

Global Over-The-Air (OTA) Transmission Platform Market By Component (Platform and Services) By Platform Type (Radio, Television, Mobile, Streaming Devices and Others) By Region, Industry Analysis and Forecast, 2019 - 2025

<https://marketpublishers.com/r/G66A1D9C6E1BEN.html>

Date: February 2020

Pages: 183

Price: US\$ 3,600.00 (Single User License)

ID: G66A1D9C6E1BEN

Abstracts

The Global OTA Transmission Platform Market size is expected to reach \$124.3 Million by 2025, rising at a market growth of 4.5% CAGR during the forecast period. The worldwide demand for over-the-air transmission platforms is growing among broadcasters and display device manufacturers, as various manufacturers of television & streaming devices have launched ATSC 3.0-capable televisions on the OTA transmission platform market. Due to the rapid adoption of next-generation technology, the broadcasting industry has been expanding at a robust rate in the last few years. The growing need for better channel visibility and operational flexibility is expected to drive the market for the OTA transmission platform in the coming years.

The OTA transmission platform will help broadcasters to send 4K video over wireless transmission platforms along with improved quality of picture. In the OTA application would be incorporated the higher audio quality called 3D multichannel sound, which would help broadcasters provide high quality audio to consumers. The hybrid combination of over-the-air and over-the-top combination is expected to generate opportunities for the OTA transmission platform market because it enables the users to access content from any platform. Growing R&D expenditure in the broadcasting industry and growing on-demand content adoption are further expected to drive the market for the OTA transmission platform. Rising IT investments in the broadcasting industry are expected to provide growth opportunities for OTA transmission platform vendors worldwide, particularly in North America.

The key factor driving market growth for the OTA transmission platform industry is the increased demand for better image quality and wireless transmission platforms. Furthermore, the extensive need for improved channel presentation and quality of operations is also expected to fuel market growth. The shortage of sufficient OTA infrastructure, however, is projected to hinder market growth during the coming years. Increasing R&D spending and IT investment in the broadcasting sector is also expected to provide the industry with significant growth opportunities 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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The major strategies followed by the market participants are Product launches. Based on the Analysis presented in the Cardinal matrix, Dish Network Corporation, LG Corporation, and SK Telecom Co., Ltd. are some of the forerunners in the OTA Transmission Platform Market. Companies such as TiVo Corporation, Nuvvyo, Inc., Sinclair Broadcast Group, Inc., and GatesAir, Inc., Harmonic, Inc., Gemalto N.V. are some of the key innovators in OTA Transmission Platform Market. 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.

Recent strategies deployed in OTA Transmission Platform Market

Partnerships, Collaborations, and Agreements:

Oct-2019: Sinclair signed a multiyear agreement with AT&T across AT&T TV, DIRECTV, and U-verse. This partnership was aimed at the continuous carriage of Sinclair's owned local broadcast stations and Tennis Channel.

Jul-2019: ONE Media 3.0, a subsidiary of Sinclair announced an agreement with Saankhya Labs, a leader in the development of cognitive software-defined radio solutions and wireless systems. Under this agreement, the company accelerated the development of a 5G Next Generation Broadcast Offload Platform.

Apr-2019: Harmonic signed partnership with Sony Electronics for demonstrating advanced, hybrid ATSC 3.0 functionality. This functionality increases the end-consumer experiences for ATSC 3.0 TVs and expands cloud services. Harmonic's VOS®360

SaaS provides both over-the-top (OTT) and over-the-air (OTA) components of hybrid services, which run on advanced TV software, developed by Sony.

Jan-2019: GatesAir signed FM radio agreement with Sambhav Media and ENIL, the private broadcasters in India. The agreement includes auxiliary RF equipment, Flexiva FAX air-cooled transmitters, and a rigid transmission line for 30 stations that extend GatesAir's market-leading share of FM radio transmitters in India.

Jan-2019: SK Telecom signed a joint venture agreement with Sinclair Broadcast. The joint venture company is named as Cast.era and would develop innovative broadcasting solutions based upon ATSC 3.0, the next-generation broadcast transmission standard.

