

Mobile TV Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global mobile TV market size reached US\$ 12.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 20.2 Billion by 2028, exhibiting a growth rate (CAGR) of 8.8% during 2023-2028.

A mobile television (TV) refers to the service of seamless television broadcasting of videos over mobile and handheld devices. It can either be paid through a subscription fee or available for free through the internet. The content can also be downloaded and podcasted to be viewed by the user as per their convenience. The mobile TV utilizes various kinds of technical systems, such as Wi-Fi or WiMAX, and terrestrial networks to send radio and wireless signals along with the existing satellite technology to deliver broadcasts. Using this service, the user can watch the latest news, real-time traffic reports and live telecast of sporting events and television shows. In comparison to traditional cable television, mobile TV provides high quality and more customizable experience to the end-user.

Increasing usage of smart devices such as mobile phones and tablets along with rising internet usership is the key factor driving the growth of the market. Furthermore, there has been an increase in the demand for premium sports, movies and entertainment content through Video on Demand (VoD) platforms which are also contributing to the market growth. A rise in the production of TV-enabled mobile handsets has also enhanced the adoption of free-to-air services across the developing nations.

Additionally, the introduction of 5G broadcast services is another factor contributing to the growth of the market. The 5G broadcasts offer users with high data speed and media consumption facilities that improve the overall mobile experience. Other factors

such as growing urbanization, rising disposable income and consumer expenditure on leisure and entertainment activities along with convenient access and low installation costs are also projected to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile TV market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on content type, technology, service type and application.

Breakup by Content Type:

Video-on-Demand

Online Video

Live Streaming

Breakup by Technology:

IPTV

OTT

Satellite

Others

Breakup by Service Type:

Free-to-Air Services

Pay TV Services

Breakup by Application:

Commercial

Personal

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 report has also analysed the competitive landscape of the market with some of the key players being Asianet Satellite, AT&T Inc., Bell Canada (BCE Inc.), Bharti Airtel Limited, Charter Communications Inc., Comcast Corporation, Consolidated Communications, Cox Communications Inc., MobiTV Inc., SPB TV AG, Tata Sky Ltd. (TOF), United States Cellular (Telephone and Data Systems) and Verizon Communications Inc., etc.

Key Questions Answered in This Report:

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

What are the key regional markets?

What has been the impact of COVID-19 on the global mobile TV market?

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

What is the breakup of the market based on the technology?

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

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global mobile TV market and who are the key players?

What is the degree of competition in the industry?

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