

Cloud TV Market by Deployment Type (Public Cloud and Private Cloud), Device Type (STBs, and Mobile Phones and Connected TVs), Organization Size, Vertical (Telecom Companies, and Media Organizations and Broadcasters), and Region - Global Forecast to 2026

<https://marketpublishers.com/r/C42D9D94FB65EN.html>

Date: February 2021

Pages: 224

Price: US\$ 4,950.00 (Single User License)

ID: C42D9D94FB65EN

Abstracts

The Cloud TV market size is expected to grow from USD 1.2 billion in 2020 to USD 4.2 billion by 2026, at a Compound Annual Growth Rate (CAGR) of 21.9% during the forecast period. The cloud TV platform is used to deliver audio, video, rich media, and other media content over the internet. Cloud TV is delivered over end users' handheld devices, such as smartphones, tablets, and connected TVs, through a wireless connection over the internet. It offers features such as live TV, video-on-demand, and web surfing.

Mobile phones and connected TVs segment to grow at the highest CAGR during the forecast period

The increasing inception of video streaming platforms, such as Netflix, Hotstar, and Amazon Prime, coupled with the growing internet penetration, is responsible for the rising smartphone penetration, leading to the growth of digital video consumption and digital video consumption. Entertainment apps have become the most penetrated app category among smartphone users after social networking, chatting, and eCommerce apps. The growing internet penetration is increasing the number of smartphones, contributing to the overall cloud TV market growth. Connected TVs are rapidly evolving globally, with providers, broadcasters, and manufacturers such as STC, Orbit Showtime Network (OSN), and Samsung offering consumers increased access to content through

smart devices. These TVs connect to wireless systems, making it easy to find something to watch. However, to ensure rich and immersive digital entertainment experiences for new-age viewers, connected TV brands opt for OS that comes equipped with a built-in app store with all popular and licensed apps that can never go outdated on a television set. Customers can surf through popular services, such as Disney+ Hotstar, Zee5, SonyLIV, Voot, SunNxt, Netflix, Amazon Prime Video, Eros Now, Yupp TV, and Bloomberg Quint. Many TV manufacturers provide the screen sharing option, which lets users sync content from their mobile phones with their TV sets. Hence, the growing smartphone and connected TV penetration is expected to fuel the cloud TV market growth across the globe.

Media companies and broadcasters to hold the largest market size during the forecast period

Media and broadcasting is a huge and diverse vertical. It encompasses video and audio content distribution, publishing, film, music, and social media, among others. However, a common trend across all the segments of media and broadcasting is the rising importance of video content delivered over the internet. Advances in technology and consumer behavior are driving a transformation in the way video content is delivered to consumers. The change involves a migration from traditional broadcasting models and media platforms toward digital distribution over the internet to a wide array of connected devices. This fundamental shift is triggering three major disruptions for broadcasters and media companies. These disruptions are scalability, cost flexibility, and agility of cloud computing. With the digitalization of media and broadcasting mediums, the consumer appetite for gaining access to the right information or preferred channels is growing increasingly. The media and broadcasting vertical seeks to interact with its consumers to achieve deeper customer engagement. Various companies use cloud TV platforms to do live broadcasting of sports, which includes live voting for viewers. This ensures consumer engagement and retention. Using AI and analytics, the media and broadcasting companies show preferred content to their consumers, which, in turn, increases the viewing time and ad revenue. These factors help the cloud TV platforms to be consumed by media and broadcasting companies.

Cloud TV market in Asia Pacific to grow at the highest CAGR during the forecast period

APAC is projected to record the highest CAGR during the forecast period. The region comprises countries, such as China, Japan, India, and Singapore, which are expected to contribute significantly toward the growth of cloud TV solutions in APAC as individuals are increasingly consuming content in multiple devices such as

smartphones, tablets, and TVs. As per GSMA, by 2025, APAC would have 2.7 billion mobile internet users. This is expected to increase the adoption of cloud TV solutions.

The rapid growth of social media and gaming in APAC has increased the demand for cloud TV solutions. One of the major factors that is driving the market is the growing adoption of video streaming by individuals. There has been an increasing demand for live streaming that enables the market players to come up with better products and services. The increasing demand is driving the growth of the market. Developing regions have the highest growth potential, with the growing internet penetration and increasing number of smart devices configured to significantly shape the market during the forecast period.

