

IPTV Market with COVID-19 Impact Analysis, by Component (Hardware, Software, Services), Streaming Type, Subscription Type, Transmission Type (Wired, Wireless), Device Type, Application, End User, Vertical, and Region - Global Forecast to 2026

<https://marketpublishers.com/r/I191C9CD7B75EN.html>

Date: October 2021

Pages: 284

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

ID: I191C9CD7B75EN

Abstracts

The IPTV market size is projected to grow from USD 50.9 billion in 2021 to 115.2 USD billion in 2026, at a Compound Annual Growth Rate (CAGR) of 17.8% during the forecast period. The major factors driving the growth of the IPTV market are the growing preference for video-on-demand and growing demand for high-definition channels, Increase in internet video advertising, and rising internet penetration.

Based on Component, the hardware segment to accounts for a larger market size during the forecast period The IPTV market has been segmented by three components: hardware, software services. The deployment of IPTV has witnessed an increase in adoption, as serves a variety of purposes, such as live streaming and video on demand service. The growing adoption of IPTV across all major verticals, such as media and entertainment, advertising and marketing, telecom and IT, healthcare and medical, gaming, online stores, to fuel the growth of the IPTV market.

Based on application, the non-linear television segment is expected to hold the highest market size during the forecast period

The IPTV market has been segmented by application into linear television and non-linear television. Among application, non-linear segment is estimated to account for the largest market during the forecast period. Non-linear TV services deliver media on demand to consumers. They are similar to video on demand services, in which consumers can watch their favorite TV program without waiting for a new episode,

unlike traditional TV (linear TV).

Based on vertical, the media and entertainment segment is expected to hold the highest market size during the forecast period

IPTV are gaining acceptance among all verticals to improve profitability and reduce overall costs. The major verticals adopting IPTV solutions are media and entertainment, advertising and marketing, telecom and IT, healthcare and medical, gaming, online stores. Media and entertainment, by vertical segment, to account for a larger market size during the forecast period. The media and entertainment industry vertical seeks to interact with its consumers to achieve deeper customer engagement

North America to hold the highest market size during the forecast period

North America is estimated to account for the largest market share during the forecast period. In North America, 4K video streaming, video on demand and broadcasting solutions are considered highly effective by most organizations and verticals. On the other hand, Europe is gradually incorporating these advanced solutions within its enterprises. APAC is witnessing a substantial rise in the adoption of IPTV owing to the increasing digitalization and rising demand for centrally managed systems.

Given below is the breakup of the primary respondents:

By Company Type: Tier 1 – 35%, Tier 2 – 45%, and Tier 3 – 20%

By Designation: C-level – 35%, Directors – 25%, and Others – 40%

By Region: North America – 30%, Europe – 30%, APAC – 25%, MEA – 10%, Latin America – 5%.

Some prominent players profiled in the study include AT&T (US), Verizon Communications (US), Ericsson (Sweden), Akamai Technologies (US), Broadcom Corporation (US), Airtel (India), Deutsche Telekom (Germany), Tripleplay Services (India), MatrixStream Technologies (US), CISCO (US), Huawei (China), Sterlite Technologies (India), Exterity (India), Centurylink (US), Orange S.A (France), Setplex (US), Vytio IPTV Solutions (US), Netup (Russia), Foxtel (Australia), Commscope (US), Teledata (Germany), IQStream IPTV (US), Telebreeze (US), Solid IPTV (Australia), LeezTV (Turkey), Broadpeak TV (France), Aigutech Technologies (India), IPTVPORTAL

(Russia).

