

Asia Pacific Over-The-Air (OTA) Transmission Platform Market By Component (Platform and Services) By Platform Type (Radio, Television, Mobile, Streaming Devices and Others) By Country, Industry Analysis and Forecast, 2019 - 2025

<https://marketpublishers.com/r/ADDC820D1446EN.html>

Date: February 2020

Pages: 94

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

ID: ADDC820D1446EN

Abstracts

The Asia Pacific OTA Transmission Platform Market would witness market growth of 6.3% CAGR during the forecast period (2019-2025).

Over-the-air (OTA) transmission platform is a wireless platform that may be widely used in the transmission and broadcast industries. Television and radio are the major platforms for wireless broadcasting of channels using the OTA transmission platform. Increasing trend in online and on-demand content services streaming platforms also fuels demand for the these platforms. Increasing consumer demand for better picture quality content, such as 4K and HD, also drives demand among service providers for an OTA transmission platform. In addition, increasing the need to provide better services to consumers is also one of the key factors driving demand for OTA transmission between OTA service providers.

The broadcasting industry is evolving its television channel platform through the implementation of advanced technology transmission systems, alongside advancements in the technology. The broadcasting sector has experienced a lot of changes in transmission technologies over the last few years. Over-the-Air (OTA) transmission is also one of the television industry's new technology platforms. The introduction of 5 G technology and the increase in trend of online/on-demand content services are projected to raise profitability from the broadcasting industry in the coming years. The air service providers are thus looking for big opportunities in these disruptive technologies; and therefore investing in digitizing their current transmission platforms.

Based on Component, the market is segmented into Platform and Services. Based on Platform Type, the market is segmented into Radio, Television, Mobile, Streaming Devices 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 LG Corporation (LG Electronics), Gemalto N.V. (Thales Group S.A.), Sinclair Broadcast Group, Inc., SK Telecom Co., Ltd., Dish Network Corporation (AirTV L.L.C.), Channel Master LLC, TiVo Corporation, Nuvvyo, Inc. (Tablo TV), GatesAir, Inc., and Harmonic, Inc.

Scope of the Study

Market Segmentation:

By Component

Platform

Radio

Television

Mobile

Streaming Devices and Others

Services

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

LG Corporation (LG Electronics)

Gemalto N.V. (Thales Group S.A.)

Sinclair Broadcast Group, Inc.

SK Telecom Co., Ltd.

Dish Network Corporation (AirTV L.L.C.)

Channel Master LLC

TiVo Corporation

Nuvvyo, Inc. (Tablo TV)

GatesAir, Inc.

Harmonic, Inc.

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