Further, in-depth interviews were conducted with the Vice Presidents (VPs), Managing Directors (MDs), technology and innovation directors, and related key executives from various key companies and organizations operating in the cloud TV market.

By Company – Tier 1–5%, Tier 2–35%, and Tier 3–60%

By Designation – C-Level–25%, Director Level–40%, and Others–35%

By Region – North America–35%, Europe–25%, and APAC–20%, RoW – 20%

The cloud TV market comprises major solution providers, such as Kaltura (US), Brightcove (US), Amino Technologies (UK), Muvi (US), IntelliMedia Networks (US), Pontis Technologies (Argentina), Mware Solutions (Netherlands), MatrixStream Technologies (US), CSG Systems International Inc (US), Viaccess-Orca (France), Simplestream (UK), MediaKind (US), Comcast Technology Solutions (US), ActiveVideo (US), Synamedia (UK), Entertainment And Interactivity For Digital Tv (Brazil), Eglia Communications (US), Minerva Networks (US), SeaChange International (US), Icareus (Finland), video.space (US), AVITENG (Turkey), Amagi Corporation (US), Metrological (Netherlands), and Streemfire (Austria). These players adopt new product developments as their key growth strategy.

The study includes an in-depth competitive analysis of these key players in the cloud TV market with their company profiles, recent developments, and key market strategies.

Research Coverage

The cloud TV market revenue is primarily inferred from the cloud TV software platform given by the vendors. Cloud TV vendors in this market provide their solutions to its customers via a subscription model. The market is also segmented on the basis of deployment types, device types, organization size, vertical, and region.

Key benefits of the report

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

Contents

1 INTRODUCTION

1.1 INTRODUCTION TO COVID-19

1.2 COVID-19 HEALTH ASSESSMENT

FIGURE 1 COVID-19: GLOBAL PROPAGATION

FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

1.3 COVID-19 ECONOMIC ASSESSMENT

FIGURE 3 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR SELECT G20 COUNTRIES IN 2020

1.3.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

FIGURE 4 CRITERIA IMPACTING GLOBAL ECONOMY

FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF GLOBAL ECONOMY

1.4 OBJECTIVES OF THE STUDY

1.5 MARKET DEFINITION

1.5.1 INCLUSIONS AND EXCLUSIONS

1.6 MARKET SCOPE

1.6.1 MARKET SEGMENTATION

FIGURE 6 CLOUD TV: MARKET SEGMENTATION

1.6.2 REGIONS COVERED

1.6.3 YEARS CONSIDERED FOR THE STUDY

1.7 CURRENCY CONSIDERED

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2016–2019

1.8 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 7 CLOUD TV MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.2 PRIMARY DATA

2.1.2.1 Key industry insights

2.1.2.2 Breakup of primary profiles

FIGURE 8 BREAKUP OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

2.2 MARKET BREAKUP AND DATA TRIANGULATION

FIGURE 9 DATA TRIANGULATION

2.3 MARKET SIZE ESTIMATION

FIGURE 10 MARKET SIZE ESTIMATION METHODOLOGY: REVENUE FROM CLOUD TV VENDORS

FIGURE 11 CLOUD TV MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

2.3.1 BOTTOM-UP APPROACH

2.3.2 TOP-DOWN APPROACH

2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.5 ASSUMPTIONS OF THE STUDY

2.5.1 SUPPLY SIDE

FIGURE 12 MARKET SIZE PROJECTIONS FROM SUPPLY SIDE

2.5.2 DEMAND SIDE

FIGURE 13 MARKET SIZE PROJECTIONS FROM DEMAND SIDE

2.6 LIMITATIONS OF THE STUDY

3 EXECUTIVE SUMMARY

TABLE 3 CLOUD TV MARKET SIZE AND GROWTH RATE, 2020–2026 (USD MILLION)

