

# Over The Top Devices and Services Market - Forecast from 2026 to 2031

<https://marketpublishers.com/r/ODC59465A582EN.html>

Date: January 2026

Pages: 141

Price: US\$ 3,950.00 (Single User License)

ID: ODC59465A582EN

## Abstracts

Over The Top Devices And Services Market is expected to expand at a 25.32% CAGR, reaching USD 998.217 billion in 2031 from USD 257.730 billion in 2025.

Over-the-top (OTT) devices and services refer to the delivery of video, audio, and other media content over the Internet, bypassing traditional cable and satellite television providers. These services offer higher accessibility, connectivity, convenience, and portability compared to traditional cable and satellite services. Examples of OTT devices and services include Netflix, Hulu, Amazon Prime Video, and Disney+. OTT platforms are transforming entertainment by providing on-demand, personalized content to viewers. Service providers are leveraging advanced technologies such as voice command control and gesture input to drive the market. Their ability to offer personalized content is highly attractive and likely to increase revenue in upcoming years.

## Market Evolution and Landscape

The OTT devices and services market represents a rapidly growing industry that delivers video, audio, and other media content directly to viewers via the Internet, bypassing traditional cable or satellite television providers. OTT services offer superior accessibility, connectivity, convenience, and portability compared to traditional cable and satellite services. The industry has revolutionized the way consumers engage with entertainment and media content, experiencing rapid growth and widespread adoption of OTT platforms. The arrangement of modified content has generated tremendous appeal for the business and is expected to accelerate revenue generation. The market potential for OTT devices and services continues to grow, witnessing continuous expansion on account of the widespread application of smartphones, smart TVs, and

gaming consoles by service providers.

The entertainment industry has undergone significant transformation with the introduction of OTT streaming services. These platforms offer viewers unparalleled convenience, flexibility, and personalized experiences. With the ability to access vast content libraries anytime, anywhere, the OTT industry has revolutionized entertainment consumption patterns. Viewers are shifting from traditional TV to OTT services for flexible, anytime-anywhere access, fundamentally altering media consumption behaviors.

### Fundamental Growth Drivers

OTT service providers are continuously innovating to offer the best possible user experience. Service providers are leveraging advanced technologies like voice and gesture controls for convenience. They employ cutting-edge technologies such as voice command control and gesture input to enhance convenience and ease of access for viewers. These advanced features have become critical market drivers, as viewers increasingly demand more personalized and intuitive ways of enjoying their favorite content. With these technologies, users can seamlessly navigate through vast libraries of movies, TV shows, and other content, without relying on traditional remote controls or keyboards. This trend is set to continue as OTT service providers strive to stay ahead of the competition and offer the most immersive and engaging viewing experience possible.

The revenue of the industry is anticipated to experience significant surges with the implementation of personalized content. Producers are striving to incorporate diverse genres in their content to meet audience preferences. This approach is expected to enhance the customer experience and drive the industry towards higher growth and profitability. The ability to deliver customized content represents a powerful differentiator in the competitive streaming landscape.

When it comes to accessing media content, OTT services are superior to traditional alternatives. Unlike traditional cable and satellite services, OTT services offer more user-friendly experiences. With greater accessibility, connectivity, convenience, and portability, viewers can easily enjoy their favorite content on any device of their choosing. Whether at home or on the go, OTT services make it easy to stay connected and entertained, providing flexibility that traditional broadcasting cannot match.

The potential of the OTT devices and services market continues to grow, witnessing

continuous expansion due to the widespread application of smartphones, smart TVs, and gaming consoles by service providers. Consumers are adopting smart devices such as smart TVs and gaming consoles for streaming. This proliferation has made it easier for viewers to access and enjoy content on their preferred devices, removing barriers to entry and expanding the addressable market significantly.

The advent of OTT services has transformed entertainment consumption patterns. Through tailored viewing options, adaptable features, and user-friendly interfaces, it has become a preferred choice for many individuals seeking more personalized and convenient streaming experiences. Its popularity has led to significant shifts in viewing habits, with more people opting to switch to OTT services and devices, abandoning traditional cable and satellite subscriptions in favor of more flexible alternatives.

### Smart TVs and Set-Top Box Segment Prominence

The market for OTT devices and services is witnessing significant growth in the smart TVs and set-top box segments. The global set-top box market is experiencing steady growth due to increasing demand for high-quality video content. Set-top boxes are convenient for viewers who want to access OTT services on their existing televisions, making them a popular choice for those who do not have smart TVs or prefer a separate device for streaming content. This segment provides an accessible entry point for consumers transitioning from traditional broadcasting to streaming services.

The growing adoption of smart TVs can be attributed to improving living standards, easy availability of high-speed internet, particularly in developed countries, and rising consumer disposable income. These factors have made smart TVs more affordable and accessible to a wider audience, leading to their growth in the market. Smart TVs eliminate the need for additional hardware, providing integrated streaming capabilities that appeal to consumers seeking simplified entertainment solutions.

### Regional Market Dynamics

The Asia Pacific region is expected to hold a significant share of the over-the-top devices and services market. In recent years, the region has witnessed significant increases in internet usage. Many people in the region now have access to high-speed internet services, which has led to surges in the adoption of OTT services. These services can be easily accessed and streamed on smartphones, smart TVs, and other connected devices, creating a favorable environment for market expansion.

