

# **Asia Pacific Enterprise Video Market By Component (Solution and Services), Solution Type is further segmented into, Video Conferencing, Video Content Management and Webcasting), By Application (Corporate Communications, Training & Development and Marketing & Client Engagement), By Deployment Type (On-premise and Hosted), By End User (BFSI, Government, Healthcare, Consumer Goods & Retail, Education, IT & Telecom and Others), By Country, Industry Analysis and Forecast, 2020 - 2026**

<https://marketpublishers.com/r/A68058419521EN.html>

Date: November 2020

Pages: 142

Price: US\$ 1,500.00 (Single User License)

ID: A68058419521EN

## **Abstracts**

The Asia Pacific Enterprise Video Market would witness market growth of 11.5% CAGR during the forecast period (2020-2026).

In numerous educational institutes, there has been an expanded use of videos to improve the learning cycle, for example, visual recordings of courses and webinars. The utilization of visual recordings altogether improves the capacity of students to retain information. Therefore, schools, colleges, and universities have been making multimedia content and delivering it as video presentations. Moreover, there has been a massive rise in the utilization and easy access to video content because of the increasing penetration of smartphone and availability of internet that is decidedly impacting the adoption of video content for educational purposes. The high adoption of computerized media across different industry verticals has prompted developing watcher tendency toward various streaming solutions and services that have given profitable opportunities to the market players.

Growing advancements in technology, for example, utilization of block chain innovation in video streaming and Artificial Intelligence (AI) to enhance content quality have impacted the market development in a positive manner. Expanding adoption of face recognition innovation in video conferencing that detects faces to immediately fit the meeting members on the beneficiaries' screen has upgraded the performance of these frameworks. Application Programming Interfaces (APIs) have enabled the companies to connect together various innovative platforms, giving an omni-channel experience to customers, which have boosted the market development. Moreover, APIs empower the building of applications around on-demand video content that looks good for the development of the market.

The consistent requirement for skilled and accomplished specialists that empower companies to incorporate, troubleshooting, and managing enterprise video solutions can be ascribed as a significant reason behind the development of this segment. Also, professional services assist customers to alleviate security gaps and enhance the general safety measures for the installation of digital marketing software. Key advantages offered by professional services incorporate decreased administrative costs, expanded use of assets, and better productivity. In addition, these services help enhance the management of resources by expanding efficiency through collaboration, better planning, and management of integrated knowledge.

Based on Component, the market is segmented into Solution and Services. Solution Type is further segmented into, Video Conferencing, Video Content Management and Webcasting. Based on Application, the market is segmented into Corporate Communications, Training & Development and Marketing & Client Engagement. Based on Deployment Type, the market is segmented into On-premise and Hosted. Based on End User, the market is segmented into BFSI, Government, Healthcare, Consumer Goods & Retail, Education, IT & Telecom and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Adobe, Inc., Avaya Holdings Corporation, Brightcove, Inc., IBM Corporation, Microsoft Corporation, Cisco Systems, Inc., Amazon.com, Inc., Plantronics, Inc. (Polycom, Inc.), Kaltura, Inc., and VBrick Systems, Inc.

## Scope of the Study

## Market Segmentation:

### By Component

Solution

Video Conferencing

Video Content Management

Webcasting

Services

### By Application

Corporate Communications

Training & Development

Marketing & Client Engagement

### By Deployment Type

On-premise

Hosted

### By End User

BFSI

Government

Healthcare

Consumer Goods & Retail

Education

IT & Telecom

Others

### By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

### Companies Profiled

Adobe, Inc.

Avaya Holdings Corporation

Brightcove, Inc.

IBM Corporation

Microsoft Corporation

Cisco Systems, Inc.

Amazon.com, Inc.

Plantronics, Inc. (Polycom, Inc.)

Kaltura, Inc.

VBrick Systems, Inc.

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FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT EXPANSIONS : 2017, SEP – 2020, OCT) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: ADOBE, INC.

FIG 6 SWOT ANALYSIS: ADOBE, INC.

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: AVAYA HOLDINGS CORPORATION

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: BRIGHTCOVE, INC.

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 10 SWOT ANALYSIS: IBM CORPORATION

FIG 11 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 12 RECENT STRATEGIES AND DEVELOPMENTS: CISCO SYSTEMS, INC.

FIG 13 SWOT ANALYSIS: CISCO SYSTEMS, INC.

FIG 14 RECENT STRATEGIES AND DEVELOPMENTS: AMAZON.COM, INC.

FIG 15 SWOT ANALYSIS: AMAZON.COM, INC.

FIG 16 RECENT STRATEGIES AND DEVELOPMENTS: PLANTRONICS, INC.

FIG 17 RECENT STRATEGIES AND DEVELOPMENTS: KALTURA, INC.

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