

# **North America 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 North America OTA Transmission Platform Market would witness market growth of 3.3% CAGR during the forecast period (2019-2025).

OTA is a platform for wireless transmission in the broadcasting industry. It is widely used for wireless broadcasting of channels in television and radio platforms. The media industry is evolving its broadcast channel framework alongside technological advancements by implementing advanced technology transmission platforms. ARFC 3.0 is a next-generation transmission platform that utilizes advanced error correction for the physical layer and emerging technologies to produce wireless data through an IP delivery system. It is also known to be a crucial technology used on the OTA transmission platform.

The broadcasting industry has witnessed drastic changes in transmission technologies over the last few years. Over-the-Air (OTA) transmission is also one of the new technologies of the broadcast industry. The introduction of 5G technology and the growing trend of online/on-demand content services are projected to raise revenues from the broadcasting industry in the coming years. The air service providers are thus looking for massive opportunities in these innovative technologies; and thus investing in digitizing their current transmission platforms. 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.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

## 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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