

# Playout Automation & Channel-in-a-Box Market by Offering (Solutions, Services), Channel Type, Coverage Area (National Broadcasters and International Broadcasters), Channel Application, Vertical and Region - Global Forecast to 2028

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## Abstracts

The playout automation & channel-in-a-box market is projected to grow from USD 2.9 billion in 2023 to USD 6.1 billion by 2028, at a compound annual growth rate (CAGR) of 15.8% during the forecast period. The market is anticipated to grow due to the increasing engagement in HD and UHD content consumption and proliferation of live broadcasting at an accelerated pace. The shift towards the increase in demand for OTT services forms a foundational driver in the playout automation & channel-in-a-box market.

“By solutions, Remote Playout Software segment to register for fastest growing CAGR during the forecast period.”

As the media industry undergoes a transformative shift towards decentralized workflows, remote playout software emerges as a crucial component, enabling broadcasters to manage and broadcast content from virtually anywhere in the world. This software allows for the seamless integration of various elements, including graphics, commercials, and live feeds, facilitating efficient channel playout without the need for a dedicated physical broadcast center. One of the primary advantages of remote playout software lies in its ability to enhance operational flexibility. Broadcasters can remotely control and monitor playout operations, making it possible to manage multiple channels or locations from a centralized hub.

“By coverage area, National Broadcasters to witness the largest market size during the

forecast period.”

National broadcasters play a pivotal role in disseminating information, entertainment, and cultural content to a wide audience. Within the dynamic realm of playout automation and channel-in-a-box solutions, these broadcasters face the challenge of seamlessly managing and delivering diverse programming. Playout automation systems are integral to the broadcast workflow, automating the scheduling, playout, and monitoring of content. These systems enhance efficiency by reducing manual intervention, ensuring a smoother transmission process for both live and pre-recorded content. In the rapidly evolving landscape of broadcasting technology, national broadcasters leverage these solutions to streamline operations, maintain broadcast continuity, and meet the demands of a 24/7 broadcasting environment.

“By region, North America to register for the largest market size during the forecast period.” Market trends in North America indicate a shift towards integrated and scalable playout solutions that cater to the diverse needs of broadcasters. The industry is witnessing a transition from traditional hardware-based systems to software-defined and virtualized solutions, providing flexibility and scalability. Moreover, the incorporation of artificial intelligence and machine learning in playout automation is gaining traction, enabling broadcasters to optimize content scheduling and enhance overall viewer experiences.

#### Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the playout automation & channel-in-a-box market.

By Company: Tier I: 38%, Tier II: 50%, and Tier III: 12%

By Designation: C-Level Executives: 35%, D-Level Executives: 40%, and Others: 25%

By Region: North America: 40%, Europe: 30%, Asia Pacific: 20%, Latin America-5%, and

Middle East and Africa- 5%,

The report includes the study of key players offering playout automation & channel-in-a-box solutions. It profiles major vendors in the playout automation & channel-in-a-box market. The major players in the playout automation & channel-in-a-box market include Harmonic (US), Evertz (Canada), Pebble Beach Systems (UK), Imagine Communications (US), Avid Technology (US), Grass Valley (US), Brightcove (US), Cinegy (US), Pixel Power (UK), ENCO Systems (US), BroadStream Solutions (US), PlayBox Technology (UK), Florical Systems (US), TSL Products (UK), Hardata (US), PlayBox Neo (Bulgaria), Hexaglobe (France), PlanetCast (India), Axel Technology (Italy), Aveco (Czech Republic), Anyware Video (France), Aplomb Technology (India), SI Media (Italy), Amagi (US), TVU Networks (US), Veset (Latvia), Evrideo (Israel), coralbay.tv (UK), Muvi (US), LTN Global Communications (US), and Zixi (US).

## Research Coverage

The playout automation & channel-in-a-box market research study involved extensive secondary sources, directories, journals, and paid databases. Primary sources were mainly industry experts from the core and related industries, preferred playout automation & channel-in-a-box providers, third-party service providers, consulting service providers, end users, and other commercial enterprises. In-depth interviews were conducted with various primary respondents, including key industry participants and subject matter experts, to obtain and verify critical qualitative and quantitative information, and assess the market's prospects.

## Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall playout automation & channel-in-a-box market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights to position their business and plan suitable go-to-market strategies. It 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 (Escalating demand for video content across various industries, increase in demand for OTT services, increasing engagement in HD and UHD content consumption and proliferation of live broadcasting at an accelerated pace), restraints (Elevated expenses in content generation and the

persistent risk of content piracy and issues pertaining to network connectivity and infrastructure), opportunities (Increasing demand for multi-channel broadcasting and surge in online education and E-Learning for the enhancement of the educational landscape), and challenges (Degradation of video quality due to inadequate internet service, and concerns pertaining to compatibility).

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the playout automation & channel-in-a-box market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the playout automation & channel-in-a-box market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the playout automation & channel-in-a-box market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players including Harmonic (US), Evertz (Canada), Pebble Beach Systems (UK), Imagine Communications (US), Avid Technology (US), Grass Valley (US), Brightcove (US), Cinegy (US), Pixel Power (UK), ENCO Systems (US), BroadStream Solutions (US), PlayBox Technology (UK), among others in the playout automation & channel-in-a-box market strategies. The report also helps stakeholders understand the pulse of the playout automation & channel-in-a-box market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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11.3.5.1 Technological innovation, evolving media landscape, and increasing competition in media industry to drive market

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11.4.5.1 Expanding and dynamic media landscape and rising digital content consumption to drive market

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11.5.3.1 Increasing demand for efficient broadcasting solutions to propel market

### 11.5.4 SOUTH ARABIA

11.5.4.1 Ambitious Vision 2030 initiative, focus on digitalization and innovation, and transformation in media sector to drive market

### 11.5.5 SOUTH AFRICA

11.5.5.1 Need for localized content, expansion of digital terrestrial television, and adoption of OTT services to propel market

### 11.5.6 TURKEY

11.5.6.1 Government's focus on modernizing media sector and promoting cultural exports to drive market

### 11.5.7 REST OF MIDDLE EAST

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\*Details on Business overview, Products /Solutions/Services offered, Recent developments, Product launches, MnM view, Key strengths, Strategic choices made, and Weaknesses and Competitive threats might not be captured in case of unlisted companies.

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