

# Online Video Platform Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/O3331C5825CBEN.html>

Date: March 2023

Pages: 145

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

ID: O3331C5825CBEN

## Abstracts

### Market Overview

The global online video platform market size reached US\$ 901 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,808 Million by 2028, exhibiting a growth rate (CAGR) of 12.9% during 2023-2028.

An online video platform (OVP) enables a user to stream video content and upload self-produced material over the cloud or the internet. It is primarily used to achieve and manage the uninterrupted delivery of content to the audience around the world. At present, a significant amount of OVP viewership is generated through devices such as smartphones and tablets that use a dynamic HTML player allowing the viewers to access live or pre-uploaded material at any point of time. OVPs are also extensively being used by brands to create a market presence worldwide and provide information to their customers in an interactive manner.

The increase in internet penetration rate as well as the usage of smartphones, smart televisions (TVs), tablets and personal computers (PCs) along with the rising expenditure on online advertisements are the key factors driving the market growth. Furthermore, the inclination of the market leaders to utilize online videos as a medium for content marketing and stakeholder communication is also driving the demand for OVPs. The shift of consumer viewership from conventional video platforms such as cable television (TV) to OVPs has positively influenced the market growth. Additionally, the ever-growing popularity and continuously increasing global viewership of market players such as YouTube, Dalet Digital Media Systems USA Inc, MediaMelon and Limelight Networks is also contributing to the market growth.

## Key Market Segmentation:

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

### Breakup by Model Type:

- UGC Model
- DIY Model
- SaaS Model

### Breakup by Application:

- Media & Entertainment Industry
- Enterprises
- Others

### Breakup by Product Type:

- Software
- Services

### Breakup by Region:

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

### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Dalet Digital Media Systems USA Inc., MediaMelon, INC., Akamai Technologies, Kaltura Inc., Panopto, Brightcove Inc., Frame.io, Inc., Limelight Networks Inc., YouTube and Comcast Technology Solutions, etc.

#### Key Questions Answered in This Report:

What was the size of the global online video platform market in 2022?

What is the expected growth rate of the global online video platform market during 2023-2028?

What has been the impact of COVID-19 on the global online video platform market?

What are the key factors driving the global online video platform market?

What is the breakup of the global online video platform market based on the model type?

What is the breakup of the global online video platform market based on the application?

What is the breakup of the global online video platform market based on the product type?

What are the key regions in the global online video platform market?

Who are the key players/companies in the global online video platform market?

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