

LTE and 5G Broadcast Market based on by Technology (LTE and 5G), End Use (Video on Demand, Emergency Alerts, Radio, Mobile TV, Connected Cars, Stadiums, Data Feeds & Notifications), Regional Outlook– Global Forecast up to 2027

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Abstracts

The act of simultaneously distributing the same content to numerous consumers over a network is referred to as 'broadcasting.' Take LTE broadcast technology, for example, which allows data to be distributed to every end user on the network in a single stream.

One of the protocols for mobile communications created by 3GPP, or the Third Generation Partnership Project, is the evolved Multimedia Broadcast Multicast Service (eMBMS) standard, which allows for the broadcasting of videos via mobile networks.

The Fifth Generation (5G) wireless standard meets the growing need for faster data transmission and quick digitization by enabling connectivity everywhere. 5G supersedes 4G, which was designed for mobile broadband services, by delivering up to 100 times higher data transfer speeds for connecting cars, homes, offices, and communicating throughout the city. Furthermore, compared to 4G, 5G wireless technology is anticipated to handle a million or more devices in a one square kilometer region. Broadcasting was one of the first end-use applications of 5G to be identified as the technology evolved. With its enhanced broadcast and multicast capabilities, 5G is predicted to open up new revenue opportunities.

Benefits provided by LTE and 5G broadcast infrastructure, such as the delivery of large volumes of data services, mission-critical information exchange, device software

updates or configuration, and others that allow users and providers to share and enjoy the same content simultaneously, are some of the factors driving the growth of the LTE and 5G broadcast market.

However, it is anticipated that the lack of consumer-facing 5G broadcast-compatible endpoints will impede market expansion. Rapid developments in public safety communications systems have nevertheless resulted in a number of improvements, including computer vision, augmented and/or virtual reality, facial recognition cameras, AI-based video surveillance systems, and more. 5G networks currently support machine-to-machine communication with higher video quality (4K).

Research Methodology:

After secondary research provided a fundamental understanding of the worldwide LTE and 5G Broadcast Market scenario, extensive primary research was carried out. A number of primary interviews were carried out with industry experts from the supply and demand sides, including C- and D-level executives, product managers, and marketing and sales managers of major manufacturers, distributors, and channel partners from tier 1 and tier 2 companies offering LTE and 5G Broadcast Market, as well as personnel from academia, research, and CROs. These interviews were conducted across five major regions: North America, Europe, Asia Pacific, and the Rest of the World (Latin America & the Middle East & Africa). Participants from the supply-side and demand-side participated in about 70% and 30% of the primary interviews, respectively. Through the use of questionnaires, emails, online surveys, in-person interviews, and phone interviews, this main data was gathered. The primary participants share is given below:

The segmentation coverage of the study is provided below.

LTE and 5G Broadcast Market based on Technology:

LTE

5G

LTE and 5G Broadcast Market based on End use:

Video on Demand

Fixed LTE Quadruple Play

e-Newspapers and e-Magazines

Last Mile CDN

Emergency Alerts

Radio

Mobile TV

Connected Cars

Stadiums

Data Feeds & Notifications

Others

LTE and 5G Broadcast Market based on Geography:

North America

US

Canada

Europe

Germany

UK

France

Italy

Spain

Rest of Europe (RoE)

Asia Pacific (APAC)

China

Japan

India

Australia

South Korea

Rest of Asia Pacific (RoAPAC)

Latin America (LATAM)

Brazil

Argentina

Rest of South America

Middle East and Africa (MEA)

UAE

Turkey

Saudi Arabia

South Africa

Rest of Middle East & Africa

Due to the advantages of 5G broadcast networks, the increase in mobile users, and the growing need for digital content broadcasting across end-use applications, the global LTE and 5G broadcast market is expanding steadily. Major businesses have chosen product development, acquisitions, and partnerships/collaborations as their primary organic growth strategies in order to strengthen their market positions and meet the fast growing needs for 5G broadcast rollout.

