

Europe 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

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Abstracts

The Europe OTA Transmission Platform Market would witness market growth of 3.9% CAGR during the forecast period (2019-2025).

The over-the-air (OTA) transmission is a digital platform allowing wireless broadcasting by television and radio broadcasters. The transmission platform is designed to enable broadcasters with wireless transmission systems to broadcast 4K videos along with 3D multichannel sound. Thus, the increased consumer demand for better picture and higher audio quality influences the market growth for OTA transmission platform. In addition, the combination of Over the Air (OTA) and Over the Top (OTT) is also predicted to create significant market growth opportunities, as users are expected to be able to access content from any platform.

The implementation of the forthcoming transmission standard, Advanced Television Systems Committee (ATSC) 3.0, is expected to impact each part of the transmission platform including an encoder, antenna, and etc. In addition, with the introduction of the Advanced Television Systems Committee (ATSC) 3.0 standard, the TV antenna is expected to receive improvements along with sound and 4K resolution upgrades. Furthermore, ATSC 3.0 facilitates high-efficiency video coding, which allows less bit consumption and more video data to be transmitted. The transmission signals for channels are improved, which further enhance the viewer's experience. Such factors are, therefore, projected to provide significant opportunities for the growth of the demand for the OTA transmission platform in the coming years.

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 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 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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

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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