

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

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## Abstracts

The global video streaming market size reached US\$ 74.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 219.4 Billion by 2028, exhibiting a growth rate (CAGR) of 19.80% during 2022-2028.

Video streaming refers to the process of sending media content in a stream of compressed data over the internet. It relies on an active internet connection and a player for uncompressing the file, which enables sending of the audio data to the speakers and the video data to the display. It allows viewers to watch videos in real-time instead of downloading a file and watching it later. It also provides convenience and immediate access to content and eliminates the need for storage space. As a result, it is gaining traction across the globe.

### Video Streaming Market Trends:

The growing penetration of the internet and boosting sales of mobile phones represent one of the key factors positively influencing the market. Apart from this, there is a considerable rise in the demand for video streaming solutions in universities, schools, and colleges around the world. This can be accredited to their benefits, which include enhanced learning processes via visual recordings of webinars and courses.

Additionally, live streaming is widely being used among businesses as it assists in promoting their product and services and enhancing their brand and customer engagement activities. It also finds extensive applications in court hearings, mandated sessions, town hall meetings, professional conferences and staff training. Furthermore, leading market players are integrating blockchain technology, machine learning (ML) and artificial intelligence (AI) for improving video quality. These technological advancements aid in editing, cinematography, voice-overs, scriptwriting, and other

aspects of video production and uploading. They also help in organizing, encoding and distributing data, thereby streamlining the digital space. This, along with the rising adoption of cloud-based solutions, is creating a favorable market outlook.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global video streaming market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, streaming type, revenue model and end user.

#### Breakup by Component:

- Solution
- IPTV
- Over-the-top
- Pay TV
- Services
- Consulting
- Managed Services
- Training and Support

#### Breakup by Streaming Type:

- Live/Linear Video Streaming
- Non-Linear Video Streaming

#### Breakup by Revenue Model:

- Subscription
- Transactional
- Advertisement
- Hybrid

#### Breakup by End User:

- Personal
- Commercial

#### 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 Akamai Technologies Inc., Amazon Inc., Brightcove Inc., Comcast Corporation, Google LLC (Alphabet Inc), Hulu LLC (The Walt Disney Company), Iflix (Tencent Holdings Ltd.), International Business Machines Corporation, Kaltura Inc., Microsoft Corporation and Netflix Inc.

1. What was the size of the global video streaming market in 2022?
2. What is the expected growth rate of the global video streaming market during 2023-2028?
3. What are the key factors driving the global video streaming market?
4. What has been the impact of COVID-19 on the global video streaming market?
5. What is the breakup of the global video streaming market based on the component?

6. What is the breakup of the global video streaming market based on the streaming type?
7. What is the breakup of the global video streaming market based on the revenue model?
8. What is the breakup of the global video streaming market based on the end user?
9. What are the key regions in the global video streaming market?
10. Who are the key players/companies in the global video streaming market?

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