The businesses that work on end-user applications are also concentrated on offering improved experiences through real-time weather and news updates, IP- and mobile TV, mission-critical push-to-talk and video, IoT software updates, social gaming applications and live social videos, amazing audience experiences with live game performances, and more.

Based on technology, end-use, and geography, the worldwide LTE & 5G broadcast market has been divided into segments.

The global LTE & 5G broadcast market is segmented into LTE broadcast and 5G broadcast based on technology. The 3GPP standard, also known as the evolved Multimedia Broadcast Multicast Service (eMBMS) standard—a global standard for video broadcast over a mobile network—forms the foundation of LTE broadcast technology. Broadcasters are allotted a certain amount of spectrum to transmit particular material, such as updates for devices, music and audio broadcasting, public safety alerts, and mission-critical communication.

However, 5G broadcast promises to bring additional broadcast and multicast capabilities, including OTA updates, navigation, live streaming of commerce & online learning content, and in-car media & entertainment experiences.

Video on-demand (VOD), mobile TV, linked cars, emergency alerts, stadiums, e-newspapers & e-magazines, fixed LTE triple play, last mile content delivery network (CDN), radio, data feeds & notifications, and others are the end-use categories that make up the global LTE & 5G broadcast market. Applications for LTE and 5G broadcasting include emergency warnings for earthquake early warning systems, which allow authorities to quickly notify a large number of people in a matter of seconds or minutes.

North America, Europe, Asia-Pacific, the Middle East & Africa, and South America are the five regions for which the global LTE & 5G broadcast market has been examined.

This report illustrates the most vital attributes of the LTE and 5G Broadcast Market, which are driving and providing opportunities.

This research gives an in-depth analysis of the LTE and 5G Broadcast Market growth on the basis of several segments in the market.

This report presents the predictions of the past and present trends of the LTE and 5G Broadcast Market.

This study also presents the competitive analysis, such as key strategies and capabilities of major players of the LTE and 5G Broadcast Market.

Contents

1. EXECUTIVE SUMMARY

2. INDUSTRY OUTLOOK

2.1. Industry Overview

2.2. Industry Trends

3. MARKET SNAPSHOT

3.1. Market Definition

3.2. Market Outlook

3.2.1. Porter Five Forces

3.3. Related Markets

4. MARKET CHARACTERISTICS

4.1. Market Overview

4.2. Market Segmentation

4.3. Market Dynamics

4.3.1. Drivers

4.3.2. Restraints

4.3.3. Opportunities

4.4. DRO - Impact Analysis

5. TECHNOLOGY: MARKET SIZE & ANALYSIS

5.1. Overview

5.2. LTE

5.3. 5G

5.4. Others

6. END USE: MARKET SIZE & ANALYSIS

6.1. Overview

6.2. Video on Demand

6.3. Fixed LTE Quadruple Play

6.4. e-Newspapers and e-Magazines

- 6.5. Last Mile CDN
- 6.6. Emergency Alerts
- 6.7. Radio
- 6.8. Mobile TV
- 6.9. Connected Cars
- 6.10. Stadiums
- 6.11. Data Feeds & Notifications
- 6.12. Others

7. GEOGRAPHY: MARKET SIZE & ANALYSIS

- 7.1. Overview
- 7.2. North America (U.S., Mexico, Canada)
- 7.3. Europe (France, Germany, UK, Italy, Netherlands, Spain, Russia, Rest of Europe)
- 7.4. Asia Pacific (Japan, China, India, Australia, South East Asia, Rest of APAC)
- 7.5. Latin America (Brazil, Argentina)
- 7.6. Middle East & Africa (Saudi Arabia, UAE, South Africa, Rest of Middle East and Africa)

8. COMPETITIVE LANDSCAPE

- 8.1. Competitor Comparison Analysis
- 8.2. Market Developments
 - 8.2.1. Mergers and Acquisitions, Legal, Awards, Partnerships
 - 8.2.2. Product Launches and execution

