

LAMEA 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 Latin America, Middle East and Africa Enterprise Video Market would witness market growth of 14.4% CAGR during the forecast period (2020-2026).

The increasing demand from companies to upgrade collaboration between internal and external partners, and maximize user engagement has caused expanded adoption of solutions, for example, video conferencing and webcasting, boost the development of the market. The growth in the number of online video viewers is foreseen to provide development possibilities to the market players, as advertisers are focusing on the advancement of brands through videos. The advertisers promote brands of their customers through demos, functions, explainers, and customer testimonials/case studies, among others. In addition, multiplication of 4G-empowered cell phones and increase in the number of Video Conferencing-as-a-Service (VCaaS) providers are anticipated to contribute in the development of the market.

The synergy of enterprise video and digital signage has empowered organizations to enhance brand awareness, product awareness, and user engagement that is foreseen to boost the development of the market. The utilization through signage and booths at branch locations is assisting banks make distinction of business strategies and expand value of customer, while expanding the promotion and uptake of its products and services, for example, credit cards and loans, among others. Besides, different venture capital firms are giving funding to different start-ups associated with the advancement of these solutions.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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