

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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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Europe Enterprise Video Market, by Component
 - 1.4.2 Europe Enterprise Video Market, by Application
 - 1.4.3 Europe Enterprise Video Market, by Deployment Type
 - 1.4.4 Europe Enterprise Video Market, by End User
 - 1.4.5 Europe Enterprise Video Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Executive Summary
 - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. COMPETITION ANALYSIS - GLOBAL

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
 - 3.2.1 Partnerships, Collaborations and Agreements
 - 3.2.2 Product Launches and Product Expansions
 - 3.2.3 Geographical Expansions
 - 3.2.4 Mergers & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
 - 3.3.2 Key Strategic Move: (Product Launches and Product Expansions : 2017, Sep – 2020, Oct) Leading Players

CHAPTER 4. EUROPE ENTERPRISE VIDEO MARKET BY COMPONENT

Europe Enterprise Video Market By Component (Solution and Services), Solution Type is further segmented into,...

- 4.1 Europe Enterprise Video Solution Market by Country
- 4.2 Europe Enterprise Video Market by Solution Type
 - 4.2.1 Europe Enterprise Video Conferencing Market by Country
 - 4.2.2 Europe Enterprise Video Content Management Market by Country
 - 4.2.3 Europe Enterprise Video Webcasting Market by Country
- 4.3 Europe Enterprise Video Services Market by Country

CHAPTER 5. EUROPE ENTERPRISE VIDEO MARKET BY APPLICATION

- 5.1 Europe Corporate Communications Enterprise Video Market by Country
- 5.2 Europe Training & Development Enterprise Video Market by Country
- 5.3 Europe Marketing & Client Engagement Enterprise Video Market by Country

CHAPTER 6. EUROPE ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE

- 6.1 Europe On-premise Enterprise Video Market by Country
- 6.2 Europe Hosted Enterprise Video Market by Country

CHAPTER 7. EUROPE ENTERPRISE VIDEO MARKET BY END USE

- 7.1 Europe BFSI Enterprise Video Market by Country
- 7.2 Europe Government Enterprise Video Market by Country
- 7.3 Europe Healthcare Enterprise Video Market by Country
- 7.4 Europe Consumer Goods & Retail Enterprise Video Market by Country
- 7.5 Europe Education Enterprise Video Market by Country
- 7.6 Europe IT & Telecom Enterprise Video Market by Country
- 7.7 Europe Others Enterprise Video Market by Country

CHAPTER 8. EUROPE ENTERPRISE VIDEO MARKET BY COUNTRY

- 8.1 Germany Enterprise Video Market
 - 8.1.1 Germany Enterprise Video Market by Component
 - 8.1.1.1 Germany Enterprise Video Market by Solution Type
 - 8.1.2 Germany Enterprise Video Market by Application
 - 8.1.3 Germany Enterprise Video Market by Deployment Type
 - 8.1.4 Germany Enterprise Video Market by End Use
- 8.2 UK Enterprise Video Market
 - 8.2.1 UK Enterprise Video Market by Component

