

Video Transcoding Market by Component (Software-based Solution, Hardware-based Solution), Application (Telecommunication, Media and Entertainment, IT and Gaming, Broadcasting, and Others), and Region 2023-2028

<https://marketpublishers.com/r/V42BD06D4FC0EN.html>

Date: June 2023

Pages: 142

Price: US\$ 2,499.00 (Single User License)

ID: V42BD06D4FC0EN

Abstracts

The global video transcoding market size reached US\$ 1,756 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4,019 Million by 2028, exhibiting a growth rate (CAGR) of 15.00% during 2023-2028. The increasing demand for video streaming, the surging sales of smartphones, and the advent of cloud-based transcoding services represent some of the key factors driving the market.

Video transcoding refers to the process of converting a video file from one format or codec to another. It involves decoding the original video file, typically in a specific compression format, and then re-encoding it into a different format or codec while potentially modifying other video properties such as resolution, bitrate, frame rate, or aspect ratio. It involves specialized software or hardware encoders performing decoding and encoding. It allows video files to be converted into formats that can be played or streamed on various devices, such as smartphones, tablets, smart TVs, gaming consoles, or media players. It is also utilized to enhance the quality of a video by applying different encoding settings or converting it to a higher-quality codec. In addition, video transcoding can dynamically adjust the video parameters based on the network conditions and the receiving device's capabilities. Owing to these benefits, video transcoding is gaining popularity across the globe.

Video Transcoding Market Trends:

The market is primarily driven by the increasing demand for video streaming.

Nowadays, with the rise of online video platforms, video streaming services, and Over-

The-Top (OTT) media providers, there is a growing need to transcode video content into different formats and resolutions to ensure compatibility with various devices and network conditions. In addition, the widespread use of smartphones, tablets, smart TVs, and other connected devices has created a fragmented landscape of platforms and operating systems. Video transcoding enables content providers to deliver videos across different devices and platforms, catering to the diverse preferences of viewers. Besides this, the increasing popularity of high-definition (HD) and Ultra-High Definition (UHD) video content requires efficient transcoding solutions to handle the larger file sizes and bandwidth requirements associated with these formats. This, coupled with the emergence of cloud-based transcoding services that offer scalability, flexibility, and cost-efficiency, allowing businesses to leverage powerful transcoding capabilities without investing in dedicated hardware or infrastructure, is propelling the market growth. Moreover, the rapid video content globalization is escalating the demand for video transcoding to overcome regional differences in video formats, resolutions, and codecs and enable content providers to distribute their videos globally.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global video transcoding market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on component and application.

Component Insights:

Software-based Solution
Hardware-based Solution

The report has provided a detailed breakup and analysis of the video transcoding market based on the component. This includes software-based solutions and hardware-based solution.

Application Insights:

Telecommunication
Media and Entertainment
IT and Gaming
Broadcasting
Others

A detailed breakup and analysis of the video transcoding market based on the application has also been provided in the report. This includes telecommunication, media and entertainment, it and gaming, broadcasting, and others.

Regional Insights:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for video transcoding. Some of the factors driving the North America video transcoding market included the increasing video streaming,

the surging sales of smartphones, and the rising video content globalization.

Competitive Landscape

The report has also provided a comprehensive analysis of the competitive landscape in the global video transcoding market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Akamai Technologies Inc., Amazon Web Services, Inc. (Amazon.com Inc.), Brightcove Inc., Google LLC (Alphabet Inc.), Haivision Systems Inc., Imagine Communications Corp. (The Gores Group LLC), Qencode, Corp., Telestream Inc, Vbrick Systems Inc, Wowza Media Systems LLC, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global video transcoding market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global video transcoding market?

What is the impact of each driver, restraint, and opportunity on the global video transcoding market?

What are the key regional markets?

Which countries represent the most attractive video transcoding market?

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

Which is the most attractive component in the video transcoding market?

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

Which is the most attractive application in the video transcoding market?

What is the competitive structure of the global video transcoding market?