Research coverage

The market study covers the IPTV market across different segments. It aims at estimating the market size and the growth potential of this market across different segments, such as component (hardware[router, set-top box, receiver, encoders], software and services [in-house services and managed services]), application (linear television and non-linear television), streaming type (video IPTV and non-video IPTV), subscription type (subscription free IPTV and subscription based IPTV), transmission type (wired and wireless), by device type (smartphones and tablets, smart TVs and desktops and laptops), by end user (SMEs, large enterprises and residential customer), Verticals (Media and entertainment; advertising and marketing; gaming; online stores; telecommunication and IT; healthcare and medical; and other verticals [education, and manufacturing]). The regional analysis of the IPTV market covers North America, Europe, APAC, MEA and Latin America

The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key benefits of buying the report

The report is expected to help the market leaders/new entrants in this market by providing them information on the closest approximations of the revenue numbers for the overall IPTV market and its segments. This report is also expected to help stakeholders understand the competitive landscape and gain insights to improve the position of their businesses and plan suitable go-to-market strategies. The report also aims at helping stakeholders understand the pulse of the market and provide them with information on 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 THE GLOBAL ECONOMY

FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF THE 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

1.6.2 REGIONS COVERED

1.6.3 YEARS CONSIDERED FOR THE STUDY

1.7 CURRENCY

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2019–2021

1.8 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 6 IPTV MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.2 PRIMARY DATA

TABLE 2 PRIMARY INTERVIEWS WITH EXPERTS

2.1.2.1 Breakup of primary profiles

2.1.2.2 Key industry insights

2.2 MARKET BREAKUP AND DATA TRIANGULATION

2.3 MARKET SIZE ESTIMATION

FIGURE 7 IPTV MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

2.3.1 TOP-DOWN APPROACH

2.3.2 BOTTOM-UP APPROACH

FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY, APPROACH 1 (SUPPLY SIDE): REVENUE OF SOFTWARE/SERVICES OF THE IPTV MARKET

FIGURE 9 MARKET SIZE ESTIMATION METHODOLOGY—APPROACH 2—BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE OF ALL SOFTWARE/SERVICES OF THE IPTV MARKET

FIGURE 10 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 3, BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES OF THE IPTV MARKET

FIGURE 11 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 4, BOTTOM-UP (DEMAND SIDE): SHARE OF IPTV THROUGH OVERALL IPTV SPENDING

2.4 MARKET FORECAST

TABLE 3 FACTOR ANALYSIS

2.5 COMPANY EVALUATION MATRIX METHODOLOGY

FIGURE 12 COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE

2.6 STARTUP/SME EVALUATION MATRIX METHODOLOGY

FIGURE 13 STARTUP/SME EVALUATION MATRIX: CRITERIA WEIGHTAGE

2.7 RESEARCH ASSUMPTIONS

2.8 LIMITATIONS OF THE STUDY

3 EXECUTIVE SUMMARY

TABLE 4 GLOBAL IPTV MARKET SIZE AND GROWTH RATE, 2015–2020 (USD MILLION, Y–O–Y%)

TABLE 5 GLOBAL IPTV MARKET SIZE AND GROWTH RATE, 2021–2026 (USD MILLION, Y–O–Y%)

FIGURE 14 HARDWARE SEGMENT TO HOLD A LARGER MARKET SIZE IN 2021

FIGURE 15 IN-HOUSE SERVICES SEGMENT TO HOLD A LARGER MARKET SHARE IN 2021

FIGURE 16 VIDEO IPTV SEGMENT TO HOLD A LARGER MARKET SIZE IN 2021

FIGURE 17 SUBSCRIPTION-FREE IPTV SEGMENT TO HOLD A LARGER MARKET SHARE IN 2021

FIGURE 18 WIRED TRANSMISSION SEGMENT TO HOLD A LARGER MARKET SIZE IN 2021

FIGURE 19 SMARTPHONES AND TABLETS SEGMENT TO HOLD THE LARGEST MARKET SHARE IN 2021

FIGURE 20 NON-LINEAR TELEVISION TO HOLD A LARGER MARKET SIZE IN 2021

FIGURE 21 LARGE ENTERPRISES SEGMENT TO HOLD THE LARGEST MARKET

SHARE IN 2021

FIGURE 22 MEDIA & ENTERTAINMENT SEGMENT TO HOLD

THE LARGEST MARKET SIZE IN 2021

FIGURE 23 NORTH AMERICA TO HOLD THE LARGEST MARKET SHARE IN 2021

4 PREMIUM INSIGHTS

4.1 BRIEF OVERVIEW OF THE IPTV MARKET

FIGURE 24 INCREASING NEED FOR VIDEO ON DEMAND AND HIGH-QUALITY STREAMING SERVICES TO DRIVE THE GROWTH OF THE INTERNET PROTOCOL TELEVISION MARKET