9. VENDOR PROFILES

9.1. QUALCOMM TECHNOLOGIES, INC.

- 9.1.1. Overview
- 9.1.2. Financial Overview
- 9.1.3. Product Offerings
- 9.1.4. Developments
- 9.1.5. Business Strategy

9.2. SAMSUNG

- 9.2.1. Overview
- 9.2.2. Financial Overview
- 9.2.3. Product Offerings
- 9.2.4. Developments

- 9.2.5. Business Strategy
- 9.3. CISCO SYSTEMS, INC.
 - 9.3.1. Overview
 - 9.3.2. Financial Overview
 - 9.3.3. Product Offerings
 - 9.3.4. Developments
 - 9.3.5. Business Strategy
- 9.4. HUAWEI TECHNOLOGIES CO., LTD.
 - 9.4.1. Overview
 - 9.4.2. Financial Overview
 - 9.4.3. Product Offerings
 - 9.4.4. Developments
 - 9.4.5. Business Strategy
- 9.5. ZTE CORPORATION
 - 9.5.1. Overview
 - 9.5.2. Financial Overview
 - 9.5.3. Product Offerings
 - 9.5.4. Developments
 - 9.5.5. Business Strategy
- 9.6. TELEFONAKTIEBOLAGET LM ERICSSON
 - 9.6.1. Overview
 - 9.6.2. Financial Overview
 - 9.6.3. Product Offerings
 - 9.6.4. Developments
 - 9.6.5. Business Strategy
- 9.7. NOKIA
 - 9.7.1. Overview
 - 9.7.2. Financial Overview
 - 9.7.3. Product Offerings
 - 9.7.4. Developments
 - 9.7.5. Business Strategy
- 9.8. NEC CORPORATION
 - 9.8.1. Overview
 - 9.8.2. Financial Overview
 - 9.8.3. Product Offerings
 - 9.8.4. Developments
 - 9.8.5. Business Strategy
- 9.9. ENENSYS TECHNOLOGIES
 - 9.9.1. Overview

- 9.9.2. Financial Overview
- 9.9.3. Product Offerings
- 9.9.4. Developments
- 9.9.5. Business Strategy
- 9.10. AT&T
 - 9.10.1. Overview
 - 9.10.2. Financial Overview
 - 9.10.3. Product Offerings
 - 9.10.4. Developments
 - 9.10.5. Business Strategy

10. ANALYST OPINION

11. ANNEXURE

- 11.1. Report Scope
- 11.2. Market Definitions
- 11.3. Research Methodology
 - 11.3.1. Data Collation and In-house Estimation
 - 11.3.2. Market Triangulation
 - 11.3.3. Forecasting
- 11.4. Report Assumptions
- 11.5. Declarations
- 11.6. Stakeholders
- 11.7. Abbreviations

Tables

TABLE 1. LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 2. LTE AND 5G BROADCAST MARKET VALUE FOR LTE, BY GEOGRAPHY , 2021-2030 (USD BILLION)

TABLE 3. LTE AND 5G BROADCAST MARKET VALUE FOR 5G, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 4. LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 5. LTE AND 5G BROADCAST MARKET VALUE FOR VIDEO ON DEMAND, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 6. LTE AND 5G BROADCAST MARKET VALUE FOR FIXED LTE QUADRUPLE PLAY, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 7. LTE AND 5G BROADCAST MARKET VALUE FOR E-NEWSPAPERS AND E-

MAGAZINES, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 8. LTE AND 5G BROADCAST MARKET VALUE FOR RADIO, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 9. LTE AND 5G BROADCAST MARKET VALUE FOR MOBILE TV, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 10. LTE AND 5G BROADCAST MARKET VALUE FOR LAST MILE CDN, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 11. LTE AND 5G BROADCAST MARKET VALUE FOR EMERGENCY ALERTS, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 12. LTE AND 5G BROADCAST MARKET VALUE FOR CONNECTED CARS, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 13. LTE AND 5G BROADCAST MARKET VALUE FOR STADIUMS, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 14. LTE AND 5G BROADCAST MARKET VALUE FOR DATA FEEDS & NOTIFICATIONS, BY GEOGRAPHY, 2021-2030 (USD BILLION)