FIGURE 14 NORTH AMERICA TO HOLD HIGHEST MARKET SHARE IN 2020

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN CLOUD TV MARKET

FIGURE 15 DEMAND FOR HIGHER USER EXPERIENCES FOR ON-DEMAND OR INTERACTIVE VIEWING DRIVES CLOUD TV MARKET GROWTH

4.2 CLOUD TV MARKET: MARKET SHARE OF VERTICALS, 2020

FIGURE 16 TELECOM COMPANIES VERTICAL TO HOLD HIGHER MARKET SHARE IN 2020

4.3 MARKET INVESTMENT SCENARIO

FIGURE 17 ASIA PACIFIC TO EMERGE AS BEST MARKET FOR INVESTMENTS IN NEXT SIX YEARS

4.4 CLOUD TV MARKET: MARKET SHARE OF DEVICE TYPES, 2020

FIGURE 18 MOBILE PHONES AND CONNECTED TV TO HOLD HIGHER MARKET SHARE IN 2020

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 19 CLOUD TV MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Demand for higher user experience for on-demand or interactive viewing

5.2.1.2 Ability to increase ARPU through personalized experiences and infuse ads via analytics

5.2.1.3 Cloud TV enables telcos to be super aggregators

5.2.2 RESTRAINTS

5.2.2.1 Lack of high-speed network infrastructure and internet access in rural areas

FIGURE 20 HOUSEHOLDS WITH INTERNET ACCESS AT HOME IN RURAL AND URBAN AREAS, 2019

5.2.3 OPPORTUNITIES

5.2.3.1 Multi-CDN strategy for high content delivery

5.2.3.2 Adoption of 5G to increase the demand for cloud TV

TABLE 4 DATA SPEED: 3G, 4G, AND 5G

5.2.4 CHALLENGES

5.2.4.1 Concerns over digital piracy

5.2.4.2 Advertising frauds impacting revenue of companies

FIGURE 21 FRAUD TYPES BY ENVIRONMENT

5.3 CUMULATIVE GROWTH ANALYSIS

TABLE 5 COVID-19 IMPACT ON CLOUD TV MARKET

5.4 PRICING ANALYSIS

TABLE 6 PRICING ANALYSIS

5.5 ECOSYSTEM

FIGURE 22 CLOUD TV MARKET: ECOSYSTEM

5.6 VALUE CHAIN ANALYSIS

FIGURE 23 CLOUD TV MARKET: VALUE CHAIN

5.7 TECHNOLOGY ANALYSIS

5.7.1 TECHNOLOGY IN AD INSERTION

5.7.1.1 Server-side ad insertion

5.7.1.2 Video ad serving template

5.7.1.3 Video player ad interface definition

5.7.1.4 Secure interactive media interface definition

5.7.2 DIGITAL RIGHTS MANAGEMENT

5.7.3 CONTENT MANAGEMENT

5.7.4 VIDEO ANALYTICS

5.7.5 ELECTRONIC PROGRAM GUIDE

5.8 INDUSTRY STANDARDS AND PROTOCOLS

5.8.1 ADVANCED TELEVISION SYSTEMS COMMITTEE STANDARDS

- 5.8.2 INTEGRATED SERVICES DIGITAL BROADCASTING
- 5.8.3 MOVING PICTURES EXPERT GROUP - DYNAMIC ADAPTIVE STREAMING OVER HTTP
- 5.8.4 REAL-TIME MESSAGING PROTOCOL
- 5.8.5 HTTP LIVE STREAMING
- 5.9 CASE STUDY ANALYSIS
 - 5.9.1 USE CASE 1
 - 5.9.2 USE CASE 2
 - 5.9.3 USE CASE 3
 - 5.9.4 USE CASE 4
 - 5.9.5 USE CASE 5
- 5.10 PATENT ANALYSIS
- TABLE 7 IMPORTANT INNOVATION AND PATENT REGISTRATIONS

6 CLOUD TV MARKET, BY DEPLOYMENT TYPE

- 6.1 INTRODUCTION
 - 6.1.1 DEPLOYMENT TYPES: CLOUD TV MARKET DRIVERS
 - 6.1.2 DEPLOYMENT TYPES: COVID-19 IMPACT
- FIGURE 24 PUBLIC CLOUD SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD
- TABLE 8 CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)
- TABLE 9 CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)
- 6.2 PUBLIC CLOUD
 - TABLE 10 PUBLIC CLOUD: CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)
 - TABLE 11 PUBLIC CLOUD: CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)
- 6.3 PRIVATE CLOUD
 - TABLE 12 PRIVATE CLOUD: CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)
 - TABLE 13 PRIVATE CLOUD: CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)

