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Global Sports Streaming Service Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Sports Streaming Service market size is predicted to grow from US$ 811 million in 2025 to US$ 1715 million in 2031; it is expected to grow at a CAGR of 13.3% from 2025 to 2031.

The sports streaming service market has experienced significant growth in recent years, driven by the increasing popularity of online streaming platforms and the growing demand for live sports content. Major sales regions for sports streaming services include North America, Europe, Asia Pacific, and Latin America.North America is currently the largest market for sports streaming services, with the presence of major players such as ESPN+, CBS All Access, and NBC Sports Gold. The region has a high concentration of sports fans and a strong sports culture, which contributes to the market's growth.Europe is also a significant market for sports streaming services, with platforms like DAZN, Sky Sports, and BT Sport leading the way. The region has a diverse range of sports preferences, including football, rugby, cricket, and tennis, which drives the demand for streaming services.Asia Pacific is an emerging market for sports streaming services, with countries like India, China, and Japan witnessing rapid growth in online sports content consumption. The increasing smartphone penetration and affordable internet access have contributed to the market's expansion in the region.Latin America is another promising market for sports streaming services, with platforms like ESPN Play and Fox Sports GO gaining popularity. The region has a strong passion for football, which drives the demand for live streaming of matches and tournaments.Market concentration in the sports streaming service industry is relatively high, with a few major players dominating the market. Companies like ESPN, DAZN, and NBC Sports have secured exclusive rights to major sports events and leagues, giving them a competitive advantage.However, there are also opportunities for new entrants and smaller players to capture niche markets or cater to specific sports

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preferences. For example, niche streaming services like NBA League Pass and MLB.TV cater to basketball and baseball fans, respectively.Challenges in the sports streaming service market include securing exclusive rights to popular sports events, dealing with piracy and illegal streaming, and ensuring a seamless streaming experience for users. The high cost of acquiring broadcasting rights for major sports events can be a barrier for new entrants, limiting competition in the market

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

This Insight Report provides a comprehensive analysis of the global Sports Streaming Service 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 Sports Streaming Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Sports Streaming Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Streaming Service 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 Sports Streaming Service.

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

Segmentation by Type:

Football Match

Basketball Match

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Golf Match

Tennis Match

Other

Segmentation by Application:

Personal

Enterprise

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

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- 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.

- Sling
- Hulu
- ESPN+
- DirecTV
- fuboTV

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NBC

Paramount+

DAZN

Kayo Sports

FloSports

Endeavor Streaming

YouTube TV

Peacock

NFL Game Pass

Prime Video

Vidgo

AT&T TV

Brightcove

Haivision

IBM

Ooyala

Vbrick

Qumu Corporation

Kaltura

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Contus

Sonic Foundry

Panopto

Wowza Media Systems

Kollective Technology

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