

# **Playout Automation and Channel-in-a-Box Market Report by Component (Payment Automation, Servers, Character Generators, Logo Inserters, Channel-In-A-Box, and Others), Operation (Broadcasting, Video and Image Processing, Graphics, and Others), Application (Entertainment, News, Sports, Cartoons, Lifestyle, and Others), Channel Type (Single Channel, Multiple Channel, Multi-purpose/Advanced Channel), End-User (National Broadcasters, International Broadcasters), and Region 2024-2032**

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## **Abstracts**

The global playout automation and channel-in-a-box market size reached US\$ 19.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 59.0 Billion by 2032, exhibiting a growth rate (CAGR) of 12.6% during 2024-2032.

The playout automation and channel-in-a-box (CiaB) refers to an integrated playout server solution that is used for broadcasting single or multiple television channels. It also provides a seamless workflow by scheduling and automating on-air shows, inserting branding, logos, 3D characters, overlays, and advertisements before broadcasting it to the audience. This, in turn, streamlines the installation and maintenance of the system, simplifies the acquisition of associated content, and enables the broadcaster to launch new channels with maximum resource optimization. It finds extensive applications in radio and television to manage the quality of content being delivered to the viewers and monitor commercial billing.

Significant growth in the broadcasting industry across the globe is one of the key factors creating a positive outlook for the market. In comparison to the traditionally used systems, modern CiaB systems can automatically combine servers, mixers, routers, and content inserts to produce the desired output. Furthermore, the rapid entry of various small and medium-sized enterprises in the industry, along with the increasing need for high-quality channel presentation, is also providing a boost to the market growth. CiaB offers advanced playout solutions and a high level of customization and integration. Additionally, various technological advancements, such as the utilization of sonic quality and features for an immersive experience, are acting as other growth-inducing factors. Service providers are emphasizing on providing consumers with High-Definition (HD) and Ultra-High-Definition (UHD) content and games. Other factors, including rapid urbanization and increasing expenditure capacities of the consumers, are expected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global playout automation and channel-in-a-box market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, operation, application, channel type and end-user.

#### Breakup by Component:

Payment Automation

Servers

Character Generators

Logo Inserters

Channel-In-A-Box

Others

#### Breakup by Operation:

Broadcasting

Video and Image Processing

Graphics

Others

Breakup by Application:

Entertainment

News

Sports

Cartoons

Lifestyle

Others

Breakup by Channel Type:

Single Channel

Multiple Channel

Multi-purpose/Advanced Channel

Breakup by End-User:

National Broadcasters

International Broadcasters

**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 Anyware Video company, Aveco s.r.o, Axel Technology Srl, BroadStream Solutions Inc., Evertz Microsystems Ltd, Florical Systems Inc, Harmonic Inc, Imagine Communications (The Gores Group), Pebble Beach Systems Ltd. (Vislink plc), Pixel Power Ltd. (Rohde & Schwarz), PlayBox Technology (UK) Ltd, etc.

### Key Questions Answered in This Report:

How has the global playout automation and channel-in-a-box 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 playout automation and channel-in-a-box market?

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

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

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

What is the breakup of the market based on the channel 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 playout automation and channel-in-a-box market and who are the key players?

What is the degree of competition in the industry?

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