- 8.2.1.1 UK Enterprise Video Market by Solution Type
- 8.2.2 UK Enterprise Video Market by Application
- 8.2.3 UK Enterprise Video Market by Deployment Type
- 8.2.4 UK Enterprise Video Market by End Use
- 8.3 France Enterprise Video Market
 - 8.3.1 France Enterprise Video Market by Component
 - 8.3.1.1 France Enterprise Video Market by Solution Type
 - 8.3.2 France Enterprise Video Market by Application
 - 8.3.3 France Enterprise Video Market by Deployment Type
 - 8.3.4 France Enterprise Video Market by End Use
- 8.4 Russia Enterprise Video Market
 - 8.4.1 Russia Enterprise Video Market by Component
 - 8.4.1.1 Russia Enterprise Video Market by Solution Type
 - 8.4.2 Russia Enterprise Video Market by Application
 - 8.4.3 Russia Enterprise Video Market by Deployment Type
 - 8.4.4 Russia Enterprise Video Market by End Use
- 8.5 Spain Enterprise Video Market
 - 8.5.1 Spain Enterprise Video Market by Component
 - 8.5.1.1 Spain Enterprise Video Market by Solution Type
 - 8.5.2 Spain Enterprise Video Market by Application
 - 8.5.3 Spain Enterprise Video Market by Deployment Type
 - 8.5.4 Spain Enterprise Video Market by End Use
- 8.6 Italy Enterprise Video Market
 - 8.6.1 Italy Enterprise Video Market by Component
 - 8.6.1.1 Italy Enterprise Video Market by Solution Type
 - 8.6.2 Italy Enterprise Video Market by Application
 - 8.6.3 Italy Enterprise Video Market by Deployment Type
 - 8.6.4 Italy Enterprise Video Market by End Use
- 8.7 Rest of Europe Enterprise Video Market
 - 8.7.1 Rest of Europe Enterprise Video Market by Component
 - 8.7.1.1 Rest of Europe Enterprise Video Market by Solution Type
 - 8.7.2 Rest of Europe Enterprise Video Market by Application
 - 8.7.3 Rest of Europe Enterprise Video Market by Deployment Type
 - 8.7.4 Rest of Europe Enterprise Video Market by End Use

CHAPTER 9. COMPANY PROFILES

- 9.1 Adobe, Inc.
 - 9.1.1 Company Overview

- 9.1.2 Financial Analysis
- 9.1.3 Segmental and Regional Analysis
- 9.1.4 Research & Development Expense
- 9.1.5 Recent strategies and developments:
 - 9.1.5.1 Partnerships, Collaborations, and Agreements:
 - 9.1.5.2 Acquisition and Mergers:
- 9.1.6 SWOT Analysis
- 9.2 Avaya Holdings Corporation
 - 9.2.1 Company Overview
 - 9.2.2 Financial Analysis
 - 9.2.3 Segmental and Regional Analysis
 - 9.2.4 Research & Development Expense
 - 9.2.5 Recent strategies and developments:
 - 9.2.5.1 Partnerships, Collaborations, and Agreements:
 - 9.2.5.2 Acquisition and Mergers:
 - 9.2.5.3 Product Launches and Product Expansions:
- 9.3 Brightcove, Inc.
 - 9.3.1 Company Overview
 - 9.3.2 Financial Analysis
 - 9.3.3 Regional Analysis
 - 9.3.4 Research & Development Expense
 - 9.3.5 Recent strategies and developments:
 - 9.3.5.1 Partnerships, Collaborations, and Agreements:
 - 9.3.5.2 Acquisition and Mergers:
 - 9.3.5.3 Product Launches and Product Expansions:
 - 9.3.5.4 Geographical Expansions:
- 9.4 IBM Corporation
 - 9.4.1 Company Overview
 - 9.4.2 Financial Analysis
 - 9.4.3 Regional & Segmental Analysis
 - 9.4.4 Research & Development Expenses
 - 9.4.5 Recent strategies and developments:
 - 9.4.5.1 Acquisition and Mergers:
 - 9.4.5.2 Product Launches and Product Expansions:
 - 9.4.6 SWOT Analysis
- 9.5 Microsoft Corporation
 - 9.5.1 Company Overview
 - 9.5.2 Financial Analysis
 - 9.5.3 Segmental and Regional Analysis