7 CLOUD TV MARKET, BY DEVICE TYPE

7.1 INTRODUCTION

7.1.1 DEVICE TYPES: CLOUD TV MARKET DRIVERS

7.1.2 DEVICE TYPES: COVID-19 IMPACT

FIGURE 25 MOBILE PHONES AND CONNECTED TV SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 14 CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 15 CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

7.2 SET-TOP-BOX

TABLE 16 SET TOP BOX: CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 17 SET TOP BOX: CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)

7.3 MOBILE PHONES AND CONNECTED TV

TABLE 18 MOBILE PHONES AND CONNECTED TV: CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 19 MOBILE PHONES AND CONNECTED TV: CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)

8 CLOUD TV MARKET, BY ORGANIZATION SIZE

8.1 INTRODUCTION

8.1.1 ORGANIZATION SIZE: CLOUD TV MARKET DRIVERS

8.1.2 ORGANIZATION SIZE: COVID-19 IMPACT

FIGURE 26 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 20 CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 21 CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

8.2 SMALL AND MEDIUM-SIZED ENTERPRISES

TABLE 22 SMALL AND MEDIUM-SIZED ENTERPRISES: CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 23 SMALL AND MEDIUM-SIZED ENTERPRISES: CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)

8.3 LARGE ENTERPRISES

TABLE 24 LARGE ENTERPRISES: CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 25 LARGE ENTERPRISES: CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)

9 CLOUD TV MARKET, BY VERTICAL

9.1 INTRODUCTION

9.1.1 VERTICALS: CLOUD TV MARKET DRIVERS

9.1.2 VERTICALS: COVID-19 IMPACT

FIGURE 27 MEDIA ORGANIZATIONS AND BROADCASTERS TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 26 CLOUD TV MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 27 CLOUD TV MARKET SIZE, BY VERTICAL, 2020–2026 (USD MILLION)

9.2 TELECOM COMPANIES

TABLE 28 TELECOM COMPANIES: CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 29 TELECOM COMPANIES: CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)

9.3 MEDIA ORGANIZATIONS AND BROADCASTERS

TABLE 30 MEDIA ORGANIZATIONS AND BROADCASTERS: CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 31 MEDIA ORGANIZATIONS AND BROADCASTERS: CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)

10 CLOUD TV MARKET, BY REGION

10.1 INTRODUCTION

FIGURE 28 NORTH AMERICA TO HOLD LARGEST MARKET SIZE DURING FORECAST PERIOD

TABLE 32 CLOUD TV MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 33 CLOUD TV MARKET SIZE, BY REGION, 2020–2026 (USD MILLION)

10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: CLOUD TV MARKET DRIVERS

10.2.2 NORTH AMERICA: COVID-19 IMPACT

10.2.3 NORTH AMERICA: REGULATIONS

FIGURE 29 NORTH AMERICA: MARKET SNAPSHOT

FIGURE 30 CANADA TO GROW AT HIGHER CAGR FROM 2020–2026

TABLE 34 NORTH AMERICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 35 NORTH AMERICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 36 NORTH AMERICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 37 NORTH AMERICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 38 NORTH AMERICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 39 NORTH AMERICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

TABLE 40 NORTH AMERICA: CLOUD TV MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 41 NORTH AMERICA: CLOUD TV MARKET SIZE, BY VERTICAL, 2020–2026 (USD MILLION)

TABLE 42 NORTH AMERICA: CLOUD TV MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 43 NORTH AMERICA: CLOUD TV MARKET SIZE, BY COUNTRY, 2020–2026 (USD MILLION)

10.2.4 UNITED STATES

TABLE 44 UNITED STATES: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 45 UNITED STATES: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 46 UNITED STATES: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 47 UNITED STATES: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 48 UNITED STATES: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 49 UNITED STATES: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

10.2.5 CANADA

TABLE 50 CANADA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 51 CANADA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 52 CANADA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 53 CANADA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 54 CANADA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 55 CANADA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE,