Who are the key players/companies in the global video transcoding market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL VIDEO TRANSCODING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY COMPONENT

- 6.1 Software-based Solution
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Hardware-based Solution
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

- 7.1 Telecommunication
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Media and Entertainment
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 IT and Gaming
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Broadcasting
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Others
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends
 - 8.2.3.2 Market Forecast
 - 8.2.4 South Korea
 - 8.2.4.1 Market Trends

- 8.2.4.2 Market Forecast
- 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast
 - 8.4.2 Mexico
 - 8.4.2.1 Market Trends
 - 8.4.2.2 Market Forecast

8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

9.1 Overview

9.2 Drivers

9.3 Restraints

9.4 Opportunities

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Akamai Technologies Inc.

13.3.1.1 Company Overview

13.3.1.2 Product Portfolio

13.3.1.3 Financials

13.3.1.4 SWOT Analysis

13.3.2 Amazon Web Services, Inc. (Amazon.com Inc.)

- 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
 - 13.3.2.3 SWOT Analysis
 - 13.3.3 Brightcove Inc.
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
 - 13.3.3.3 Financials
 - 13.3.4 Google LLC (Alphabet Inc.)
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
 - 13.3.4.3 SWOT Analysis
 - 13.3.5 Haivision Systems Inc.
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
 - 13.3.5.3 Financials
 - 13.3.6 Imagine Communications Corp. (The Gores Group LLC)
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
 - 13.3.7 Qencode, Corp.
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
 - 13.3.8 Telestream Inc
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
 - 13.3.9 Vbrick Systems Inc
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
 - 13.3.10 Wowza Media Systems LLC
 - 13.3.10.1 Company Overview
 - 13.3.10.2 Product Portfolio
- Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: Video Transcoding Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Video Transcoding Market Forecast: Breakup by Component (in Million US\$), 2023-2028

Table 3: Global: Video Transcoding Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 4: Global: Video Transcoding Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Video Transcoding Market: Competitive Structure

Table 6: Global: Video Transcoding Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Video Transcoding Market: Major Drivers and Challenges

Figure 2: Global: Video Transcoding Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Video Transcoding Market: Breakup by Component (in %), 2022

Figure 5: Global: Video Transcoding Market: Breakup by Application (in %), 2022

Figure 6: Global: Video Transcoding Market: Breakup by Region (in %), 2022

Figure 7: Global: Video Transcoding (Software-based Solution) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Video Transcoding (Software-based Solution) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Video Transcoding (Hardware-based Solution) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Video Transcoding (Hardware-based Solution) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Video Transcoding (Telecommunication) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Video Transcoding (Telecommunication) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Video Transcoding (Media and Entertainment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Video Transcoding (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Video Transcoding (IT and Gaming) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Video Transcoding (IT and Gaming) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Video Transcoding (Broadcasting) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Video Transcoding (Broadcasting) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Video Transcoding (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Video Transcoding (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: North America: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: North America: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: United States: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: United States: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Canada: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Canada: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Asia-Pacific: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Asia-Pacific: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: China: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: China: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Japan: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Japan: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: India: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: India: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: South Korea: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: South Korea: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Australia: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Australia: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Indonesia: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Indonesia: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Others: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Others: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Europe: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Europe: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Germany: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Germany: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: France: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: France: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: United Kingdom: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: United Kingdom: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Italy: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Italy: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Spain: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Spain: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Russia: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Russia: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Others: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Others: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Latin America: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Latin America: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Brazil: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Brazil: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Mexico: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Mexico: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Others: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Others: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Middle East and Africa: Video Transcoding Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Middle East and Africa: Video Transcoding Market: Breakup by Country (in %), 2022

Figure 69: Middle East and Africa: Video Transcoding Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Global: Video Transcoding Industry: Drivers, Restraints, and Opportunities

Figure 71: Global: Video Transcoding Industry: Value Chain Analysis

Figure 72: Global: Video Transcoding Industry: Porter's Five Forces Analysis

I would like to order

Product name: Video Transcoding Market by Component (Software-based Solution, Hardware-based Solution), Application (Telecommunication, Media and Entertainment, IT and Gaming, Broadcasting, and Others), and Region 2023-2028

Product link: <https://marketpublishers.com/r/V42BD06D4FC0EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V42BD06D4FC0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970