TABLE 15. NORTH AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY COUNTRY, 2021-2030 (USD BILLION)

TABLE 16. NORTH AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 17. NORTH AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 18. U.S LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 19. U.S LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 20. CANADA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 21. CANADA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 22. MEXICO LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 23. MEXICO LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 24. EUROPE LTE AND 5G BROADCAST MARKET VALUE, BY COUNTRY, 2021-2030 (USD BILLION)

TABLE 25. EUROPE LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 26. EUROPE LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 27. GERMANY LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 28. GERMANY LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 29. U.K LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 30. U.K LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 31. FRANCE LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 32. FRANCE LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 33. ITALY LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 34. ITALY LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 35. SPAIN LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 36. SPAIN LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 37. ROE LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 38. ROE LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 39. ASIA PACIFIC LTE AND 5G BROADCAST MARKET VALUE, BY COUNTRY, 2021-2030 (USD BILLION)

TABLE 40. ASIA PACIFIC LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 41. ASIA PACIFIC LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 42. CHINA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 43. CHINA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 44. INDIA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 45. INDIA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 46. JAPAN LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY,

2021-2030 (USD BILLION)

TABLE 47. JAPAN LTE AND 5G BROADCAST MARKET VALUE, BY END USE,
2021-2030 (USD BILLION)

TABLE 48. REST OF APAC LTE AND 5G BROADCAST MARKET VALUE, BY
TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 49. REST OF APAC LTE AND 5G BROADCAST MARKET VALUE, BY END
USE, 2021-2030 (USD BILLION)

TABLE 50. LATIN AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY
TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 51. LATIN AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY END
USE, 2021-2030 (USD BILLION)

TABLE 52. BRAZIL LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY,
2021-2030 (USD BILLION)

TABLE 53. BRAZIL LTE AND 5G BROADCAST MARKET VALUE, BY END USE,
2021-2030 (USD BILLION)

TABLE 54. ARGENTINA LTE AND 5G BROADCAST MARKET VALUE, BY
TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 55. ARGENTINA LTE AND 5G BROADCAST MARKET VALUE, BY END USE,
2021-2030 (USD BILLION)

TABLE 56. MIDDLE EAST AND AFRICA LTE AND 5G BROADCAST MARKET
VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 57. MIDDLE EAST AND AFRICA LTE AND 5G BROADCAST MARKET
VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 58. SAUDI ARABIA LTE AND 5G BROADCAST MARKET VALUE, BY
TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 59. SAUDI ARABIA LTE AND 5G BROADCAST MARKET VALUE, BY END
USE, 2021-2030 (USD BILLION)

TABLE 60. UAE LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY,
2021-2030 (USD BILLION)

TABLE 61. UAE LTE AND 5G BROADCAST MARKET VALUE, BY END USE,
2021-2030 (USD BILLION)

