

OTA Transmission Platform Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global OTA transmission platform market reached a value of US\$ 100.5 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 129.7 Million by 2027, exhibiting a CAGR of 4.43% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

Over-the-air (OTA) transmission platform refers to a wireless communication system used to broadcast channels on television and radio platforms. It also aids in updating software on mobile devices and managing subscriber identity module (SIM) cards. It relies on the advanced television systems committee (ATSC) 3.0 standard. Moreover, as it deploys advanced error correction for the physical layer and emerging technologies to create wireless data via an internet protocol (IP) delivery system, it is gaining traction across the globe.

OTA Transmission Platform Market Trends:

Significant growth in the broadcasting industry, in confluence with extensive investments in research and development (R&D) activities and information technology (IT), represents one of the major factors driving the market. OTA transmission platforms assist broadcasters in sharing video content with better picture and audio quality and providing improved channel presentation and ease of operations. As a result, there is an increase in the demand for these platforms among broadcasters and manufacturers of display devices around the world. Furthermore, the rising adoption of ATSC standards for supporting high-efficiency video coding, enhancing reception signals and improving viewer experience is creating a favorable market outlook. The market is also impelled

by the growing utilization of 5G technology and the increasing trend of online/on-demand content services worldwide. This can be accredited to the growing adoption of over-the-top (OTT) services among users. The market is anticipated to recover on account of the hybrid combination of OTT and OTA platforms, which provide a television guide to users covering both channels.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global OTA transmission platform market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, platform type and end user.

Breakup by Component:

- Hardware
- Services

Breakup by Platform Type:

- Television
- Radio
- Mobile
- Streaming Devices
- Others

Breakup by End User:

- Individual
- Commercial
- Healthcare
- Media and Entertainment
- Information Technology
- Education

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 competitive landscape of the industry has also been examined along with the profiles of the key players being AirTV L.L.C (DISH DBS Corporation), Channel Master, Encompass, GatesAir Inc., Harmonic Inc., Liveu Inc., Nuvvyo Inc., Powercast Corporation, Sinclair Broadcast Group Inc., Thales Group and TiVo Corporation (Xperi Holding Corporation).

Key Questions Answered in This Report:

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

What has been the impact of COVID-19 on the global OTA transmission platform market?

What are the key regional markets?

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

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

What is the breakup of the market based on the end user?

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 OTA transmission platform market and who are the key players?

What is the degree of competition in the industry?

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