

Enterprise Video Market by Offering (Solutions and Services), Application (Corporate Communications, Training & Development, and Marketing & Client Engagement), Deployment Model, Organization Size, Vertical and Region - Global Forecast to 2029

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Abstracts

The Enterprise video market size is expected to grow from USD 23.8 billion in 2024 to USD 35.8 billion by 2029 at a Compound Annual Growth Rate (CAGR) of 8.6% during the forecast period. The market has excellent growth opportunities, such as integration between AI and Analytics that enables startups to monetize their offerings by embedding integration, expansion, and higher adoption of virtual events, creating/generating more opportunities for enterprise video market exploration and usage therefore, and demand increase in government policies and schemes to leverage Enterprise video adoption across verticals and regions.

“By Services, Professional Services segment to hold a larger market share during the forecast period.”

Professional services play a vital role in the global enterprise video market, offering specialized expertise and support to organizations in deploying, integrating, and optimizing video solutions. Deployment and integration services involve the seamless implementation of video technologies into existing IT infrastructures, ensuring compatibility, security, and performance. Consulting and advisory services provide strategic guidance on video strategy development, solution selection, and customization based on business objectives. Training and education services offer comprehensive learning programs to empower users with the skills and knowledge to utilize video platforms effectively. For instance, a multinational corporation may engage a professional services firm to deploy, integrate, and provide training for a comprehensive

video conferencing solution, enabling seamless collaboration and communication across global teams while maximizing the value of their investment in enterprise video technology.

“By Application, Marketing & Client engagement segment will record the highest CAGR during the forecast period.”

Marketing and client engagement applications in the global enterprise video market encompass various strategies and tools to enhance customer interactions and promote brand engagement. This includes leveraging video content for marketing campaigns, product demonstrations, and customer support. For instance, a multinational retail corporation may use enterprise video solutions to create interactive product tutorials, conduct live-streamed launch events, and offer personalized video consultations to enhance customer engagement and drive sales. These applications facilitate more profound connections with clients, improve brand visibility, and ultimately contribute to building stronger relationships with customers.

“By organization size, the large enterprises segment is projected to hold a higher market share during the forecast period.”

Large enterprises (companies with an employee count of more than 1,000) play a pivotal role in driving the global enterprise video market forward by adopting advanced video communication technologies to streamline internal operations and enhance external engagement. For instance, a multinational corporation (MNC) might deploy enterprise video solutions for conducting virtual meetings, training sessions, and town hall events across geographically dispersed teams. Large enterprises can improve collaboration, boost employee productivity, and deliver seamless customer experiences by leveraging such technologies. Additionally, their substantial investment in innovative video solutions often sets industry standards and influences market trends, further shaping the landscape of enterprise video technologies.

The breakup of the profiles of the primary participants is below:

By Company Type: Tier I: 34%, Tier II: 43%, and Tier III: 23%

By Designation: C-Level Executives: 50%, Director Level: 33%, and *Others: 20%

By Region: North America: 30%, Europe: 25%, Asia Pacific: 30%, **RoW: 10%

* Others include sales managers, marketing managers, and product managers

**RoW include Middle East & Africa and Latin America

Note: Tier 1 companies have revenues of more than USD 100 million; tier 2 companies' revenue ranges from USD 10 million to USD 100 million; and tier 3 companies' revenue is less than 10 million

Source: Secondary Literature, Expert Interviews, and MarketsandMarkets Analysis

Key Players

Some of the key players operating in the Open Banking solutions market are IBM (US), Google (US), Microsoft (US), AWS (US), Avaya (US), Zoom (US), Adobe (US), Cisco (US), GoTo (US), among others.

Research coverage:

The market analysis in all its areas covers the enterprise video market. Its goal is to project market size and development potential in several segments, including offering, application, organization size, deployment model, verticals, and regions. It comprises a thorough competition analysis of the major market players, company biographies, important insights regarding their offers in terms of goods and services, current advancements, and crucial market strategies.

Reasons to buy this report:

The study will include information on the closest approximations of revenue figures for the Enterprise video market and its subsegments, which will assist market leaders and new entrants. Stakeholders will receive additional insights and a better understanding of the competitive landscape, enabling them to position their companies better and develop go-to-market (GTM) strategies. Additionally, the research offers information on major market drivers, constraints, opportunities, and challenges to help stakeholders understand the state of the industry.

The report provides insights on the following pointers:

Analysis of key drivers (such as video being an effective tool that allows businesses to engage and attract customers more effectively), restraints (such as lack of compatibility issues across a wide range of devices), opportunities (such as development of industry-specific video solutions creates the exact impact required for large enterprises as well as SMEs, on the buyers/users), and challenges (such as lack of relevant, upgraded skillset and expertise needed in enterprise video market) influencing the proliferation of the Enterprise video market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development (R&D) activities, and new product & service launches in the Enterprise video market.

Market Development: Comprehensive information about lucrative markets – the report analyses the Enterprise video market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Enterprise video market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players such as Google, Microsoft, IBM, and Zoom in the Enterprise video market.

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About

The globalization of companies has amplified the need for effective communication system across all regions and verticals. Enterprises have been witnessing a growing need for video interfaces in communication purposes, due to its ability to improve productivity and outreach. Enterprise video brings flexibility in remote working conditions and reduces the overall capital expenditure. Increasing adoption of cloud technologies and Bring Your own device (BYOD) culture are the key driving forces for enterprise video market. As a result, enterprise video market is expected to grow rapidly in the coming years.

With the advent of new technologies, there has been an advent of advanced video platforms as well. These new platforms involve the use of high definition content, smart cloud and social data analytics, immersive telepresence, and unified communication systems. There is an inclination for various hardware, software and services vendors to provide solutions, involving ingestion, annotation, cataloguing, storage, retrieval and distribution of video content in market. A few of the leading companies in the enterprise video market are Cisco Systems, Avaya, Polycom, Kontiki, and AVI-SPL, Inc. The research report provides an overview, overall market study and segmentation based on various technologies, applications, regions, and verticals for the global enterprise video market. Furthermore, the report gives detailed analysis on global trends and forecasts, competitive landscape and analysis on Venture Capital (VC) funding and Mergers & Acquisitions (M&A), related to enterprise video market.

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