

# **Online Video Platform Market Report by Model Type (UGC Model, DIY Model, SaaS Model), Application (Media & Entertainment Industry, Enterprises, and Others), Product Type (Software, Services), and Region 2024-2032**

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## **Abstracts**

The global online video platform market size reached US\$ 1,012.2 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2,603.9 Million by 2032, exhibiting a growth rate (CAGR) of 10.7% during 2024-2032. The market is experiencing steady growth driven by the rising utilization of video content as a highly effective tool for engaging with the target audience, proliferation of smartphones and affordable data plans, and increasing need to connect face-to-face, share presentations, and collaborate on projects among remote teams.

Online Video Platform Market Analysis:

**Market Growth and Size:** The market is witnessing strong growth, which can be attributed to the increasing internet penetration and mobile device usage. In addition, the growing popularity of video content for marketing, entertainment, and education is offering a favorable market outlook.

**Technological Advancements:** Innovations, such as artificial intelligence (AI)-powered content recommendation and adaptive streaming are enhancing user experiences. Cloud-based solutions are becoming increasingly prevalent, offering scalability and cost-efficiency.

**Industry Applications:** Online video platforms are used across various industries, including media and entertainment, education, and corporate. The healthcare sector is also adopting video platforms for telemedicine and patient education.

**Geographical Trends:** North America leads the market, on account of its mature digital landscape with widespread access to high-speed internet. However, Europe is

emerging as a fast-growing market, driven by the rising number of streaming services and video-on-demand platforms.

**Competitive Landscape:** Key players in the market are continuously innovating and expanding their offerings to meet the evolving needs of users and businesses. They are enhancing user experiences by investing in artificial intelligence (AI) and machine learning (ML) technologies to provide personalized content recommendations and improve video quality through adaptive streaming.

**Challenges and Opportunities:** While the market faces challenges, such as copyright issues and piracy, it also encounters opportunities in leveraging user-generated content and expanding into emerging markets.

**Future Outlook:** The future of the online video platform market looks promising, with the rising demand for personalized and interactive video experiences. Moreover, the integration of virtual reality (VR) and augmented reality (AR) in online video platforms is expected to propel the market growth.

#### Online Video Platform Market Trends:

##### Growing demand for video marketing

The increasing demand for video marketing is supporting the growth of the market. Businesses are recognizing the power of video content as a highly effective tool for engaging with their target audience. Video marketing offers a visually appealing and engaging way to convey messages, promote products, and build brand awareness. Companies across various industries are leveraging online video platforms to create and distribute compelling video content. This includes promotional videos, product demonstrations, tutorials, and consumer testimonials. With the rise of social media and video-sharing platforms, the reach of video content is expanding exponentially. Online video platforms provide businesses with the infrastructure and tools to upload, manage, and distribute their video content efficiently. They offer analytics and tracking capabilities, allowing companies to measure the effectiveness of their video marketing campaigns. As the demand for video marketing is growing, online video platforms are poised to play a pivotal role in helping businesses harness the full potential of video as a marketing tool, contributing to the growth of the market.

##### Expanding global internet access

The expanding global access to the internet is propelling the growth of the market. As more people are gaining access to high-speed internet connections, especially in emerging markets, the consumption of online video content is increasing. Moreover, the proliferation of smartphones and affordable data plans is making it easier for users to

stream videos on their mobile devices, further catalyzing the demand for online video content. This shift towards mobile viewing is prompting online video platform providers to optimize their platforms for mobile access, ensuring a seamless user experience. As internet infrastructure is improving and becoming more affordable, individuals worldwide are increasingly turning to online video platforms for entertainment, education, and information. This trend is particularly evident in regions like Asia-Pacific, Africa, and Latin America, where internet penetration rates are rising steadily. The expanding global internet access is creating a vast and growing audience for online video content, making it a prime driver for the market.