TABLE 62. REST OF MIDDLE EAST AND AFRICA LTE AND 5G BROADCAST
MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

TABLE 63. REST OF MIDDLE EAST AND AFRICA LTE AND 5G BROADCAST
MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

TABLE 64. QUALCOMM TECHNOLOGIES, INC. : FINANCIALS

TABLE 65. QUALCOMM TECHNOLOGIES, INC. : PRODUCTS & SERVICES

TABLE 66. QUALCOMM TECHNOLOGIES, INC. : RECENT DEVELOPMENTS

TABLE 67. SAMSUNG: FINANCIALS

TABLE 68. SAMSUNG: PRODUCTS & SERVICES
TABLE 69. SAMSUNG: RECENT DEVELOPMENTS
TABLE 70. CISCO SYSTEMS, INC.: FINANCIALS
TABLE 71. CISCO SYSTEMS, INC.: PRODUCTS & SERVICES
TABLE 72. CISCO SYSTEMS, INC.: RECENT DEVELOPMENTS
TABLE 73. HUAWEI TECHNOLOGIES CO., LTD.: FINANCIALS
TABLE 74. HUAWEI TECHNOLOGIES CO., LTD.: PRODUCTS & SERVICES
TABLE 75. HUAWEI TECHNOLOGIES CO., LTD.: RECENT DEVELOPMENTS
TABLE 76. ZTE CORPORATION: FINANCIALS
TABLE 77. ZTE CORPORATION: PRODUCTS & SERVICES
TABLE 78. ZTE CORPORATION: RECENT DEVELOPMENTS
TABLE 79. TELEFONAKTIEBOLAGET LM ERICSSON: FINANCIALS
TABLE 80. TELEFONAKTIEBOLAGET LM ERICSSON: PRODUCTS & SERVICES
TABLE 81. TELEFONAKTIEBOLAGET LM ERICSSON: RECENT DEVELOPMENTS
TABLE 82. NOKIA: FINANCIALS
TABLE 83. NOKIA: PRODUCTS & SERVICES
TABLE 84. NOKIA: DEVELOPMENTS
TABLE 85. NEC CORPORATION: FINANCIALS
TABLE 86. NEC CORPORATION: PRODUCTS & SERVICES
TABLE 87. NEC CORPORATION: RECENT DEVELOPMENTS
TABLE 88. ENENSYS TECHNOLOGIES: FINANCIALS
TABLE 89. ENENSYS TECHNOLOGIES: PRODUCTS & SERVICES
TABLE 90. ENENSYS TECHNOLOGIES: RECENT DEVELOPMENTS
TABLE 91. AT&T: FINANCIALS
TABLE 92. AT&T: PRODUCTS & SERVICES
TABLE 93. AT&T: RECENT DEVELOPMENTS

Charts

CHART. 1. LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)
CHART. 2. LTE AND 5G BROADCAST MARKET VALUE FOR LTE, BY GEOGRAPHY , 2021-2030 (USD BILLION)
CHART. 3. LTE AND 5G BROADCAST MARKET VALUE FOR 5G, BY GEOGRAPHY, 2021-2030 (USD BILLION)
CHART. 4. LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)
CHART. 5. LTE AND 5G BROADCAST MARKET VALUE FOR VIDEO ON DEMAND, BY GEOGRAPHY, 2021-2030 (USD BILLION)
CHART. 6. LTE AND 5G BROADCAST MARKET VALUE FOR FIXED LTE QUADRUPLE PLAY, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 7. LTE AND 5G BROADCAST MARKET VALUE FOR E-NEWSPAPERS AND E-MAGAZINES, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 8. LTE AND 5G BROADCAST MARKET VALUE FOR RADIO, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 9. LTE AND 5G BROADCAST MARKET VALUE FOR MOBILE TV, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 10. LTE AND 5G BROADCAST MARKET VALUE FOR LAST MILE CDN, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 11. LTE AND 5G BROADCAST MARKET VALUE FOR EMERGENCY ALERTS, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 12. LTE AND 5G BROADCAST MARKET VALUE FOR CONNECTED CARS, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 13. LTE AND 5G BROADCAST MARKET VALUE FOR STADIUMS, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 14. LTE AND 5G BROADCAST MARKET VALUE FOR DATA FEEDS & NOTIFICATIONS, BY GEOGRAPHY, 2021-2030 (USD BILLION)

CHART. 15. NORTH AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY COUNTRY, 2021-2030 (USD BILLION)

CHART. 16. NORTH AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 17. NORTH AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 18. U.S LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 19. U.S LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 20. CANADA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 21. CANADA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 22. MEXICO LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 23. MEXICO LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 24. EUROPE LTE AND 5G BROADCAST MARKET VALUE, BY COUNTRY, 2021-2030 (USD BILLION)

CHART. 25. EUROPE LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 26. EUROPE LTE AND 5G BROADCAST MARKET VALUE, BY END USE,

2021-2030 (USD BILLION)

