

# Asia Pacific Over the Top (OTT) Services Market (2019-2025)

<https://marketpublishers.com/r/A9DBDE1EA132EN.html>

Date: January 2020

Pages: 139

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

ID: A9DBDE1EA132EN

## Abstracts

The Asia Pacific Over the Top (OTT) Services Market would witness market growth of 16.4% CAGR during the forecast period (2019-2025).

The leading OTT service providers like Netflix and Amazon are now expanding their footprints in the Asia Pacific economies. Moreover, the local market players have also initiated in providing OTT services such as the Zee5 in India. This initiation can be ascribed to the population attraction towards streaming services like these. Having said that, the increased mobile internet penetration in Japan, China, and India is supported by the high-speed data at minimal pricing, can also be a significant contributing factor in market growth.

The market position of OTT services is at developing stages and has a high scope for improvement in the Asia-Pacific countries. Moreover, there is a significant return on investment in the market because there are immense opportunities for augmented performance. Therefore, the vendors of OTT platforms constantly visualize the need for platforms and services across the regions. Also, the increased number of smart connected devices can be perceived as a major factor that drives the growth of the over-the-top market. Several consumers have an inclined preference for watching online content on their tablets or smartphones.

As competition intensifies and greenfield growth becomes more complicated, the market is nearly ready with M&A talks and partnerships with companies looking to expand into new markets or otherwise distinguish themselves. Notable examples include the purchase by Verizon of Yahoo, the streaming partnership between T-Mobile and Netflix, and the Prime Video from Amazon featuring content from HBO, Cinemax, and Showtime. In addition, Disney's bid to acquire Fox and the T-Mobile–Sprint merger

dialogs are indicative of merger trends.

Based on Monetization Model, the market is segmented into Subscription-Based, Advertising-Based and Transaction-Based. Based on Service Vertical, the market is segmented into Media & Entertainment, Gaming, Education & Learning and Others. Based on Streaming Device, the market is segmented into Smartphones & Tablets, Desktops & Laptops and IP TV's & Consoles. Based on Type, the market is segmented into Video on Demand, Online Gaming, Music Streaming, Communication 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 Twitter, Inc., Microsoft Corporation, Google, Inc., Amazon.com, Inc., Apple, Inc., Facebook, Inc., Netflix, Inc., The Walt Disney Company (Hulu LLC), Tencent Holdings Ltd., and Roku, Inc.

## **SCOPE OF THE STUDY**

Market Segmentation:

By Monetization Model

Subscription-Based

Advertising-Based

Transaction-Based

By Service Vertical

Media & Entertainment

Gaming

Education & Learning

Others

## By Streaming Device

Smartphones & Tablets

Desktops & Laptops

IP TV's & Consoles

## By Type

Video on Demand

Online Gaming

Music Streaming

Communication

Others

## By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

## Companies Profiled

Twitter, Inc.

Microsoft Corporation

Google, Inc.

Amazon.com, Inc.

Apple, Inc.

Facebook, Inc.

Netflix, Inc.

The Walt Disney Company (Hulu LLC)

Tencent Holdings Ltd.

Roku, Inc.

## Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

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FIG 15 SWOT ANALYSIS: FACEBOOK, INC.

FIG 16 RECENT STRATEGIES AND DEVELOPMENTS: NETFLIX, INC.

FIG 17 SWOT ANALYSIS: NETFLIX, INC.

FIG 18 SWOT ANALYSIS: THE WALT DISNEY COMPANY

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