

GLOBAL BROADCAST SWITCHERS MARKET FORECAST 2015-2023

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Abstracts

KEY FINDINGS

The Global Broadcast switcher market generated a revenue of \$1504 Million in 2016 and is anticipated to contribute \$2758 Million by 2025, growing at a CAGR of 7%.

Broadcast switchers are utilized in the transmission of video and audio signals in the broadcasting network. Broadcast switchers are a key part of video broadcast and the introduction of which has made the video transmission process easy. Broadcast switchers mainly find their use in control rooms, remote trucks, edit suites and many more.

MARKET INSIGHTS

There is a rising penetration of television across the globe. The significantly rising usage of digital television and high definition television is expected to improve the experience associated with video broadcasting. The growing demand for high definition video quality is an important factor that has pushed the need to opt for digital broadcasting. With the use of broadcast switchers, live broadcast can be carried out efficiently. These factors are expected to drive the broadcast switchers market. Some of the factors restraining the global broadcast switchers market are high capital investment required for the equipment and other procedural events of broadcasting; also lack of proper standardization process in content distribution is expected to hinder the growth of the market.

REGIONAL INSIGHTS

North America is expected to be the largest market with a lion share of 40% of the global market. North America is anticipated to dominate the broadcast switchers market.

Europe holds the second largest share after North America in the broadcast switchers market in the world. The Europe holds 27% share of total broadcast switchers market. In 2015, European broadcast switchers market has the total annual turnover of nearly \$400 million.

Asia Pacific is the fastest growing market for broadcasting switchers with an estimated CAGR of 8% over the forecasted period. The region has the three largest emerging economies of China, India and South Korea which have a significant place in the global market. China is expected to have the largest market share in broadcasting switchers market.

COMPETITIVE INSIGHTS

Global broadcast switcher market is highly fragmented with presence of various companies. The market is dominated by Ikegami Electronics contributing to approximately 12% of the total market share. Ikegami is one of the world's leading manufacturers of high quality professional broadcast equipment. Other players present in the Broadcast Switchers market are Panasonic, Newteck, Snell Ltd., Sony Corp and many more global and regional companies.

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