4.2 INTERNET PROTOCOL TELEVISION MARKET: TOP THREE VERTICALS

FIGURE 25 MEDIA & ENTERTAINMENT SEGMENT TO HOLD THE LARGEST MARKET SHARE DURING THE FORECAST PERIOD

4.3 INTERNET PROTOCOL TELEVISION MARKET, BY REGION

FIGURE 26 NORTH AMERICA TO HOLD THE LARGEST MARKET SHARE IN 2020

4.4 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET, BY APPLICATION AND VERTICAL

FIGURE 27 NON-LINEAR TELEVISION AND MEDIA AND ENTERTAINMENT VERTICAL

TO ACCOUNT FOR THE LARGEST MARKET SHARES IN 2021

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 28 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: IPTV MARKET

5.2.1 DRIVERS

5.2.1.1 The growing preference for video-on-demand and growing demand for high-definition channels

5.2.1.2 Increase in internet video advertising

5.2.1.3 Rising internet penetration

5.2.2 RESTRAINTS

5.2.2.1 Stringent regulatory norms

5.2.2.2 Growing threat of video content privacy

5.2.3 OPPORTUNITIES

5.2.3.1 Rising adoption of 5G technology

5.2.3.2 Rising demand for fiber-to-the-home (FTTH) connections

5.2.4 CHALLENGES

5.2.4.1 Meeting customer preferences

5.2.4.2 Technical challenges related to IPTV

5.3 PATENT ANALYSIS

5.3.1 METHODOLOGY

5.3.2 DOCUMENT TYPE

TABLE 6 PATENTS FILED, 2018–2021

5.3.3 INNOVATION AND PATENT APPLICATIONS

FIGURE 29 TOTAL NUMBER OF PATENTS GRANTED IN A YEAR, 2018–2021

5.3.3.1 Top applicants

FIGURE 30 TOP TEN COMPANIES WITH THE HIGHEST NUMBER OF PATENT APPLICATIONS, 2018–2021

5.4 CASE STUDY ANALYSIS

5.4.1 SEVEN WEST MEDIA, A MULTIPLATFORM MEDIA COMPANY, WANTED A SOLUTION TO BROADCAST SPORTS EVENTS FOR A LARGE–SCALE AUDIENCE

5.4.2 AFTERBUZZ TV WAS LOOKING FOR A SOLUTION TO DELIVER POSTGAME STREAMING SERVICES

5.4.3 MANCHESTER CITY FOOTBALL CLUB ENHANCING MATCHDAY EXPERIENCE FOR SUPPORTERS

5.4.4 ANSCHUTZ ENTERTAINMENT GROUP (AEG) WAS LOOKING FOR A SOLUTION TO ENHANCE CUSTOMER EXPERIENCE AND TO LOOK FOR MORE REVENUE OPPORTUNITIES

5.4.5 ASTRO WAS LOOKING FOR A SOLUTION THAT WOULD ALLOW CUSTOMERS TO STREAM 4K HDR LIVE SPORTS

5.4.6 MOLA TV WAS LOOKING FOR A SOLUTION THAT WOULD ALLOW CUSTOMERS TO STREAM UHD AND HDR LIVE UEFA EURO 2020 FOOTBALL TOURNAMENT

5.4.7 STARNET WAS LOOKING FOR A SOLUTION THAT WOULD ALLOW USERS TO STREAM HD QUALITY CONTENT

5.4.8 AKNET WAS LOOKING FOR A COST–EFFECTIVE SOLUTION TO DELIVER VALUABLE, AFFORDABLE, AND FLEXIBLE SOLUTIONS TO CUSTOMERS