2020–2026 (USD MILLION)

10.3 EUROPE

10.3.1 EUROPE: CLOUD TV MARKET DRIVERS

10.3.2 EUROPE: COVID-19 IMPACT

10.3.3 EUROPE: REGULATIONS

FIGURE 31 UNITED KINGDOM TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 56 EUROPE: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 57 EUROPE: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 58 EUROPE: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 59 EUROPE: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 60 EUROPE: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 61 EUROPE: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

TABLE 62 EUROPE: CLOUD TV MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 63 EUROPE: CLOUD TV MARKET SIZE, BY VERTICAL, 2020–2026 (USD MILLION)

TABLE 64 EUROPE: CLOUD TV MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 65 EUROPE: CLOUD TV MARKET SIZE, BY COUNTRY, 2020–2026 (USD MILLION)

10.3.4 UNITED KINGDOM

TABLE 66 UNITED KINGDOM: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 67 UNITED KINGDOM: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 68 UNITED KINGDOM: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 69 UNITED KINGDOM: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 70 UNITED KINGDOM: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 71 UNITED KINGDOM: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE,

2020–2026 (USD MILLION)

10.3.5 GERMANY

TABLE 72 GERMANY: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 73 GERMANY: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 74 GERMANY: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 75 GERMANY: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 76 GERMANY: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 77 GERMANY: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

10.3.6 FRANCE

TABLE 78 FRANCE: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 79 FRANCE: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 80 FRANCE: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 81 FRANCE: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 82 FRANCE: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 83 FRANCE: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

10.3.7 REST OF EUROPE

TABLE 84 REST OF EUROPE: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 85 REST OF EUROPE: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 86 REST OF EUROPE: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 87 REST OF EUROPE: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 88 REST OF EUROPE: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 89 REST OF EUROPE: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE,

2020–2026 (USD MILLION)

10.4 ASIA PACIFIC

10.4.1 ASIA PACIFIC: CLOUD TV MARKET DRIVERS

10.4.2 ASIA PACIFIC: COVID-19 IMPACT

10.4.3 ASIA PACIFIC: REGULATIONS

FIGURE 32 ASIA PACIFIC: MARKET SNAPSHOT

FIGURE 33 CHINA TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 90 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 91 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 92 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 93 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 94 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 95 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

TABLE 96 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 97 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY VERTICAL, 2020–2026 (USD MILLION)

TABLE 98 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 99 ASIA PACIFIC: CLOUD TV MARKET SIZE, BY COUNTRY, 2020–2026 (USD MILLION)

10.4.4 AUSTRALIA AND NEW ZEALAND

TABLE 100 AUSTRALIA AND NEW ZEALAND: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 101 AUSTRALIA AND NEW ZEALAND: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 102 AUSTRALIA AND NEW ZEALAND: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 103 AUSTRALIA AND NEW ZEALAND: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 104 AUSTRALIA AND NEW ZEALAND: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 105 AUSTRALIA AND NEW ZEALAND: CLOUD TV MARKET SIZE, BY

ORGANIZATION SIZE, 2020–2026 (USD MILLION)**10.4.5 CHINA**

TABLE 106 CHINA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 107 CHINA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 108 CHINA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 109 CHINA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 110 CHINA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 111 CHINA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

10.4.6 JAPAN

TABLE 112 JAPAN: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 113 JAPAN: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 114 JAPAN: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 115 JAPAN: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 116 JAPAN: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 117 JAPAN: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

10.4.7 REST OF ASIA PACIFIC

TABLE 118 REST OF ASIA PACIFIC: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 119 REST OF ASIA PACIFIC: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 120 REST OF ASIA PACIFIC: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 121 REST OF ASIA PACIFIC: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 122 REST OF ASIA PACIFIC: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 123 REST OF ASIA PACIFIC: CLOUD TV MARKET SIZE, BY ORGANIZATION

SIZE, 2020–2026 (USD MILLION)

10.5 MIDDLE EAST AND AFRICA

10.5.1 MIDDLE EAST AND AFRICA: CLOUD TV MARKET DRIVERS

10.5.2 MIDDLE EAST AND AFRICA: COVID-19 IMPACT

10.5.3 MIDDLE EAST AND AFRICA: REGULATIONS

FIGURE 34 UNITED ARAB EMIRATES TO RECORD HIGHEST CAGR DURING FORECAST PERIOD

TABLE 124 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 125 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 126 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 127 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 128 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 129 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