### Rise in remote work and virtual events

The rise in remote work, virtual meetings, and online events is bolstering the growth of the market. The growing adoption of digital communication tools, leading to a fundamental shift in how businesses and organizations operate. Online video platforms are becoming essential for conducting virtual meetings, webinars, conferences, and training sessions. They offer features like video conferencing, screen sharing, and interactive chat, enabling seamless communication among remote teams and participants from different geographic locations. In addition, online video platforms are pivotal in hosting virtual events, trade shows, and entertainment content. Concerts, sports events, and cultural performances are finding a new virtual audience through these platforms. As remote work and virtual events are integral parts of the modern work and entertainment landscape, the demand for online video platforms is increasing. Online video platforms facilitate efficient collaboration among remote teams. They allow employees to connect face-to-face, share presentations, and collaborate on projects as if they were in the same physical location. This enhances productivity and ensures that work can continue uninterrupted despite geographical distances.

### Online Video Platform Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on model type, application, and product type.

### Breakup by Model Type:

UGC Model

DIY Model

SaaS Model

SaaS model accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the model type. This includes UGC model, DIY model, and SaaS model. According to the report, SaaS model represented the largest segment.

The SaaS model offers a cloud-based and subscription-driven approach to video hosting and management. It provides businesses with the flexibility to upload, store, and deliver video content securely from the cloud, reducing the need for on-premises infrastructure. With features like content management, analytics, and scalability, SaaS-based model is gaining popularity across various industries. It offers ease of use, cost-effectiveness, and continuous updates that make it a preferred choice for businesses of all sizes seeking a hassle-free solution for video content delivery.

The UGC models focus on user-generated content and community-driven video sharing. Platforms in this segment empower users to upload and share their own videos, fostering a sense of community and engagement. While these platforms may not have the same level of sophistication as SaaS-based solutions, they cater to content creators, vloggers, and social media enthusiasts who prioritize ease of use and social interaction. UGC models are often monetized through ads and offer content discovery features that rely on user-generated recommendations.

The DIY model represents a segment of online video platforms that target individuals and small businesses looking for basic video hosting and publishing capabilities. These platforms provide essential tools for uploading and embedding videos into websites or blogs. They are user-friendly and typically offer limited customization and analytics features compared to SaaS models. While they may not have the advanced capabilities of SaaS-based platforms, DIY models are budget-friendly and serve as entry-level options for those with simple video hosting needs.

Breakup by Application:

Media and Entertainment Industry  
Enterprises  
Others

Media and entertainment industry holds the largest share in the industry

A detailed breakup and analysis of the market based on the application have also been

provided in the report. This includes media and entertainment industry, enterprises, and others. According to the report, media and entertainment industry accounted for the largest market share as online video platforms play a pivotal role in this sector by serving as the primary means of content distribution. Streaming services, video-on-demand platforms, and content providers rely on these platforms to deliver movies, TV shows, sports events, and music videos to a global audience. The demand for high-quality video streaming, personalized content recommendations, and live streaming of events is driving substantial growth in this segment. Online video platforms tailored for the media and entertainment industry offer features like content monetization, digital rights management (DRM), and advanced analytics to enhance user engagement and revenue generation.

The enterprises segment of the online video platform market caters to businesses and organizations across various sectors. These platforms are used for internal and external communication, training, marketing, and consumer engagement. Within enterprises, online video platforms facilitate video conferencing, webinars, virtual meetings, and employee training modules. They also enable businesses to create and share promotional videos, product demos, and corporate communications. The adoption of online video platforms by enterprises is further accelerated by the rise in remote work and virtual events. Features like secure access controls, analytics, and scalability are crucial in meeting the diverse needs of businesses seeking effective ways to communicate and collaborate using video content.

#### Breakup by Product Type:

Software  
Services

Software represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the product type. This includes software and services. According to the report, software represented the largest segment.

The software segment encompasses a wide range of video management and delivery solutions. It provides the essential infrastructure for uploading, storing, managing, and delivering video content over the internet. Online video software offers features, such as content libraries, video analytics, content monetization options, content security, and customization capabilities. Businesses and organizations across various industries

utilize online video software to create, organize, and distribute video content efficiently. This segment is characterized by both on-premises and cloud-based solutions, with cloud-based software gaining prominence due to its scalability and cost-effectiveness.

