

Global Over the Top TV and Video Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Over-the-top (OTT) is the delivery of TV/video content directly from the internet. Users don't have to subscribe to a traditional cable or satellite provider to access this content; they can watch this content on various devices—tablet, phone, laptop/desktop, television, etc. The video is delivered in a streaming or video-on-demand (VOD) format.

LPI (LP Information)' newest research report, the "Over the Top TV and Video Industry Forecast" looks at past sales and reviews total world Over the Top TV and Video sales in 2022, providing a comprehensive analysis by region and market sector of projected Over the Top TV and Video sales for 2023 through 2029. With Over the Top TV and Video sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Over the Top TV and Video industry.

This Insight Report provides a comprehensive analysis of the global Over the Top TV and Video 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 Over the Top TV and Video portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Over the Top TV and Video market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Over the Top TV and Video 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 Over the Top TV and Video.

The global Over the Top TV and Video market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Over the Top TV and Video is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Over the Top TV and Video is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Over the Top TV and Video is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Over the Top TV and Video players cover Netflix, Hulu, Amazon Prime, Dacast, SPB TV, Peacock, Disney+, JW Player and Vimeo, LLC, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Over the Top TV and Video market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

HTTP Progressive Download (HPD)

HTTP Adaptive Streaming (HAS)

Segmentation by application

Personal

Commercial

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.

Netflix

Hulu

Amazon Prime

Dacast

SPB TV

Peacock

Disney+

JW Player

Vimeo, LLC

Brightcove

HBO Now

Setplex

IBM Watson Media

Muvi

Kaltura

YouTube

Bilibili

Tencent

Sohu

MGTV

YOUKU

Wasu TV

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