Dec-2018: SK Telecom collaborated with Ericsson, and Qualcomm for 5G NR data call on mid-band over SKT's live, 5G commercial network. Under this collaboration, Ericsson would offer 5G New Radio (NR) radio, Ericsson Network Management systems, and baseband to SK Telecom for its 5G commercial network.

Acquisition and Mergers:

May-2019: GatesAir acquired ONEtastic, a company that provides television and digital radio transmission systems. The acquisition accelerated the company's investments in the transmission portfolio and added new capabilities to its portfolio.

Product Launches and Product Expansions:

Dec-2019: Dish Network launched AirTV 2, the second-generation of its device. This device is distributed over-the-air broadcast TV reception over home WiFi. The device with the access of WiFi can be connected to mobile devices and TVs.

Oct-2019: TiVo introduced TiVo EDGE for antenna, a premium, 4K Ultra High Definition (UHD) capable, all-in-one media device. This device has expanded the company's footprint in Canada. It is a live TV, DVR, and streaming player, which provides the customers with access to everything they need for watching.

Jul-2019: Dish introduced a new AirTV Mini, a palm-sized dongle. It is an upgrade to the original 2017 AirTV Player. The AirTV Mini's new interface brings the Over the Air (OTA) local channels and Netflix into the Sling TV app and helps the cord-cutters to have access to all the streaming content from a single device.

Jul-2019: LG unveiled two new UHD LED Smart televisions in India. This lineup includes a 43-inch TV and a 55-inch TV and can also function as smart home hubs.

Apr-2019: Harmonic released a new CDN-enabled Primary Distribution solution, a workflow supported by the company's VOS@360 SaaS. This solution is engaged in transforming the way programmers provide linear feeds to their distribution partners.

Mar-2019: Sinclair Technologies launched TRANSeo series of mobile antennas for

transport applications. This is a vehicle/transit antenna that covers all the frequency bands for Ultra High Frequency (UHF), Very High Frequency (VHF), 2G/2.5G/3G/4G, and Wi-Fi communications between 100 MHz and 6 GHz, depending upon the model selected.

Jan-2019: Sinclair introduced Stirr, a streaming service for bringing local TV news and other content to the growing cord-cutters across the US.

Jan-2019: Nuvvyo introduced Tablo QUAD, the next generation 4-Tuner DVR together with the new feature. The new feature automatically skips the commercials within the recordings. The DVR helps the consumers in discovering, recording, and streaming up to four live antenna TV channels together.

Sep-2018: Dish made an enhancement to its AirTV device by adding DVR functionality to it. The new feature helps the Air TV users in watching and recording all the local channels both at home and outside, with the help of a newly upgraded Sling TV app.

Sep-2018: TiVo unveiled hybrid set-top box TiVo Bolt OTA for DTT and OTT featuring 4K UltraHD. This is an all-in-one home entertainment product, which integrates the features of TiVo's PVR with online streaming services.

May-2018: Dish DBS, a subsidiary of Dish Network released AirTV service, an over-the-top, over-the-air service. This service provides access to dozens of over-the-air broadcast channels to customers across multiple devices inside and outside of the home.

Scope of the Study

Market Segmentation:

By Component

Platform

Radio

Television

Mobile

Streaming Devices and Others

Services

By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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.

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

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Over-the-Air (OTA) Transmission Platform Market, by Component
 - 1.4.2 Global Over-the-Air (OTA) Transmission Platform Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 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 Mergers & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
 - 3.3.2 Key Strategic Move: (Product Launches and Product Expansions: 2019-Dec – 2015-Jun) Leading Players

CHAPTER 4. GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT

- 4.1 Global Over-the-Air (OTA) Transmission Platform Market by Region
- 4.2 Global Over-the-Air (OTA) Transmission Platform Market by Platform Type
 - 4.2.1 Global Over-the-Air (OTA) Transmission Platform Radio Market by Region

- 4.2.2 Global Over-the-Air (OTA) Transmission Platform Television Market by Region
- 4.2.3 Global Over-the-Air (OTA) Transmission Platform Mobile Market by Region
- 4.2.4 Global Streaming Device & Other Platform Type Over-the-Air (OTA) Transmission Platform Market by Region
- 4.3 Global Over-the-Air (OTA) Transmission Platform Services Market by Region

