

Global SaaS Online Video Platforms Market Growth (Status and Outlook) 2023-2029

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Abstracts

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OVP or Online Video Platforms can use a user-generated content (UGC) model, software as a service (SaaS) business model or a do it yourself (DIY) model. OVP offers an end to end solution from creating a website, uploading video, encoding video, video playback to user management for both video on demand and live streaming. Usually, OVPs have Content Management System (CMS) where users need to login to add content, upload video, setting up monetization plan, view video analytics which may include, detailed insights of video performance such as, video watch time, total number of video views, unique views and impressions; stats on user visits, location and behavior on the site. OVPs also provide customized video players where end users can watch videos. Many OVPs provide third party video player which can be embedded in a website. Although there are several OVP providers that are also present in broadcast markets, serving video on demand set-top boxes, OVPs are related to the over-the-top (OTT) content video industry.

In this report, we defines OVPs as fee-based, software-as-a-service (SaaS) online content businesses that enable content owners to ingest, transcode, store, manage, protect, publish, syndicate, track and monetize online video.

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

Video Platforms industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for SaaS Online Video Platforms 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 SaaS Online Video Platforms.

The global SaaS Online Video Platforms 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 SaaS Online Video Platforms 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 SaaS Online Video Platforms 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 SaaS Online Video Platforms is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key SaaS Online Video Platforms players cover Brightcove, Ooyala (Telstra), Píksel, ThePlatform (Comcast Technology Solutions), IBM Cloud Video, Kaltura, Samba Tech, Wistia and Arkena, 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 SaaS Online Video Platforms market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Software

Service

Segmentation by application

Media & Entertainment Industry

Enterprise

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

Ooyala (Telstra)

Piksel

ThePlatform (Comcast Technology Solutions)

IBM Cloud Video

Kaltura

Samba Tech

Wistia

Arkena

Xstream

Ensemble Video

MediaPlatform

Viocorp

Anvato (Google)

Vzaar

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