CHART. 27. GERMANY LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 28. GERMANY LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 29. U.K LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 30. U.K LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 31. FRANCE LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 32. FRANCE LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 33. ITALY LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 34. ITALY LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 35. SPAIN LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 36. SPAIN LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 37. ROE LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 38. ROE LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 39. ASIA PACIFIC LTE AND 5G BROADCAST MARKET VALUE, BY COUNTRY, 2021-2030 (USD BILLION)

CHART. 40. ASIA PACIFIC LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 41. ASIA PACIFIC LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 42. CHINA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 43. CHINA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 44. INDIA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 45. INDIA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 46. JAPAN LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 47. JAPAN LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 48. REST OF APAC LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 49. REST OF APAC LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 50. LATIN AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 51. LATIN AMERICA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 52. BRAZIL LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 53. BRAZIL LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 54. ARGENTINA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 55. ARGENTINA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 56. MIDDLE EAST AND AFRICA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 57. MIDDLE EAST AND AFRICA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 58. SAUDI ARABIA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 59. SAUDI ARABIA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 60. UAE LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 61. UAE LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 62. REST OF MIDDLE EAST AND AFRICA LTE AND 5G BROADCAST MARKET VALUE, BY TECHNOLOGY, 2021-2030 (USD BILLION)

CHART. 63. REST OF MIDDLE EAST AND AFRICA LTE AND 5G BROADCAST MARKET VALUE, BY END USE, 2021-2030 (USD BILLION)

CHART. 64. QUALCOMM TECHNOLOGIES, INC. : FINANCIALS

CHART. 65. QUALCOMM TECHNOLOGIES, INC. : PRODUCTS & SERVICES

CHART. 66. QUALCOMM TECHNOLOGIES, INC. : RECENT DEVELOPMENTS

CHART. 67. SAMSUNG: FINANCIALS
CHART. 68. SAMSUNG: PRODUCTS & SERVICES
CHART. 69. SAMSUNG: RECENT DEVELOPMENTS
CHART. 70. CISCO SYSTEMS, INC.: FINANCIALS
CHART. 71. CISCO SYSTEMS, INC.: PRODUCTS & SERVICES
CHART. 72. CISCO SYSTEMS, INC.: RECENT DEVELOPMENTS
CHART. 73. HUAWEI TECHNOLOGIES CO., LTD.: FINANCIALS
CHART. 74. HUAWEI TECHNOLOGIES CO., LTD.: PRODUCTS & SERVICES
CHART. 75. HUAWEI TECHNOLOGIES CO., LTD.: RECENT DEVELOPMENTS
CHART. 76. ZTE CORPORATION: FINANCIALS
CHART. 77. ZTE CORPORATION: PRODUCTS & SERVICES
CHART. 78. ZTE CORPORATION: RECENT DEVELOPMENTS
CHART. 79. TELEFONAKTIEBOLAGET LM ERICSSON: FINANCIALS
CHART. 80. TELEFONAKTIEBOLAGET LM ERICSSON: PRODUCTS & SERVICES
CHART. 81. TELEFONAKTIEBOLAGET LM ERICSSON: RECENT DEVELOPMENTS
CHART. 82. NOKIA: FINANCIALS
CHART. 83. NOKIA: PRODUCTS & SERVICES
CHART. 84. NOKIA: DEVELOPMENTS
CHART. 85. NEC CORPORATION: FINANCIALS
CHART. 86. NEC CORPORATION: PRODUCTS & SERVICES
CHART. 87. NEC CORPORATION: RECENT DEVELOPMENTS
CHART. 88. ENENSYS TECHNOLOGIES: FINANCIALS
CHART. 89. ENENSYS TECHNOLOGIES: PRODUCTS & SERVICES
CHART. 90. ENENSYS TECHNOLOGIES: RECENT DEVELOPMENTS
CHART. 91. AT&T: FINANCIALS
CHART. 92. AT&T: PRODUCTS & SERVICES
CHART. 93. AT&T: RECENT DEVELOPMENTS

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