CHAPTER 5. GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY REGION

5.1 North America Over-the-Air (OTA) Transmission Platform Market

- 5.1.1 North America Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.1.1.1 North America Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.1.1.2 North America Over-the-Air (OTA) Transmission Platform Market by Platform Type
 - 5.1.1.2.1 North America Over-the-Air (OTA) Transmission Platform Radio Market by Country
 - 5.1.1.2.2 North America Over-the-Air (OTA) Transmission Platform Television Market by Country
 - 5.1.1.2.3 North America Over-the-Air (OTA) Transmission Platform Mobile Market by Country
 - 5.1.1.2.4 North America Streaming Device & Other Platform Type Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.1.1.3 North America Over-the-Air (OTA) Transmission Platform Services Market by Country
- 5.1.2 North America Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.1.2.1 US Over-the-Air (OTA) Transmission Platform Market
 - 5.1.2.1.1 US Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.1.2.2 Canada Over-the-Air (OTA) Transmission Platform Market
 - 5.1.2.2.1 Canada Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.1.2.3 Mexico Over-the-Air (OTA) Transmission Platform Market
 - 5.1.2.3.1 Mexico Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.1.2.4 Rest of North America Over-the-Air (OTA) Transmission Platform Market
 - 5.1.2.4.1 Rest of North America Over-the-Air (OTA) Transmission Platform Market by Component

5.2 Europe Over-the-Air (OTA) Transmission Platform Market

- 5.2.1 Europe Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.2.1.1 Europe Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.2.1.2 Europe Over-the-Air (OTA) Transmission Platform Market by Platform Type
 - 5.2.1.2.1 Europe Over-the-Air (OTA) Transmission Platform Radio Market by

