the rising adoption rates of video-on-demand (VOD) services, HD channels and hybrid IPTV services are catalyzing the growth of the market. Additionally, the implementation of favorable government policies, such as digitization of television and Direct-to-Home (DTH) services have favored the widespread acceptance of IPTV across the globe. Significant developments in the internet setup and enhanced internet

connectivity across the residential and commercial sectors are also providing a boost to the market. Moreover, changing consumer preferences have increased the demand for IPTVs that can be integrated with smart homes and can support video calls, along with online conferencing and games. Other factors, including the rising disposable incomes and growing urbanization across the globe, are further creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global IPTV (Internet Protocol Television) market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on subscription type, transmission type, device type, streaming type, service type and end-user.

Breakup by Subscription Type:

- Subscription Based IPTV
- Subscription Free IPTV

Breakup by Transmission Type:

- Wired
- Wireless

Breakup by Device Type:

- Smartphones & Tablets
- Smart TVs
- PCs
- Others

Breakup by Streaming Type:

- Video IPTV
- Non-Video IPTV

Breakup by Service Type:

- In-House Service

Managed Service

Breakup by End-User:

Residential

Enterprises

Breakup by Region:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

Competitive Landscape:

The report has also analyzed the competitive landscape of the market with some of the key players being AT&T, Bharti Airtel Limited, Akamai Technologies, Verizon Communications, Orange S.A., Ericsson, CenturyLink, Deutsche Telekom, MatrixStream Technologies Inc., Arris International, Sterlite Technologies, Cisco Systems, Broadcom Corporation, Telefonica, Foxtel, Huawei Technologies Co., Ltd., Nectro IPTV, Amino Technologies, PCCW, Chunghwa Telecom, etc.

IMARC Group's latest report provides a deep insight into the global IPTV market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the IPTV market in any manner.

Key Questions Answered in This Report:

How has the global IPTV market performed so far and how will it perform in the coming years?

What are the key regional markets in the global IPTV industry?

What has been the impact of COVID-19 on the global IPTV industry?

What is the breakup of the market based on the subscription type?

What is the breakup of the market based on the transmission type?

What is the breakup of the market based on the device type?

- What is the breakup of the market based on the streaming type?
- What is the breakup of the market based on the service type?
- What is the breakup of the market based on the end-user?
- What are the various stages in the value chain of the global IPTV industry?
- What are the key driving factors and challenges in the global IPTV industry?
- What is the structure of the global IPTV industry and who are the key players?
- What is the degree of competition in the global IPTV industry?

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