The services segment complements the software offerings in the market. It includes a range of professional services provided by online video platform vendors and third-party service providers. It encompasses content creation, video production, content delivery, and technical support. Enterprises and content creators often turn to service providers for assistance with video strategy development, video production, and optimizing their use of online video platforms.

#### Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

North America leads the market, accounting for the largest online video platform market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, the Middle East and Africa, and Latin America. According to the report, North America accounted for the largest market share, as it has a mature digital landscape with widespread access to high-speed internet. Major tech companies and content providers are headquartered in North America, further propelling the growth of the market. The demand for streaming services, live video content, and online advertising in this region remains robust. The presence of well-established online video platform providers, coupled with a tech-savvy population, is contributing to the market growth.

Europe represents another significant market segment for online video platforms. It enjoys widespread internet access and a diverse array of languages and cultures, making it a region with a growing appetite for localized video content. European countries are experiencing a rise in streaming services, video-on-demand platforms, and user-generated content, driving the adoption of online video platforms. Additionally, businesses and enterprises in Europe are increasingly leveraging online video for internal communication and marketing purposes, further contributing to market growth.

The Asia Pacific region is experiencing rapid growth in the market. It is characterized by a large and digitally connected population, particularly in countries like China and India. Rising smartphone penetration, affordable data plans, and a hunger for video content are driving the adoption of online video platforms for entertainment, education, and business communication.

The Middle East and Africa region is also witnessing increased adoption of online video platforms. Improved internet infrastructure and the proliferation of mobile devices are driving the consumption of video content. Video-on-demand services, educational content, and social media video sharing are gaining traction.

Latin America is an emerging market, characterized by a growing middle class and increasing internet access. Streaming services and video sharing platforms are gaining traction, and local content creators are contributing to the expansion of the market in the region.

#### Leading Key Players in the Online Video Platform Industry:

Key players in the market are continuously innovating and expanding their offerings to meet the evolving needs of users and businesses. They are enhancing user experiences by investing in artificial intelligence (AI) and machine learning (ML) technologies to provide personalized content recommendations and improve video quality through adaptive streaming. These players are also focusing on expanding their global reach, targeting emerging markets with increasing internet access. Monetization strategies are being refined, with a shift towards subscription-based models, ad-supported content, and pay-per-view options. Furthermore, they are enhancing security features to protect against copyright infringement and piracy, ensuring content creators and rights holders are adequately compensated. Overall, key players are committed to providing comprehensive, scalable, and secure online video platform solutions to maintain their competitive edge in the market.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Dalet Digital Media Systems USA Inc.

MediaMelon, INC.

Akamai Technologies

Kaltura Inc.

Panopto  
Brightcove Inc.  
Frame.io, Inc.  
Limelight Networks Inc.  
YouTube  
Comcast Technology Solutions

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

April 5, 2023: Brightcove Inc. announced an expanded partnership with 3Play Media, the world's leading media accessibility platform, that allows customers to access and order services, including closed captioning, live captions, audio description, and video localization services from directly within their existing video production workflow. This powerful new combination of Brightcove and 3Play Media enables brands and businesses to make their video content more accessible to all audiences, using premium technology and professional expertise to assist in achieving international accessibility standards.

May 31, 2022: Panopto, the leading video management system provider in higher education, announced a partnership with Michigan Colleges Online. The partnership offers member institutions preferred pricing for Panopto and a no-cost transition period. Panopto's video management system is used by Michigan's member community colleges. The agreement includes discounted tier-based pricing, ramped pricing for multi-year agreements, free speech to text captioning, no-cost integrations and setup fees.

#### Key Questions Answered in This Report

1. What was the size of the global online video platform market in 2023?
2. What is the expected growth rate of the global online video platform market during 2024-2032?
3. What has been the impact of COVID-19 on the global online video platform market?
4. What are the key factors driving the global online video platform market?
5. What is the breakup of the global online video platform market based on the model type?
6. What is the breakup of the global online video platform market based on the application?
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8. What are the key regions in the global online video platform market?

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