Country

5.2.1.2.2 Europe Over-the-Air (OTA) Transmission Platform Television Market by

Country

5.2.1.2.3 Europe Over-the-Air (OTA) Transmission Platform Mobile Market by

Country

5.2.1.2.4 Europe Streaming Device & Other Platform Type Over-the-Air (OTA)

Transmission Platform Market by Country

5.2.1.3 Europe Over-the-Air (OTA) Transmission Platform Services Market by

Country

5.2.2 Europe Over-the-Air (OTA) Transmission Platform Market by Country

5.2.2.1 Germany Over-the-Air (OTA) Transmission Platform Market

5.2.2.1.1 Germany Over-the-Air (OTA) Transmission Platform Market by

Component

5.2.2.2 UK Over-the-Air (OTA) Transmission Platform Market

5.2.2.2.1 UK Over-the-Air (OTA) Transmission Platform Market by Component

5.2.2.3 France Over-the-Air (OTA) Transmission Platform Market

5.2.2.3.1 France Over-the-Air (OTA) Transmission Platform Market by Component

5.2.2.4 Russia Over-the-Air (OTA) Transmission Platform Market

5.2.2.4.1 Russia Over-the-Air (OTA) Transmission Platform Market by Component

5.2.2.5 Spain Over-the-Air (OTA) Transmission Platform Market

5.2.2.5.1 Spain Over-the-Air (OTA) Transmission Platform Market by Component

5.2.2.6 Italy Over-the-Air (OTA) Transmission Platform Market

5.2.2.6.1 Italy Over-the-Air (OTA) Transmission Platform Market by Component

5.2.2.7 Rest of Europe Over-the-Air (OTA) Transmission Platform Market

5.2.2.7.1 Rest of Europe Over-the-Air (OTA) Transmission Platform Market by

Component

5.3 Asia Pacific Over-the-Air (OTA) Transmission Platform Market

5.3.1 Asia Pacific Over-the-Air (OTA) Transmission Platform Market by Component

5.3.1.1 Asia Pacific Over-the-Air (OTA) Transmission Platform Market by Country

5.3.1.2 Asia Pacific Over-the-Air (OTA) Transmission Platform Market by Platform

Type

5.3.1.2.1 Asia Pacific Over-the-Air (OTA) Transmission Platform Radio Market by

Country

5.3.1.2.2 Asia Pacific Over-the-Air (OTA) Transmission Platform Television Market

by Country

5.3.1.2.3 Asia Pacific Over-the-Air (OTA) Transmission Platform Mobile Market by

Country

5.3.1.2.4 Asia Pacific Streaming Device & Other Platform Type Over-the-Air (OTA)

Transmission Platform Market by Country

- 5.3.1.3 Asia Pacific Over-the-Air (OTA) Transmission Platform Services Market by Country
- 5.3.2 Asia Pacific Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.3.2.1 China Over-the-Air (OTA) Transmission Platform Market
 - 5.3.2.1.1 China Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.3.2.2 Japan Over-the-Air (OTA) Transmission Platform Market
 - 5.3.2.2.1 Japan Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.3.2.3 India Over-the-Air (OTA) Transmission Platform Market
 - 5.3.2.3.1 India Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.3.2.4 South Korea Over-the-Air (OTA) Transmission Platform Market
 - 5.3.2.4.1 South Korea Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.3.2.5 Singapore Over-the-Air (OTA) Transmission Platform Market
 - 5.3.2.5.1 Singapore Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.3.2.6 Malaysia Over-the-Air (OTA) Transmission Platform Market
 - 5.3.2.6.1 Malaysia Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.3.2.7 Rest of Asia Pacific Over-the-Air (OTA) Transmission Platform Market
 - 5.3.2.7.1 Rest of Asia Pacific Over-the-Air (OTA) Transmission Platform Market by Component
- 5.4 LAMEA Over-the-Air (OTA) Transmission Platform Market
 - 5.4.1 LAMEA Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.4.1.1 LAMEA Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.4.1.1.2 LAMEA Over-the-Air (OTA) Transmission Platform Market by Platform Type
 - 5.4.1.1.2.1 LAMEA Over-the-Air (OTA) Transmission Platform Radio Market by Country
 - 5.4.1.1.2.2 LAMEA Over-the-Air (OTA) Transmission Platform Television Market by Country
 - 5.4.1.1.2.3 LAMEA Over-the-Air (OTA) Transmission Platform Mobile Market by Country
 - 5.4.1.1.2.4 LAMEA Streaming Device & Other Platform Type Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.4.1.1.3 LAMEA Over-the-Air (OTA) Transmission Platform Services Market by Country
 - 5.4.1.2 LAMEA Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.4.2 LAMEA Over-the-Air (OTA) Transmission Platform Market by Country
 - 5.4.2.1 Brazil Over-the-Air (OTA) Transmission Platform Market
 - 5.4.2.1.1 Brazil Over-the-Air (OTA) Transmission Platform Market by Component
 - 5.4.2.2 Argentina Over-the-Air (OTA) Transmission Platform Market
 - 5.4.2.2.1 Argentina Over-the-Air (OTA) Transmission Platform Market by