- 9.5.4 Research & Development Expenses
- 9.5.5 Recent strategies and developments:
 - 9.5.5.1 Partnerships, Collaborations, and Agreements:
- 9.5.6 SWOT Analysis
- 9.6 Cisco Systems, Inc.
 - 9.6.1 Company Overview
 - 9.6.2 Financial Analysis
 - 9.6.3 Segmental and Regional Analysis
 - 9.6.4 Research & Development Expense
 - 9.6.5 Recent strategies and developments:
 - 9.6.5.1 Partnerships, Collaborations, and Agreements:
 - 9.6.5.2 Acquisition and Mergers:
 - 9.6.5.3 Product Launches and Product Expansions:
 - 9.6.6 SWOT Analysis
- 9.7 Amazon.com, Inc.
 - 9.7.1 Company Overview
 - 9.7.2 Financial Analysis
 - 9.7.3 Segmental and Regional Analysis
 - 9.7.4 Recent strategies and developments:
 - 9.7.4.1 Partnerships, Collaborations, and Agreements:
 - 9.7.4.2 Product Launches and Product Expansions:
 - 9.7.5 SWOT Analysis
- 9.8 Plantronics, Inc. (Polycom, Inc.)
 - 9.8.1 Company Overview
 - 9.8.2 Financial Analysis
 - 9.8.3 Segmental and Regional Analysis
 - 9.8.4 Research & Development Expenses
 - 9.8.5 Recent strategies and developments:
 - 9.8.5.1 Partnerships, Collaborations, and Agreements:
 - 9.8.5.2 Product Launches and Product Expansions:
- 9.9 Kaltura, Inc.
 - 9.9.1 Company Overview
 - 9.9.2 Recent strategies and developments:
 - 9.9.2.1 Partnerships, Collaborations, and Agreements:
 - 9.9.2.2 Acquisition and Mergers:
 - 9.9.2.3 Product Launches and Product Expansions:
- 9.10. VBrick Systems, Inc.
 - 9.10.1 Company Overview
 - 9.10.2 Recent strategies and developments:

9.10.2.1 Product Launches and Product Expansions:

List Of Tables

LIST OF TABLES

TABLE 1 EUROPE ENTERPRISE VIDEO MARKET, 2016 - 2019, USD MILLION

TABLE 2 EUROPE ENTERPRISE VIDEO MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– ENTERPRISE VIDEO MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– ENTERPRISE VIDEO MARKET

TABLE 5 GEOGRAPHICAL EXPANSIONS– ENTERPRISE VIDEO MARKET

TABLE 6 MERGERS & ACQUISITIONS – ENTERPRISE VIDEO MARKET

TABLE 7 EUROPE ENTERPRISE VIDEO MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 8 EUROPE ENTERPRISE VIDEO MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 9 EUROPE ENTERPRISE VIDEO SOLUTION MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 10 EUROPE ENTERPRISE VIDEO SOLUTION MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 11 EUROPE ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 12 EUROPE ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 13 EUROPE ENTERPRISE VIDEO CONFERENCING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 14 EUROPE ENTERPRISE VIDEO CONFERENCING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 15 EUROPE ENTERPRISE VIDEO CONTENT MANAGEMENT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 16 EUROPE ENTERPRISE VIDEO CONTENT MANAGEMENT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 17 EUROPE ENTERPRISE VIDEO WEBCASTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 18 EUROPE ENTERPRISE VIDEO WEBCASTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 19 EUROPE ENTERPRISE VIDEO SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 20 EUROPE ENTERPRISE VIDEO SERVICES MARKET BY COUNTRY, 2020

- 2026, USD MILLION

TABLE 21 EUROPE ENTERPRISE VIDEO MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 22 EUROPE ENTERPRISE VIDEO MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 23 EUROPE CORPORATE COMMUNICATIONS ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 24 EUROPE CORPORATE COMMUNICATIONS ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 25 EUROPE TRAINING & DEVELOPMENT ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 26 EUROPE TRAINING & DEVELOPMENT ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 27 EUROPE MARKETING & CLIENT ENGAGEMENT ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 28 EUROPE MARKETING & CLIENT ENGAGEMENT ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 29 EUROPE ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 30 EUROPE ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 31 EUROPE ON-PREMISE ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 32 EUROPE ON-PREMISE ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 33 EUROPE HOSTED ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 34 EUROPE HOSTED ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 35 EUROPE ENTERPRISE VIDEO MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 36 EUROPE ENTERPRISE VIDEO MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 37 EUROPE BFSI ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 38 EUROPE BFSI ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 39 EUROPE GOVERNMENT ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 40 EUROPE GOVERNMENT ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 41 EUROPE HEALTHCARE ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 42 EUROPE HEALTHCARE ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 43 EUROPE CONSUMER GOODS & RETAIL ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 44 EUROPE CONSUMER GOODS & RETAIL ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 45 EUROPE EDUCATION ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 46 EUROPE EDUCATION ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 47 EUROPE IT & TELECOM ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 48 EUROPE IT & TELECOM ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 49 EUROPE OTHERS ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 50 EUROPE OTHERS ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 51 EUROPE ENTERPRISE VIDEO MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 52 EUROPE ENTERPRISE VIDEO MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 53 GERMANY ENTERPRISE VIDEO MARKET, 2016 - 2019, USD MILLION

