

Cloud Television (TV) Market - Industry Trends, Opportunities and Forecasts to 2023

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Abstracts

Cloud TV allows a user to choose the programs a user wants to watch from an archive of different programs or can opt to stream live Television. The TV programs can be streamed to any device with an internet connection and an internet browser. Cloud TV is a software platform that virtualizes set-top-box functionality, enabling the service providers to bring advanced user interfaces, online video experiences such as YouTube along with social networking, internet browsing, online gaming, video conferences, and interactive web-style advertising to televisions, and connected electronics devices.

The global cloud TV market is expected to witness a significant CAGR of 8.80% during the forecast period owing some key factors such as growing adoption of smartphones, tablets, and smart TV. Moreover, factors such as rising demand for high definition quality content and rich graphics, growth in the 3D content, and increased number of connected devices are further augmenting the demand for cloud TV solutions. Some of the advantages of the cloud TV include low upfront cost, fast time to market of service and reduced operational complexity. However, factors such as government regulations on the bandwidth allocation, low quality of video content to be delivered on cloud TV, and security and privacy concerns due to growing cases of hacking will restrain the market growth during the forecast period. Moreover, lack of high-speed network infrastructure, especially in emerging economies, will further hinder the growth of cloud TV market in several countries.

North America holds the largest share of the market due to high-speed network access across the region. However, Asia-Pacific is projected to witness the fastest growth of cloud TV market owing to the expansion of data centers and rising demand for cloud services by various industries. Furthermore, an increase in cross-border trade conducted by companies in this region will further boost the demand for smart cloud

TVs during the forecast period.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentation which has been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of Cloud TV. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, Cloud TV market has been segmented on the basis of deployment methods, service, and geography.

By Deployment Model

Public Cloud

Private Cloud

Hybrid Cloud

By Service

SaaS (Software as a Service)

IaaS (Infrastructure as a Service)

PaaS (Platform as a Service)

By Geography

Americas

North America

US

Canada

Mexico

Others

South America

Brazil
Argentina
Others
Europe Middle East and Africa
Europe
United Kingdom
Germany
France
Italy
Spain
Others
Middle East and Africa
Asia Pacific
Japan
China
India
Australia
Others
Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Phoenix TV, Ziggo, PCCW, Oceanic Time Warner, Character Communication, Liberty Global, Blinkbox, Altice USA and Comcast Corporation among others.

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