TABLE 130 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 131 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY VERTICAL, 2020–2026 (USD MILLION)

TABLE 132 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 133 MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY COUNTRY, 2020–2026 (USD MILLION)

10.5.4 KINGDOM OF SAUDI ARABIA

TABLE 134 KINGDOM OF SAUDI ARABIA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 135 KINGDOM OF SAUDI ARABIA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 136 KINGDOM OF SAUDI ARABIA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 137 KINGDOM OF SAUDI ARABIA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 138 KINGDOM OF SAUDI ARABIA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 139 KINGDOM OF SAUDI ARABIA: CLOUD TV MARKET SIZE, BY

ORGANIZATION SIZE, 2020–2026 (USD MILLION)**10.5.5 UNITED ARAB EMIRATES****TABLE 140 UNITED ARAB EMIRATES: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)****TABLE 141 UNITED ARAB EMIRATES: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)****TABLE 142 UNITED ARAB EMIRATES: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)****TABLE 143 UNITED ARAB EMIRATES: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)****TABLE 144 UNITED ARAB EMIRATES: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)****TABLE 145 UNITED ARAB EMIRATES: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)****10.5.6 SOUTH AFRICA****TABLE 146 SOUTH AFRICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)****TABLE 147 SOUTH AFRICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)****TABLE 148 SOUTH AFRICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)****TABLE 149 SOUTH AFRICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)****TABLE 150 SOUTH AFRICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)****TABLE 151 SOUTH AFRICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)****10.5.7 REST OF MIDDLE EAST AND AFRICA****TABLE 152 REST OF MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)****TABLE 153 REST OF MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)****TABLE 154 REST OF MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)****TABLE 155 REST OF MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)****TABLE 156 REST OF MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)****TABLE 157 REST OF MIDDLE EAST AND AFRICA: CLOUD TV MARKET SIZE, BY**

ORGANIZATION SIZE, 2020–2026 (USD MILLION)**10.6 LATIN AMERICA****10.6.1 LATIN AMERICA: CLOUD TV MARKET DRIVERS****10.6.2 LATIN AMERICA: COVID-19 IMPACT****10.6.3 LATIN AMERICA: REGULATIONS****FIGURE 35 BRAZIL TO RECORD HIGHEST CAGR DURING FORECAST PERIOD****TABLE 158 LATIN AMERICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)****TABLE 159 LATIN AMERICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)****TABLE 160 LATIN AMERICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)****TABLE 161 LATIN AMERICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)****TABLE 162 LATIN AMERICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)****TABLE 163 LATIN AMERICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)****TABLE 164 LATIN AMERICA: CLOUD TV MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)****TABLE 165 LATIN AMERICA: CLOUD TV MARKET SIZE, BY VERTICAL, 2020–2026 (USD MILLION)****TABLE 166 LATIN AMERICA: CLOUD TV MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)****TABLE 167 LATIN AMERICA: CLOUD TV MARKET SIZE, BY COUNTRY, 2020–2026 (USD MILLION)****10.6.4 BRAZIL****TABLE 168 BRAZIL: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)****TABLE 169 BRAZIL: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)****TABLE 170 BRAZIL: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)****TABLE 171 BRAZIL: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)****TABLE 172 BRAZIL: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)****TABLE 173 BRAZIL: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)**

10.6.5 MEXICO

TABLE 174 MEXICO: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 175 MEXICO: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 176 MEXICO: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 177 MEXICO: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 178 MEXICO: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 179 MEXICO: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

10.6.6 REST OF LATIN AMERICA

TABLE 180 REST OF LATIN AMERICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2016–2019 (USD MILLION)

TABLE 181 REST OF LATIN AMERICA: CLOUD TV MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2026 (USD MILLION)

TABLE 182 REST OF LATIN AMERICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 183 REST OF LATIN AMERICA: CLOUD TV MARKET SIZE, BY DEVICE TYPE, 2020–2026 (USD MILLION)