TABLE 54 GERMANY ENTERPRISE VIDEO MARKET, 2020 - 2026, USD MILLION

TABLE 55 GERMANY ENTERPRISE VIDEO MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 56 GERMANY ENTERPRISE VIDEO MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 57 GERMANY ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 58 GERMANY ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 59 GERMANY ENTERPRISE VIDEO MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 60 GERMANY ENTERPRISE VIDEO MARKET BY APPLICATION, 2020 -

2026, USD MILLION

TABLE 61 GERMANY ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 62 GERMANY ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 63 GERMANY ENTERPRISE VIDEO MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 64 GERMANY ENTERPRISE VIDEO MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 65 UK ENTERPRISE VIDEO MARKET, 2016 - 2019, USD MILLION

TABLE 66 UK ENTERPRISE VIDEO MARKET, 2020 - 2026, USD MILLION

TABLE 67 UK ENTERPRISE VIDEO MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 68 UK ENTERPRISE VIDEO MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 69 UK ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 70 UK ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 71 UK ENTERPRISE VIDEO MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 72 UK ENTERPRISE VIDEO MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 73 UK ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 74 UK ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 75 UK ENTERPRISE VIDEO MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 76 UK ENTERPRISE VIDEO MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 77 FRANCE ENTERPRISE VIDEO MARKET, 2016 - 2019, USD MILLION

TABLE 78 FRANCE ENTERPRISE VIDEO MARKET, 2020 - 2026, USD MILLION

TABLE 79 FRANCE ENTERPRISE VIDEO MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 80 FRANCE ENTERPRISE VIDEO MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 81 FRANCE ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 82 FRANCE ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 83 FRANCE ENTERPRISE VIDEO MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 84 FRANCE ENTERPRISE VIDEO MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 85 FRANCE ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 86 FRANCE ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 87 FRANCE ENTERPRISE VIDEO MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 88 FRANCE ENTERPRISE VIDEO MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 89 RUSSIA ENTERPRISE VIDEO MARKET, 2016 - 2019, USD MILLION

TABLE 90 RUSSIA ENTERPRISE VIDEO MARKET, 2020 - 2026, USD MILLION

TABLE 91 RUSSIA ENTERPRISE VIDEO MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 92 RUSSIA ENTERPRISE VIDEO MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 93 RUSSIA ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 94 RUSSIA ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 95 RUSSIA ENTERPRISE VIDEO MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 96 RUSSIA ENTERPRISE VIDEO MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 97 RUSSIA ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 98 RUSSIA ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 99 RUSSIA ENTERPRISE VIDEO MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 100 RUSSIA ENTERPRISE VIDEO MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 101 SPAIN ENTERPRISE VIDEO MARKET, 2016 - 2019, USD MILLION

TABLE 102 SPAIN ENTERPRISE VIDEO MARKET, 2020 - 2026, USD MILLION

TABLE 103 SPAIN ENTERPRISE VIDEO MARKET BY COMPONENT, 2016 - 2019,

USD MILLION

TABLE 104 SPAIN ENTERPRISE VIDEO MARKET BY COMPONENT, 2020 - 2026,
USD MILLION

TABLE 105 SPAIN ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2016 - 2019,
USD MILLION

