

Global Video Streaming for Smart TVs Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Video Streaming for Smart TVs market size is predicted to grow from US\$ 55790 million in 2025 to US\$ 234180 million in 2032; it is expected to grow at a CAGR of 23.2% from 2026 to 2032.

Streaming refers to any media content ? live or recorded ? delivered to computers and mobile devices via the internet and played back in real time. Podcasts, webcasts, movies, TV shows and music videos are common forms of streaming content

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.

LPI (LP Information)' newest research report, the "Video Streaming for Smart TVs Industry Forecast" looks at past sales and reviews total world Video Streaming for Smart TVs sales in 2025, providing a comprehensive analysis by region and market sector of projected Video Streaming for Smart TVs sales for 2026 through 2032. With Video Streaming for Smart TVs sales broken down by region, market sector and sub-

sector, this report provides a detailed analysis in US\$ millions of the world Video Streaming for Smart TVs industry.

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of Video Streaming for Smart TVs 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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