TABLE 184 REST OF LATIN AMERICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 185 REST OF LATIN AMERICA: CLOUD TV MARKET SIZE, BY ORGANIZATION SIZE, 2020–2026 (USD MILLION)

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 MARKET EVALUATION FRAMEWORK

FIGURE 36 MARKET EVALUATION FRAMEWORK

11.3 MARKET SHARE OF TOP PLAYERS

FIGURE 37 MARKET SHARE OF MAJOR PLAYERS IN CLOUD TV MARKET, 2019

11.4 REVENUE ANALYSIS OF TOP PLAYERS

FIGURE 38 TOP FIVE PLAYERS DOMINATED MARKET IN LAST THREE YEARS

11.5 COMPANY EVALUATION MATRIX METHODOLOGY AND DEFINITIONS

TABLE 186 COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE

11.5.1 STAR

11.5.2 EMERGING LEADERS

11.5.3 PERVASIVE

11.5.4 PARTICIPANTS

FIGURE 39 CLOUD TV MARKET (GLOBAL): COMPANY EVALUATION MATRIX, 2019

11.6 STARTUP EVALUATION MATRIX METHODOLOGY AND DEFINITIONS

TABLE 187 STARTUP EVALUATION MATRIX: CRITERIA WEIGHTAGE

11.6.1 PROGRESSIVE COMPANIES

11.6.2 RESPONSIVE COMPANIES

11.6.3 DYNAMIC COMPANIES

11.6.4 STARTING BLOCKS

FIGURE 40 CLOUD TV MARKET (GLOBAL): STARTUP EVALUATION MATRIX, 2019

11.7 KEY MARKET DEVELOPMENTS

11.7.1 NEW PRODUCT/SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 188 PRODUCT/SOLUTION LAUNCHES AND ENHANCEMENTS, 2019–2020

11.7.2 ACQUISITIONS

TABLE 189 ACQUISITIONS, 2019

11.7.3 PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS

TABLE 190 PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS, 2019-2020

12 COMPANY PROFILES

12.1 KEY PLAYERS

(Business Overview, Products & Services, Key Insights, Recent Developments, MnM View)*

12.1.1 INTRODUCTION

12.1.2 KALTURA

12.1.3 BRIGHTCOVE

FIGURE 41 BRIGHTCOVE: COMPANY SNAPSHOT

12.1.4 AMINO TECHNOLOGIES

FIGURE 42 AMINO TECHNOLOGIES: COMPANY SNAPSHOT

12.1.5 MWARE SOLUTIONS

12.1.6 MATRIXSTREAM

12.1.7 MUVI

12.1.8 INTELLIMEDIA NETWORKS

12.1.9 PONTIS TECHNOLOGIES

12.1.10 CSG SYSTEMS INTERNATIONAL

FIGURE 43 CSG SYSTEMS INTERNATIONAL: COMPANY SNAPSHOT

12.1.11 VIACCESS-ORCA

12.1.12 COMCAST TECHNOLOGY SOLUTIONS

FIGURE 44 COMCAST TECHNOLOGY SOLUTIONS: COMPANY SNAPSHOT

12.1.13 ACTIVEVIDEO

12.1.14 EITV

12.1.15 EGLA COMMUNICATIONS

12.1.16 MINERVA NETWORKS

12.1.17 SEACHANGE

12.1.18 ICAREUS

12.1.19 METROLOGICAL

12.1.20 AMAGI

12.1.21 SIMPLESTREAM

*Details on Business Overview, Products & Services, Key Insights, Recent Developments, MnM View might not be captured in case of unlisted companies.

