

Global Live Streaming Video Platform Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Live Streaming Video Platform market size is predicted to grow from US\$ 53730 million in 2025 to US\$ 165670 million in 2031; it is expected to grow at a CAGR of 20.6% from 2025 to 2031.

Live streaming refers to online streaming media simultaneously recorded and broadcast in real time. Live Streaming Video Platform is a place where people can share their own videos to others. In general, streaming platforms generate revenue from below sources, while utilizing a “free-to-use” model.

Advertising -- digital advertising can include pre-roll clips on stream or throughout the platform website. A large majority of advertising revenue typically accrues to the platform directly.

Subscriptions -- users can sign up for subscriptions that allow for improved viewing (i.e. ad-free) or increased interactivity (chat with streamers, emojis). For the platforms that offer subscriptions, the platforms typically receive a meaningful take rate.

Donations & Virtual Gifts -- viewers may make donations and or virtual gifts to their favourite streamers, many times in an attempt to have their name called out on stream. Platforms typically take a significant cut of donation and/or virtual gifting revenues, but it varies significantly amongst platforms.

The industry's leading producers are Kuaishou, YY and Twitch, with revenue ratios of 17.13%, 14.48% and 12.28%, respectively, in 2019.

LPI (LP Information)' newest research report, the “Live Streaming Video Platform Industry Forecast” looks at past sales and reviews total world Live Streaming Video Platform sales in 2024, providing a comprehensive analysis by region and market sector of projected Live Streaming Video Platform sales for 2025 through 2031. With Live Streaming Video Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Live Streaming Video Platform industry.

This Insight Report provides a comprehensive analysis of the global Live Streaming Video Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Live Streaming Video Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Live Streaming Video Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Live Streaming Video Platform 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 Live Streaming Video Platform.

This report presents a comprehensive overview, market shares, and growth opportunities of Live Streaming Video Platform market by product type, application, key players and key regions and countries.

Segmentation by Type:

B2B

B2C

Segmentation by Application:

Music, Dancing and Talk Shows

Game

Dating Shows

Outdoor Activities and Sports

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.

Kuaishou

YY

Twitch

Tencent Music Entertainment (TME)

Momo

Douyu

ByteDance

YouTube

Inke

Huajiao

Yizhibo (Weibo)

Twitter (Periscope)

Brightcove (Ooyala)

Uplive

Mixer

Facebook

Instagram

Snapchat

Vimeo (Livestream)

IBM Cloud Video

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