Component

5.4.2.3 UAE Over-the-Air (OTA) Transmission Platform Market

5.4.2.3.1 UAE Over-the-Air (OTA) Transmission Platform Market by Component

5.4.2.4 Saudi Arabia Over-the-Air (OTA) Transmission Platform Market

5.4.2.4.1 Saudi Arabia Over-the-Air (OTA) Transmission Platform Market by

Component

5.4.2.5 South Africa Over-the-Air (OTA) Transmission Platform Market

5.4.2.5.1 South Africa Over-the-Air (OTA) Transmission Platform Market by

Component

5.4.2.6 Nigeria Over-the-Air (OTA) Transmission Platform Market

5.4.2.6.1 Nigeria Over-the-Air (OTA) Transmission Platform Market by Component

5.4.2.7 Rest of LAMEA Over-the-Air (OTA) Transmission Platform Market

5.4.2.7.1 Rest of LAMEA Over-the-Air (OTA) Transmission Platform Market by

Component

CHAPTER 6. COMPANY PROFILES

6.1 LG Corporation (LG Electronics)

6.1.1 Company Overview

6.1.2 Financial Analysis

6.1.3 Segmental and Regional Analysis

6.1.4 Research & Development Expense

6.1.5 Recent strategies and developments:

6.1.5.1 Partnerships, Collaborations, and Agreements:

6.1.5.2 Product Launches and Product Expansions:

6.1.6 SWOT Analysis

6.2 Gemalto N.V. (Thales Group S.A.)

6.2.1 Company Overview

6.2.2 Financial Analysis

6.2.3 Segmental and Regional Analysis

6.2.4 Research & Development Expense

6.2.5 Recent strategies and developments:

6.2.5.1 Partnerships, Collaborations, and Agreements:

6.2.6 SWOT Analysis

6.3 Sinclair Broadcast Group, Inc.

6.3.1 Company Overview

6.3.2 Financial Analysis

6.3.3 Recent strategies and developments:

6.3.3.1 Partnerships, Collaborations, and Agreements:

- 6.3.3.2 Product Launches and Product Expansions:
- 6.4 SK Telecom Co., Ltd.
 - 6.4.1 Company Overview
 - 6.4.2 Financial Analysis
 - 6.4.3 Segmental Analysis
 - 6.4.4 Research & Development Expense
 - 6.4.5 Recent strategies and developments:
 - 6.4.5.1 Partnerships, Collaborations, and Agreements:
- 6.5 Dish Network Corporation (AirTV L.L.C.)
 - 6.5.1 Company overview
 - 6.5.2 Financial Analysis
 - 6.5.3 Regional Analysis
 - 6.5.4 Research & Development Expense
 - 6.5.5 Recent strategies and developments:
 - 6.5.5.1 Product Launches and Product Expansions:
 - 6.5.6 SWOT Analysis
- 6.6 Channel Master LLC
 - 6.6.1 Company Overview
 - 6.6.2 Recent strategies and developments:
 - 6.6.2.1 Partnerships, Collaborations, and Agreements:
 - 6.6.2.2 Product Launches and Product Expansions:
- 6.7 TiVo Corporation
 - 6.7.1 Company Overview
 - 6.7.2 Financial Analysis
 - 6.7.3 Regional & Segmental Analysis
 - 6.7.4 Research & Development Expenses
 - 6.7.5 Recent strategies and developments:
 - 6.7.5.1 Product Launches and Product Expansions:
 - 6.7.5.2 Acquisition and Mergers:
 - 6.7.6 SWOT Analysis
- 6.8 Nuvvyo, Inc. (Tablo TV)
 - 6.8.1 Company Overview
 - 6.8.2 Recent strategies and developments:
 - 6.8.2.1 Partnerships, Collaborations, and Agreements:
 - 6.8.2.2 Product Launches and Product Expansions:
- 6.9 GatesAir, Inc. (The Gores Group)
 - 6.9.1 Company Overview
 - 6.9.2 Recent strategies and developments:
 - 6.9.2.1 Partnerships, Collaborations, and Agreements:

6.9.2.2 Acquisition and Mergers:

6.9.2.3 Product Launches and Product Expansions:

6.1 Harmonic, Inc.

6.10.1 Company Overview

6.10.2 Financial Analysis

6.10.3 Regional & Segmental Analysis

6.10.4 Research & Development Expenses

6.10.5 Recent strategies and developments:

6.10.5.1 Partnerships, Collaborations, and Agreements:

6.10.5.2 Product Launches and Product Expansions:

6.10.6 SWOT Analysis

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 2 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– OTA TRANSMISSION PLATFORM MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– OTA TRANSMISSION PLATFORM MARKET

TABLE 5 MERGERS & ACQUISITIONS – OTA TRANSMISSION PLATFORM MARKET

TABLE 6 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 7 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 8 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY REGION, 2015 - 2018, USD THOUSANDS

TABLE 9 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY REGION, 2019 - 2025, USD THOUSANDS

TABLE 10 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 11 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 12 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO MARKET BY REGION, 2015 - 2018, USD THOUSANDS

TABLE 13 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO MARKET BY REGION, 2019 - 2025, USD THOUSANDS

TABLE 14 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM TELEVISION MARKET BY REGION, 2015 - 2018, USD THOUSANDS

TABLE 15 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM TELEVISION MARKET BY REGION, 2019 - 2025, USD THOUSANDS

TABLE 16 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE MARKET BY REGION, 2015 - 2018, USD THOUSANDS

TABLE 17 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE MARKET BY REGION, 2019 - 2025, USD THOUSANDS

TABLE 18 GLOBAL STREAMING DEVICE & OTHER PLATFORM TYPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY REGION, 2015 - 2018, USD

