

Europe Over the Top (OTT) Services Market (2019-2025)

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Abstracts

The Europe Over the Top (OTT) Services Market would witness market growth of 13.5% CAGR during the forecast period (2019-2025).

Over-the-top services include movies and TV shows that are provided directly to digital users and it doesn't need a cable or satellite television subscription. OTT content is downloaded directly and viewed on the users' demand. This kind of content includes TV services and movies and can be directly delivered over the internet to connected devices like tablet, smartphone, PC, and console. Currently, the over-the-top services are at a nascent stage and are accepted extensively as a latest technology worldwide. The over-the-top market is anticipated to experience innovative and advanced transformation, which helps the customers in accessing everything they desire over a single space.

Sports properties are exploring and developing their own OTT services and partnerships with major online video providers in a bid to optimize their foothold and maximize the revenue. The extensive penetration of mobile computing devices would be a key factor providing a boost to the growth of over the top market. Factors, like increasing per capita income, increasing internet penetration, low-cost smartphone availability, and expanding investment in communication network infrastructure, are responsible for increasing penetration of mobile computing devices worldwide.

Mobile computing devices including laptops, smartphones, and tablets have become a preferred option over OTT platforms for accessing VoIP, text, and pictures, and audio and video material. This has prompted many market vendors to create mobile apps via mobile computing devices for streaming OTT services. These applications offer good portability, simpler accessibility, and better connectivity compared with websites.

Thereby, the rapid penetration of mobile computing devices is expected to boost the growth of the over-the-top (OTT) market.

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 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 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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

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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