

# OTA Transmission Platform Market Report by Component (Hardware, Services), Platform Type (Television, Radio, Mobile, Streaming Devices, and Others), End User (Individual, Commercial), and Region 2024-2032

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## Abstracts

The global OTA transmission platform market size reached US\$ 109.4 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 151.1 Million by 2032, exhibiting a growth rate (CAGR) of 3.5% during 2024-2032.

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 report, along with forecasts at the global, regional and country level from 2024-2032. 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., Nuvyyo Inc., Powercast Corporation, Sinclair Broadcast Group Inc., Thales Group and TiVo Corporation (Xperi Holding Corporation).

### Key Questions Answered in This Report

1. What was the size of the global OTA transmission platform market in 2023?
2. What is the expected growth rate of the global OTA transmission platform market during 2024-2032?
3. What has been the impact of COVID-19 on the global OTA transmission platform market?

4. What are the key factors driving the global OTA transmission platform market?
5. What is the breakup of the global OTA transmission platform market based on the component?
6. What is the breakup of the global OTA transmission platform market based on the platform type?
7. What are the key regions in the global OTA transmission platform market?
8. Who are the key players/companies in the global OTA transmission platform market?

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