

Latin America, Middle East & Africa Over the Top (OTT) Services Market (2019-2025)

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Abstracts

The Latin America, Middle East and Africa Over the Top (OTT) Services Market would witness market growth of 17.6% CAGR during the forecast period (2019-2025).

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.

The smartphone segment witnessed a stronger market position in 2018 and is projected to dominate the market over the forecast period as well. The dominant position can be attributed to the high adoption rate of smartphones to stream over-the-top services. Another factor contributing to this dominance is the growth in the potential market for large-screen smartphones among the urbanizing economies. Furthermore, the segment is anticipated to experience the highest growth rate in the forthcoming years due to the emergence of affordable Android-based smartphones. A major reason behind rapid

smartphone penetration is that these phones have democratized online gaming and brought the gameplay to large demography of smartphone users.

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 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 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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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