THOUSANDS

TABLE 19 GLOBAL STREAMING DEVICE & OTHER PLATFORM TYPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY REGION, 2019 - 2025, USD THOUSANDS

TABLE 20 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY REGION, 2015 - 2018, USD THOUSANDS

TABLE 21 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY REGION, 2019 - 2025, USD THOUSANDS

TABLE 22 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY REGION, 2015 - 2018, USD THOUSANDS

TABLE 23 GLOBAL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY REGION, 2019 - 2025, USD THOUSANDS

TABLE 24 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 25 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 26 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 27 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 28 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 29 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 30 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 31 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 32 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 33 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 34 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM TELEVISION MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 35 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM TELEVISION MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 36 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 37 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM

MOBILE MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 38 NORTH AMERICA STREAMING DEVICE & OTHER PLATFORM TYPE

OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 39 NORTH AMERICA STREAMING DEVICE & OTHER PLATFORM TYPE

OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 40 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 41 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 42 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 43 NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 44 US OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 45 US OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 46 US OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 47 US OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 48 US OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 49 US OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 50 CANADA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 51 CANADA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 52 CANADA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 53 CANADA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 54 CANADA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 55 CANADA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 56 MEXICO OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 57 MEXICO OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 58 MEXICO OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 59 MEXICO OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 60 MEXICO OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 61 MEXICO OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 62 REST OF NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 63 REST OF NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 64 REST OF NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 65 REST OF NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 66 REST OF NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 67 REST OF NORTH AMERICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 68 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 69 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 70 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 71 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 72 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 73 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 74 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 75 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET

BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 76 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 77 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 78 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM TELEVISION MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 79 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM TELEVISION MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 80 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 81 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 82 EUROPE STREAMING DEVICE & OTHER PLATFORM TYPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 83 EUROPE STREAMING DEVICE & OTHER PLATFORM TYPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 84 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 85 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 86 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 87 EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 88 GERMANY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 89 GERMANY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 90 GERMANY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 91 GERMANY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 92 GERMANY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 93 GERMANY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 94 UK OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 95 UK OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 96 UK OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 97 UK OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 98 UK OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 99 UK OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 100 FRANCE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 101 FRANCE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 102 FRANCE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 103 FRANCE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 104 FRANCE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 105 FRANCE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 106 RUSSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 107 RUSSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 108 RUSSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 109 RUSSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 110 RUSSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 111 RUSSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 112 SPAIN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 113 SPAIN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET,

2019 - 2025, USD THOUSANDS

TABLE 114 SPAIN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 115 SPAIN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 116 SPAIN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 117 SPAIN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 118 ITALY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 119 ITALY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 120 ITALY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 121 ITALY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 122 ITALY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 123 ITALY OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 124 REST OF EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 125 REST OF EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 126 REST OF EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 127 REST OF EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 128 REST OF EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 129 REST OF EUROPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 130 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 131 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 132 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 133 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 134 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 135 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 136 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 137 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 138 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 139 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 140 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM TELEVISION MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 141 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM TELEVISION MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 142 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 143 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 144 ASIA PACIFIC STREAMING DEVICE & OTHER PLATFORM TYPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 145 ASIA PACIFIC STREAMING DEVICE & OTHER PLATFORM TYPE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 146 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 147 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 148 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 149 ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 150 CHINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 151 CHINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET,

2019 - 2025, USD THOUSANDS

TABLE 152 CHINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 153 CHINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 154 CHINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 155 CHINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 156 JAPAN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 157 JAPAN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 158 JAPAN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 159 JAPAN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 160 JAPAN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 161 JAPAN OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 162 INDIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 163 INDIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 164 INDIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 165 INDIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 166 INDIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 167 INDIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 168 SOUTH KOREA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 169 SOUTH KOREA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 170 SOUTH KOREA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 171 SOUTH KOREA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 172 SOUTH KOREA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 173 SOUTH KOREA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 174 SINGAPORE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 175 SINGAPORE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 176 SINGAPORE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 177 SINGAPORE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 178 SINGAPORE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 179 SINGAPORE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 180 MALAYSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 181 MALAYSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 182 MALAYSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 183 MALAYSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 184 MALAYSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 185 MALAYSIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 186 REST OF ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 187 REST OF ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 188 REST OF ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 189 REST OF ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 190 REST OF ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION

PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 191 REST OF ASIA PACIFIC OVER-THE-AIR (OTA) TRANSMISSION

PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 192 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET,
2015 - 2018, USD THOUSANDS

TABLE 193 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET,
2019 - 2025, USD THOUSANDS

TABLE 194 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY
COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 195 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY
COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 196 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY
COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 197 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY
COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 198 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY
PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 199 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY
PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 200 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO
MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 201 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM RADIO
MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 202 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM
TELEVISION MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 203 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM
TELEVISION MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 204 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE
MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 205 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MOBILE
MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 206 LAMEA STREAMING DEVICE & OTHER PLATFORM TYPE OVER-THE-
AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD
THOUSANDS

TABLE 207 LAMEA STREAMING DEVICE & OTHER PLATFORM TYPE OVER-THE-
AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD
THOUSANDS

TABLE 208 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES
MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 209 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM SERVICES MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 210 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD THOUSANDS

TABLE 211 LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD THOUSANDS

TABLE 212 BRAZIL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 213 BRAZIL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 214 BRAZIL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 215 BRAZIL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 216 BRAZIL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 217 BRAZIL OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 218 ARGENTINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 219 ARGENTINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 220 ARGENTINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 221 ARGENTINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 222 ARGENTINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 223 ARGENTINA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 224 UAE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 225 UAE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 226 UAE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 227 UAE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 228 UAE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY

PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 229 UAE OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 230 SAUDI ARABIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 231 SAUDI ARABIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 232 SAUDI ARABIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 233 SAUDI ARABIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 234 SAUDI ARABIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 235 SAUDI ARABIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 236 SOUTH AFRICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 237 SOUTH AFRICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 238 SOUTH AFRICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 239 SOUTH AFRICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 240 SOUTH AFRICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 241 SOUTH AFRICA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 242 NIGERIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 243 NIGERIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 244 NIGERIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 245 NIGERIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 246 NIGERIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 247 NIGERIA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 248 REST OF LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2015 - 2018, USD THOUSANDS

TABLE 249 REST OF LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET, 2019 - 2025, USD THOUSANDS

TABLE 250 REST OF LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD THOUSANDS

TABLE 251 REST OF LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD THOUSANDS

TABLE 252 REST OF LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2015 - 2018, USD THOUSANDS

TABLE 253 REST OF LAMEA OVER-THE-AIR (OTA) TRANSMISSION PLATFORM MARKET BY PLATFORM TYPE, 2019 - 2025, USD THOUSANDS

TABLE 254 KEY INFORMATION – LG CORPORATION

TABLE 255 KEY INFORMATION – GEMALTO N.V.

TABLE 256 KEY INFORMATION – SINCLAIR BROADCAST GROUP, INC.

TABLE 257 KEY INFORMATION – SK TELECOM CO., LTD.

TABLE 258 KEY INFORMATION – DISH NETWORK CORPORATION

TABLE 259 KEY INFORMATION – CHANNEL MASTER LLC

TABLE 260 KEY INFORMATION – TIVO CORPORATION

TABLE 261 KEY INFORMATION – NUVYYO, INC.

TABLE 262 KEY INFORMATION – GATESAIR, INC.

TABLE 263 KEY INFORMATION – HARMONIC, 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 (2015-2019)

FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT EXPANSIONS: 2019-DEC – 2015-JUN) LEADING PLAYERS

FIG 5 SWOT ANALYSIS: LG CORPORATION

FIG 6 SWOT ANALYSIS: GEMALTO N.V.

FIG 7 SWOT ANALYSIS: DISH NETWORK CORPORATION

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: CHANNEL MASTER LLC

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: TIVO CORPORATION

FIG 10 SWOT ANALYSIS: TIVO CORPORATION

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: NUVYYO, INC. (TABLO TV)

FIG 12 RECENT STRATEGIES AND DEVELOPMENTS: GATESAIR, INC.

FIG 13 SWOT ANALYSIS: HARMONIC, INC.

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