

# **Broadcast Equipment Market by Type (Dish Antennas, Amplifiers, Encoders, Video Servers, Transmitters, Modulators, Power Control Systems), Technology (Analog & Digital), Radio Modulation (Amplitude & Frequency) & Region - Global Forecast to 2028**

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## **Abstracts**

The global broadcast equipment market was valued at USD 5.2 billion in 2023 and is estimated to reach USD 6.7 billion by 2028, registering a CAGR of 5.3% during the forecast period. The rising trend for high definition content, high investments in content production, rapid urbanization and technological advancements fuels the market. Moreover, implementation of AI based technologies for broadcasting is fueling the demand for broadcast equipment. These trends is leading to the growth of the broadcast equipment market.

“Video Servers is expected to grow at the highest CAGR during the forecast period.”

The video servers segment is growing at the highest CAGR in the broadcast equipment market. The widespread adoption of live streaming for various events, including sports, news, gaming, and diverse content, has garnered substantial popularity. Video servers play a pivotal role in tasks such as encoding, transcoding, and disseminating live streams to online audiences, facilitating real-time engagement and interaction. Additionally, the significant upsurge in content generation and distribution is paving the way for promising opportunities, poised to fuel the expansion of video servers in the foreseeable future.

“Digital Broadcasting segment is projected to grow fastest in broadcast equipment market.”

The digital broadcasting segment is growing at the highest CAGR in the broadcast equipment market. Many countries around the world have mandated or are in the process of transitioning from analog to digital broadcasting standards. This transition is driven by the need for more efficient and higher-quality content delivery. Also, the increasing demand for high-definition (HD) and even ultra-high-definition (UHD) content is best delivered through digital broadcasting. These trends are fueling the demand for digital broadcasting in broadcast equipment market.

“China is projected to dominate in Asia Pacific region for broadcast equipment market”

China is having the largest market share in the broadcast equipment market due to several factors. With a population exceeding one billion people, the country presents an enormous and continuously expanding audience base. Within this dynamic media landscape, various forms of media such as television, radio, film, online streaming, and digital content creation thrive, all of which rely on a diverse array of broadcast equipment. Furthermore, the expansion of broadcasting networks, encompassing both terrestrial and digital platforms, has compelled the adoption of state-of-the-art broadcast equipment to meet the demands of the evolving industry..

In-depth interviews have been conducted with chief executive officers (CEOs), Directors, and other executives from various key organizations operating in the broadcast equipment market marketplace.

By Company Type: Tier 1 – 45%, Tier 2 – 30%, and Tier 3 – 25%

By Designation: C-level Executives – 35%, Directors – 30%, and Others – 35%

By Region: North America– 25%, Europe – 35%, Asia Pacific– 30% and RoW- 10%

Cisco Systems Inc., (US), Telefonaktiebolaget LM Ericsson (Sweden), CommScope (US), Evertz Microsystems, Ltd (Canada), Harmonic Inc. (US), EVS Broadcast Equipment (Belgium), Grass Valley (Canada), Wellav Technologies Ltd. (China), Eletec Broadcast Telecom S.A.R.L (France), Clyde Broadcast (UK) are some of the key players in the broadcast equipment market market.

The study includes an in-depth competitive analysis of these key players in the broadcast equipment market, with their company profiles, recent developments, and key

market strategies.

## Research Coverage

This research report categorizes the broadcast equipment market by type (Dish Antennas, Amplifiers, Switches, Encoders, Video Servers, Transmitters/Repeaters, Modulators, and Others), by technology (analog broadcasting, and digital broadcasting), by application (Radion and Television), and by region (North America, Europe, Asia Pacific, and RoW). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the broadcast equipment market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; Contracts, partnerships, agreements. new product & service launches, mergers and acquisitions, and recent developments associated with the broadcast equipment market. Competitive analysis of upcoming startups in the broadcast equipment market ecosystem is covered in this report.

## Reasons to buy this report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall broadcast equipment market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Rapid growth of over the top Subscriptions, heightened demand for encoders to support multiple formats, transition from analog to digital broadcasting, and growing investments in content production), restraints (Increase in cases of cyber attacks, and rapid change in broadcasting technologies), opportunities (Implementation of AI based technologies for broadcasting, rapid urbanization and digital transformation), and challenges (Limited availability of ultra high definition (UHD) or 4k streaming) influencing the growth of the broadcast equipment market

Product Development/Innovation: Detailed insights on upcoming technologies,

research & development activities, and new product & service launches in the broadcast equipment market

**Market Development:** Comprehensive information about lucrative markets – the report analyses the broadcast equipment market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the broadcast equipment market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players like Cisco Systems Inc., (US), Telefonaktiebolaget LM Ericsson (Sweden), CommScope (US), Evertz Microsystems, Ltd (Canada), Harmonic Inc. (US), EVS Broadcast Equipment (Belgium), Grass Valley (Canada), Wellav Technologies Ltd. (China), Eletec Broadcast Telecom S.A.R.L (France), Clyde Broadcast (UK) among others in the broadcast equipment market.

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\*Details on Business overview, Products/Services/Solutions offered, Recent Developments, MNM view might not be captured in case of unlisted companies.

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