

Europe 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

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Abstracts

The Europe Enterprise Video Market would witness market growth of 8.9% CAGR during the forecast period (2020-2026).

The development is driven by expanding need among companies to decrease the costs incurred in interfacing geographically dispersed employees. Companies are using enterprise video solutions as a powerful way to help collaboration among their worldwide workforce that has additionally driven market development. Moreover, in recent years, the enterprise video has developed as a critical component of a company's content marketing techniques. The growth of Content Delivery Networks (CDNs) has empowered quicker delivery of multimedia internet content and has provided companies with better video streams, further boosting the development of the market.

The greater part of the video content management frameworks utilizes adaptive

streaming kind of delivery strategy to serve on-demand and live streaming content, which is a key component responsible for the development of the segment. Also, this strategy gives watchers minimal buffering during playback and quicker start time. Besides, the growth in the utilization of video streaming platforms, for example, Netflix, Hulu, and Hotstar has essentially expanded the demand for adaptive streaming from the media and entertainment industry. Because of the lockdowns imposed across the globe due to the COVID-19 pandemic, the demand for video streaming services has expanded significantly. It has compelled media service organizations, for example, Netflix, Inc. and The Walt Disney Company to switch the High Definition (HD) and ultra-HD resolution videos on their platforms to Standard Definition (SD) resolution. The benefit of progressive download is that for users on slow connections, content can be downloaded before hitting the play button, which guarantees a smoother playback experience where adequate bandwidth isn't available. However, as this technique needs the downloading of the entire video it results in wastage of bandwidth. In addition, in the progressive downloading method, the data is stored in the user's device memory, which is a significant drawback.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

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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