TABLE 106 SPAIN ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2020 - 2026,
USD MILLION

TABLE 107 SPAIN ENTERPRISE VIDEO MARKET BY APPLICATION, 2016 - 2019,
USD MILLION

TABLE 108 SPAIN ENTERPRISE VIDEO MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 109 SPAIN ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2016 -
2019, USD MILLION

TABLE 110 SPAIN ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2020 -
2026, USD MILLION

TABLE 111 SPAIN ENTERPRISE VIDEO MARKET BY END USE, 2016 - 2019, USD
MILLION

TABLE 112 SPAIN ENTERPRISE VIDEO MARKET BY END USE, 2020 - 2026, USD
MILLION

TABLE 113 ITALY ENTERPRISE VIDEO MARKET, 2016 - 2019, USD MILLION

TABLE 114 ITALY ENTERPRISE VIDEO MARKET, 2020 - 2026, USD MILLION

TABLE 115 ITALY ENTERPRISE VIDEO MARKET BY COMPONENT, 2016 - 2019,
USD MILLION

TABLE 116 ITALY ENTERPRISE VIDEO MARKET BY COMPONENT, 2020 - 2026,
USD MILLION

TABLE 117 ITALY ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2016 - 2019,
USD MILLION

TABLE 118 ITALY ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2020 - 2026,
USD MILLION

TABLE 119 ITALY ENTERPRISE VIDEO MARKET BY APPLICATION, 2016 - 2019,
USD MILLION

TABLE 120 ITALY ENTERPRISE VIDEO MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 121 ITALY ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2016 -
2019, USD MILLION

TABLE 122 ITALY ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2020 -
2026, USD MILLION

TABLE 123 ITALY ENTERPRISE VIDEO MARKET BY END USE, 2016 - 2019, USD
MILLION

TABLE 124 ITALY ENTERPRISE VIDEO MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 125 REST OF EUROPE ENTERPRISE VIDEO MARKET, 2016 - 2019, USD MILLION

TABLE 126 REST OF EUROPE ENTERPRISE VIDEO MARKET, 2020 - 2026, USD MILLION

TABLE 127 REST OF EUROPE ENTERPRISE VIDEO MARKET BY COMPONENT, 2016 - 2019, USD MILLION

TABLE 128 REST OF EUROPE ENTERPRISE VIDEO MARKET BY COMPONENT, 2020 - 2026, USD MILLION

TABLE 129 REST OF EUROPE ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2016 - 2019, USD MILLION

TABLE 130 REST OF EUROPE ENTERPRISE VIDEO MARKET BY SOLUTION TYPE, 2020 - 2026, USD MILLION

TABLE 131 REST OF EUROPE ENTERPRISE VIDEO MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 132 REST OF EUROPE ENTERPRISE VIDEO MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 133 REST OF EUROPE ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION

TABLE 134 REST OF EUROPE ENTERPRISE VIDEO MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION

TABLE 135 REST OF EUROPE ENTERPRISE VIDEO MARKET BY END USE, 2016 - 2019, USD MILLION

TABLE 136 REST OF EUROPE ENTERPRISE VIDEO MARKET BY END USE, 2020 - 2026, USD MILLION

TABLE 137 KEY INFORMATION – ADOBE, INC.

TABLE 138 KEY INFORMATION – AVAYA HOLDINGS CORPORATION

TABLE 139 KEY INFORMATION – BRIGHTCOVE, INC.

TABLE 140 KEY INFORMATION – IBM CORPORATION

TABLE 141 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 142 KEY INFORMATION – CISCO SYSTEMS, INC.

TABLE 143 KEY INFORMATION – AMAZON.COM, INC.

TABLE 144 KEY INFORMATION – PLANTRONICS, INC.

TABLE 145 KEY INFORMATION – KALTURA, INC.

TABLE 146 KEY INFORMATION – VBRICK SYSTEMS, INC.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

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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