12.2 STARTUP PROFILES

12.2.1 AVITENG

12.2.2 VIDEO.SPACE

12.2.3 SYNAMEDIA

12.2.4 STREAMFIRE

12.2.5 MEDIAKIND

13 ADJACENT MARKET**13.1 INTRODUCTION**

13.1.1 RELATED MARKET

TABLE 191 RELATED MARKET

13.1.2 LIMITATIONS

13.2 CONTENT DELIVERY NETWORK MARKET

13.2.1 INTRODUCTION

13.2.2 MARKET OVERVIEW

13.2.3 CONTENT DELIVERY NETWORK, BY COMPONENT

TABLE 192 CONTENT DELIVERY NETWORK MARKET SIZE, BY COMPONENT, 2016–2019 (USD MILLION)

TABLE 193 CONTENT DELIVERY NETWORK MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

13.3 SOLUTIONS

TABLE 194 SOLUTIONS: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 195 SOLUTIONS: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

TABLE 196 SOLUTIONS: CONTENT DELIVERY NETWORK MARKET SIZE, BY

TYPE, 2016–2019 (USD MILLION)

TABLE 197 SOLUTIONS: CONTENT DELIVERY NETWORK MARKET SIZE, BY TYPE, 2019–2025 (USD MILLION)

13.4 SERVICES

TABLE 198 SERVICES: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 199 SERVICES: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

TABLE 200 SERVICES: CONTENT DELIVERY NETWORK MARKET SIZE, BY TYPE, 2016–2019 (USD MILLION)

TABLE 201 SERVICES: CONTENT DELIVERY NETWORK MARKET SIZE, BY TYPE, 2019–2025 (USD MILLION)

13.4.1 CONTENT DELIVERY NETWORK, BY CONTENT TYPE

TABLE 202 CONTENT DELIVERY NETWORK MARKET SIZE, BY CONTENT TYPE, 2016–2019 (USD MILLION)

TABLE 203 CONTENT DELIVERY NETWORK MARKET SIZE, BY CONTENT TYPE, 2019–2025 (USD MILLION)

13.5 STATIC CONTENT

TABLE 204 STATIC CONTENT: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 205 STATIC CONTENT: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

13.6 DYNAMIC CONTENT

TABLE 206 DYNAMIC CONTENT: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 207 DYNAMIC CONTENT: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

13.6.1 CONTENT DELIVERY NETWORK, BY PROVIDER TYPE

TABLE 208 CONTENT DELIVERY NETWORK MARKET SIZE, BY PROVIDER TYPE, 2016–2019 (USD MILLION)

TABLE 209 CONTENT DELIVERY NETWORK MARKET SIZE, BY PROVIDER TYPE, 2019–2025 (USD MILLION)

13.7 TRADITIONAL CONTENT DELIVERY NETWORK

TABLE 210 TRADITIONAL CDN: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 211 TRADITIONAL CDN: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

13.8 TELCO CONTENT DELIVERY NETWORK

TABLE 212 TELCO CDN: CONTENT DELIVERY NETWORK MARKET SIZE, BY

REGION, 2016–2019 (USD MILLION)

TABLE 213 TELCO CDN: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

13.9 CLOUD CONTENT DELIVERY NETWORK

TABLE 214 CLOUD CDN: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 215 CLOUD CDN: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

13.10 PEER-TO-PEER CONTENT DELIVERY NETWORK

TABLE 216 P2P CDN: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 217 P2P CDN: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

13.11 OTHER PROVIDER TYPES

TABLE 218 OTHER PROVIDER TYPES: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 219 OTHER PROVIDER TYPES: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

13.11.1 CONTENT DELIVERY NETWORK, BY APPLICATION AREA

TABLE 220 CONTENT DELIVERY NETWORK MARKET SIZE, BY APPLICATION AREA, 2016–2019 (USD MILLION)

TABLE 221 CONTENT DELIVERY NETWORK MARKET SIZE, BY APPLICATION AREA, 2019–2025 (USD MILLION)

TABLE 222 MEDIA AND ENTERTAINMENT: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

TABLE 223 ONLINE GAMING: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

TABLE 224 RETAIL AND ECOMMERCE: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

TABLE 225 ELEARING: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

TABLE 226 HEALTHCARE: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

TABLE 227 ENTERPRISES: CONTENT DELIVERY NETWORK MARKET SIZE, BY REGION, 2019–2025 (USD MILLION)

TABLE 228 CONTENT DELIVERY NETWORK MARKET SIZE, BY ENTERPRISE, 2019–2025 (USD MILLION)

14 APPENDIX

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGE STORE: MARKETSSANDMARKETS' SUBSCRIPTION PORTAL

14.3 AVAILABLE CUSTOMIZATIONS

14.4 RELATED REPORT

14.5 AUTHOR DETAILS

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