

Digital Media Adapters Market - Forecasts from 2017 to 2022

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Abstracts

Digital Media Adapters market is projected to grow at a double-digit CAGR over the forecast period 2017 to 2022. A digital media adapter is used to receive and view the video content through a set-top box, possessing inbuilt Wi-Fi network, connected to a television. Improving broadband speed is one of the major drivers of the global digital media adapters market. Expanding purchasing power and rapid urbanization is leading to increasing usage of digital media adapters among consumers. Growing number of people across the globe watching OTT (Over-the-top) content is significantly bolstering the global digital media adapter market growth over the next five years.

By Type

By type, Apple TV accounted for the largest market share in 2016 owing to the number services being provided by Apple to its users. Recently, in April 2017, ESPN released a redesigned and rebranded app for Apple TV that includes auto-playing live streams at launch and new on-demand content. Moreover, rising fame of Netflix and Amazon TV shows has encouraged Apple to make its own TV shows for distribution on the Apple TV. Recently, the company launched 'Planet of the Apps' which can be streamed to Apple Music.

By Geography

Geographically, North America held the largest market share in 2016 due to the strong presence of key digital media adapters vendors in the region along with the high demand for video streaming by high-income consumers in developed countries such as the U.S. and Canada. Growing smart home industry in North America is further fuelling the demand of digital media adapters in this region. The worldwide expansion of Netflix

and Amazon Prime is further propelling the regional market growth in developing economies such as China and India. This rise in popularity is attributed to the attractive interface along with a range of well-maintained applications, ensuring these adapters as a popular option for video streaming despite the availability of alternatives such as smart TVs and gaming consoles.

Competitive Insights

Prominent key market players in Digital Media Adapters market include Apple, Google, Roku, and Cisco Systems among others. Growing demand for OTT content across the globe is presenting significant opportunities for vendors to engage in partnerships with media channels and gain a larger market share. In 2016, media conglomerate Viacom made a minority investment in Roku.

Segmentation

In this report, Digital Media Adapters market is segmented by type and geography:

By Type

- Apple TV
- Amazon Fire TV Stick
- Google's Chromecast
- Roku Streaming Stick
- Others

By Geography

- Americas
 - North America
 - U.S.
 - Canada
 - Mexico
 - Others
 - South America
 - Brazil
 - Argentina
 - Others
- Europe Middle East and Africa

Europe

UK

Germany

France

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

Japan

China

India

South Korea

Others

Contents

1. INTRODUCTION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

4.1. Market Overview and Segmentation

4.2. Drivers

4.3. Restraints

4.4. Opportunities

4.5. Supplier Outlook

4.6. Industry Outlook

4.7. Porter's Five Forces Analysis

4.8. Industry Value Chain Analysis

4.9. Scenario Analysis

5. DIGITAL MEDIA ADAPTERS MARKET FORECAST BY TYPE (US\$ BILLION)

5.1. Apple TV

5.1.1. Market Size and Forecast to 2022

5.2. Amazon Fire TV Stick

5.2.1. Market Size and Forecast to 2022

5.3. Google's Chromecast

5.3.1. Market Size and Forecast to 2022

5.4. Roku Streaming Stick

5.4.1. Market Size and Forecast to 2022

5.5. Others

5.5.1. Market Size and Forecast to 2022

6. DIGITAL MEDIA ADAPTERS MARKET FORECAST BY GEOGRAPHY (US\$ BILLION)

6.1. Americas

6.1.1. North America

6.1.1.1. U.S.

- 6.1.1.1.1. Market Size and Forecast to 2022
- 6.1.1.2. Canada
 - 6.1.1.2.1. Market Size and Forecast to 2022
- 6.1.1.3. Mexico
 - 6.1.1.3.1. Market Size and Forecast to 2022
- 6.1.1.4. Others
 - 6.1.1.4.1. Market Size and Forecast to 2022
- 6.1.2. South America
 - 6.1.2.1. Brazil
 - 6.1.2.1.1. Market Size and Forecast to 2022
 - 6.1.2.2. Argentina
 - 6.1.2.2.1. Market Size and Forecast to 2022
 - 6.1.2.3. Others
 - 6.1.2.3.1. Market Size and Forecast to 2022
- 6.2. Europe Middle East and Africa
 - 6.2.1. Europe
 - 6.2.1.1. UK
 - 6.2.1.1.1. Market Size and Forecast to 2022
 - 6.2.1.2. Germany
 - 6.2.1.2.1. Market Size and Forecast to 2022
 - 6.2.1.3. France
 - 6.2.1.3.1. Market Size and Forecast to 2022
 - 6.2.1.4. Others
 - 6.2.1.4.1. Market Size and Forecast to 2022
 - 6.2.2. Middle East and Africa
 - 6.2.2.1. Saudi Arabia
 - 6.2.2.1.1. Market Size and Forecast to 2022
 - 6.2.2.2. UAE
 - 6.2.2.2.1. Market Size and Forecast to 2022
 - 6.2.2.3. Others
 - 6.2.2.3.1. Market Size and Forecast to 2022
- 6.3. Asia Pacific
 - 6.3.1. Japan
 - 6.3.1.1. Market Size and Forecast to 2022
 - 6.3.2. China
 - 6.3.2.1. Market Size and Forecast to 2022
 - 6.3.3. India
 - 6.3.3.1. Market Size and Forecast to 2022
 - 6.3.4. South Korea

6.3.4.1. Market Size and Forecast to 2022

6.3.5. Others

6.3.5.1. Market Size and Forecast to 2022

7. COMPETITIVE INTELLIGENCE

7.1. Investment Analysis

7.2. Recent Deals

7.3. Strategies of Key Players

8. COMPANY PROFILES

8.1. Apple Inc.

8.1.1. Overview

8.1.2. Financials

8.1.3. Products and Services

8.1.4. Recent Developments

8.2. Roku, Inc.

8.2.1. Overview

8.2.2. Financials

8.2.3. Products and Services

8.2.4. Recent Developments

8.3. Microsoft Corporation

8.3.1. Overview

8.3.2. Financials

8.3.3. Products and Services

8.3.4. Recent Developments

8.4. Cisco Systems

8.4.1. Overview

8.4.2. Financials

8.4.3. Products and Services

8.4.4. Recent Developments

8.5. Google, Inc.

8.5.1. Overview

8.5.2. Financials

8.5.3. Products and Services

8.5.4. Recent Developments

8.6. Samsung Electronics Ltd

8.6.1. Overview

- 8.6.2. Financials
- 8.6.3. Products and Services
- 8.6.4. Recent Developments
- 8.7. Archos, Inc.
 - 8.7.1. Overview
 - 8.7.2. Financials
 - 8.7.3. Products and Services
 - 8.7.4. Recent Developments
- 8.8. ZyXEL Communications Corporation
 - 8.8.1. Overview
 - 8.8.2. Financials
 - 8.8.3. Products and Services
 - 8.8.4. Recent Developments
- 8.9. Netgear Inc.
 - 8.9.1. Overview
 - 8.9.2. Financials
 - 8.9.3. Products and Services
 - 8.9.4. Recent Developments
- 8.10. Seagate Technology
 - 8.10.1. Overview
 - 8.10.2. Financials
 - 8.10.3. Products and Services
 - 8.10.4. Recent Developments
- List of Tables
- List of Figures

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