

# **Global Cloud based Video Streaming for Smartphones & Tablets Market Growth (Status and Outlook) 2024-2030**

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## **Abstracts**

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Cloud-based Video Streaming has become the method of choice for many companies. Cloud-based Video Streaming allows a Enterprises to run its whole infrastructure and software through web applications, removing the need for large servers and skilled IT workers to maintain and run them.

The global Cloud based Video Streaming for Smartphones & Tablets market size is projected to grow from US\$ million in 2023 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

LPI (LP Information)' newest research report, the "Cloud based Video Streaming for Smartphones & Tablets Industry Forecast" looks at past sales and reviews total world Cloud based Video Streaming for Smartphones & Tablets sales in 2023, providing a comprehensive analysis by region and market sector of projected Cloud based Video Streaming for Smartphones & Tablets sales for 2024 through 2030. With Cloud based Video Streaming for Smartphones & Tablets sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cloud based Video Streaming for Smartphones & Tablets industry.

This Insight Report provides a comprehensive analysis of the global Cloud based Video Streaming for Smartphones & Tablets landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cloud based Video Streaming for Smartphones &

Tablets portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Cloud based Video Streaming for Smartphones & Tablets market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cloud based Video Streaming for Smartphones & Tablets and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cloud based Video Streaming for Smartphones & Tablets.

The Video Streaming market encompasses services, platforms, and devices that enable users to stream and watch digital video content over the internet. Video streaming has become a ubiquitous medium for entertainment, education, and communication, and as a result, the market has experienced steady growth over the past decade.

Key trends in the Video Streaming market include:

1. **Continued Growth:** The video streaming market is continuing to grow rapidly as more users access content online and adopt streaming services as their primary form of entertainment.
2. **Rise of Over-The-Top (OTT) Services:** Over-The-Top (OTT) services have emerged as a popular alternative to traditional video services, offering users the ability to watch video content over the internet without requiring a cable or satellite subscription. Popular OTT services include Netflix, Amazon Prime Video, Hulu, Disney+, and many others.
3. **Increased Focus on Original Content:** Streaming services are increasingly investing in original content to differentiate themselves from competitors and to attract and retain subscribers. This investment has led to a proliferation of high-quality, exclusive programming on services like Netflix and Amazon Prime Video.
4. **Shift to Live Streaming:** Live streaming has gained popularity, particularly in the gaming and sports market. Platforms like Twitch and YouTube Live have become essential parts of the gaming industry, while live streaming of sports events by platforms like ESPN+ and DAZN is becoming increasingly common.

5. Integration of Artificial Intelligence (AI): Streaming services are using AI technologies such as machine learning to personalize content recommendations, improve streaming quality, and enhance user experiences.
6. Development of Virtual Reality (VR): Streaming services are beginning to explore the potential of Virtual Reality (VR) for delivering a more immersive and interactive streaming experience. Platforms like Netflix and Hulu are testing VR versions of their services.
7. Monetization Models: Streaming services are exploring new monetization models beyond subscription-based services. Ad-supported content, pay-per-view content, and sponsorship deals are becoming more common.
8. Collaboration between Streaming Services and Traditional Media: Traditional media companies are partnering with streaming services to reach audiences outside of traditional cable or satellite subscriptions. These collaborations are driving a convergence between streaming and traditional media, with companies offering bundled services that combine cable, internet, and streaming services.

The Video Streaming market is expected to continue to grow as users continue to shift towards a digital-first entertainment experience. As the market expands, we can expect to see an increased focus on original content, live streaming, VR, and the integration of AI, as well as new monetization models. Additionally, collaborations between streaming services and traditional media will continue to shape the future trends in this market.

This report presents a comprehensive overview, market shares, and growth opportunities of Cloud based Video Streaming for Smartphones & Tablets market by product type, application, key players and key regions and countries.

#### Segmentation by type

Live Video Streaming

Video On Demand

#### Segmentation by application

Media & Broadcasters

Retail & Ecommerce

Education

IT and Telecommunication

Healthcare

Government

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Brightcove Inc.

Limelight Networks

Haivision Inc.

Google LLC

IBM Corporation

Kaltura

Amazon Inc.

Cisco Systems Inc.

Ooyala

Akamai Technologies

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