The region has also experienced economic growth, resulting in rising disposable income and better living standards. This has made OTT services more affordable and accessible to larger audiences, contributing to their popularity in the region. Economic prosperity has enabled more households to invest in smart devices and subscribe to multiple streaming platforms simultaneously.

OTT platforms have been successful in catering to the diverse preferences of local audiences by offering wide ranges of content, including local and regional movies, TV shows, and original programming. This has further fueled OTT market growth by addressing cultural preferences and language diversity across the region. Many countries in the Asia Pacific region have implemented policies and initiatives to support digital infrastructure development, including high-speed internet connectivity. This has created a favorable environment for OTT market growth, as users can access and enjoy content seamlessly without connectivity limitations that might impede streaming quality.

#### Key Benefits of this Report:

**Insightful Analysis:** Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

**Competitive Landscape:** Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

**Market Drivers & Future Trends:** Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

**Actionable Recommendations:** Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

**Caters to a Wide Audience:** Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting,

Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2022 to 2024 & forecast data from 2025 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Over The Top Devices and Services Market Segmentation

By Type

OTT Device

Smartphone

Tablets

Smart Television

Others

OTT Service

Media Services

Communication Services

By Business Model

AVOD (Advertisement Based Video on Demand)

SVOD (Subscription Based Video on Demand)

TVOD (Transactional Video on Demand)

By End-User

Residential

Commercial & Industrial

By Geography

North America

United States

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

United Kingdom

Germany

France

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

Japan

India

South Korea

Indonesia

Thailand

Others

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MARKET SNAPSHOT**

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

### **3. BUSINESS LANDSCAPE**

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

### **4. TECHNOLOGICAL OUTLOOK**

### **5. OVER THE TOP DEVICES AND SERVICES MARKET BY TYPE**

- 5.1. Introduction
- 5.2. OTT Device
  - 5.2.1. Smartphone
  - 5.2.2. Tablets
  - 5.2.3. Smart Television
  - 5.2.4. Others
- 5.3. OTT Service
  - 5.3.1. Media Services
  - 5.3.2. Communication Services

### **6. OVER THE TOP DEVICES AND SERVICES MARKET BY BUSINESS MODEL**

- 6.1. Introduction
- 6.2. AVOD (Advertisement Based Video on Demand)

6.3. SVOD (Subscription Based Video on Demand)

6.4. TVOD (Transactional Video on Demand)

## **7. OVER THE TOP DEVICES AND SERVICES MARKET BY END-USER**

7.1. Introduction

7.2. Residential

7.3. Commercial & Industrial

## **8. OVER THE TOP DEVICES AND SERVICES MARKET BY GEOGRAPHY**

8.1. Introduction

8.2. North America

8.2.1. By Type

8.2.2. By Business Model

8.2.3. By End-User

8.2.4. By Country

8.2.4.1. USA

8.2.4.2. Canada

8.2.4.3. Mexico

8.3. South America

8.3.1. By Type

8.3.2. By Business Model

8.3.3. By End-User

8.3.4. By Country

8.3.4.1. Brazil

8.3.4.2. Argentina

8.3.4.3. Others

8.4. Europe

8.4.1. By Type

8.4.2. By Business Model

8.4.3. By End-User

8.4.4. By Country

8.4.4.1. Germany

8.4.4.2. France

8.4.4.3. United Kingdom

8.4.4.4. Spain

8.4.4.5. Others

8.5. Middle East and Africa

- 8.5.1. By Type
- 8.5.2. By Business Model
- 8.5.3. By End-User
- 8.5.4. By Country
  - 8.5.4.1. Saudi Arabia
  - 8.5.4.2. UAE
  - 8.5.4.3. Others

## 8.6. Asia Pacific

- 8.6.1. By Type
- 8.6.2. By Business Model
- 8.6.3. By End-User
- 8.6.4. By Country
  - 8.6.4.1. China
  - 8.6.4.2. India
  - 8.6.4.3. Japan
  - 8.6.4.4. South Korea
  - 8.6.4.5. Indonesia
  - 8.6.4.6. Thailand
  - 8.6.4.7. Others

## 9. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 9.1. Major Players and Strategy Analysis
- 9.2. Market Share Analysis
- 9.3. Mergers, Acquisitions, Agreements, and Collaborations
- 9.4. Competitive Dashboard

## 10. COMPANY PROFILES

- 10.1. Amazon Inc.
- 10.2. Apple, Inc.
- 10.3. Walt Disney Company
- 10.4. Google LLC
- 10.5. Egdio, Inc (Akamai Technologies)
- 10.6. Netflix, Inc.
- 10.7. Roku, Inc.
- 10.8. Warner Bros. Discovery
- 10.9. Sony Corporation
- 10.10. AMC Networks Inc

## **11. APPENDIX**

11.1. Currency

11.2. Assumptions

11.3. Base and Forecast Years Timeline

11.4. Key Benefits for the Stakeholders

11.5. Research Methodology

11.6. Abbreviations

## I would like to order

Product name: Over The Top Devices and Services Market - Forecast from 2026 to 2031

Product link: <https://marketpublishers.com/r/ODC59465A582EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ODC59465A582EN.html>