5.4.9 BRITISH HORSERACING AUTHORITY WAS LOOKING FOR A SOLUTION TO MONITOR CHANNELS EFFECTIVELY

5.4.10 ALVA HOTEL WANTED AN INFOTAINMENT SYSTEM TO DELIVER A SEAMLESS CUSTOMER EXPERIENCE AND ESTABLISH A NEW BENCHMARK IN HOTEL TV EXPERIENCE

5.5 ARCHITECTURE OF A TYPICAL IPTV NETWORK

FIGURE 31 ARCHITECTURE: IPTV NETWORK

5.6 ECOSYSTEM

FIGURE 32 ECOSYSTEM: IPTV MARKET**5.7 SUPPLY CHAIN ANALYSIS****FIGURE 33 SUPPLY CHAIN ANALYSIS****TABLE 7 IPTV MARKET: SUPPLY CHAIN****5.8 PRICING MODEL ANALYSIS****TABLE 8 PRICING MODEL****5.9 TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS IN THE IPTV MARKET****FIGURE 34 IPTV MARKET: TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS****5.10 PORTER'S FIVE FORCES ANALYSIS****FIGURE 35 IPTV MARKET: PORTER'S FIVE FORCES ANALYSIS****TABLE 9 IPTV MARKET: PORTER'S FIVE FORCES ANALYSIS****5.10.1 THREAT OF NEW ENTRANTS****5.10.2 THREAT OF SUBSTITUTES****5.10.3 BARGAINING POWER OF SUPPLIERS****5.10.4 BARGAINING POWER OF BUYERS****5.10.5 INTENSITY OF COMPETITIVE RIVALRY****5.11 REGULATORY IMPLICATIONS****5.11.1 GENERAL DATA PROTECTION REGULATION****5.11.2 CALIFORNIA CONSUMER PRIVACY ACT****5.11.3 THE TELECOM REGULATORY AUTHORITY OF INDIA ACT, 1997 ACT NO.****24 OF 1997**

5.11.4 THE TELECOMMUNICATION (BROADCASTING AND CABLE) SERVICES STANDARDS OF QUALITY OF SERVICE AND CONSUMER PROTECTION (ADDRESSABLE SYSTEMS) (THIRD AMENDMENT) REGULATIONS, 2020 (NO. 2 OF 2020)

5.11.5 THE TELECOMMUNICATION (BROADCASTING AND CABLE) SERVICES (EIGHTH) (ADDRESSABLE SYSTEMS) TARIFF (AMENDMENT) ORDER, 2017 (NO. 2 OF 2017)

5.11.6 PERSONAL DATA PROTECTION ACT**5.12 TECHNOLOGY ANALYSIS****5.12.1 ARTIFICIAL INTELLIGENCE, MACHINE LEARNING, AND IPTV****5.12.2 5G AND IPTV****5.13 IPTV MARKET: COVID-19 IMPACT****FIGURE 36 IPTV MARKET TO WITNESS GROWTH BETWEEN 2020 AND 2026****6 INTERNET PROTOCOL TELEVISION MARKET, BY COMPONENT**

6.1 INTRODUCTION

6.1.1 COMPONENT: COVID-19 IMPACT

FIGURE 37 SOFTWARE SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 10 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 11 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

6.1.2 COMPONENT: INTERNET PROTOCOL TELEVISION MARKET DRIVERS

6.2 HARDWARE

TABLE 12 HARDWARE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 13 HARDWARE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.2.1 ROUTER

6.2.2 SET-TOP BOX (STB)

6.2.3 RECEIVER

6.2.4 ENCODER

6.3 SOFTWARE

TABLE 14 SOFTWARE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 15 SOFTWARE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.4 SERVICES

TABLE 16 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SERVICE TYPE, 2015–2020 (USD MILLION)

TABLE 17 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 18 SERVICES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 19 SERVICES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.4.1 IN-HOUSE SERVICES

TABLE 20 IN-HOUSE SERVICES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 21 IN-HOUSE SERVICES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.4.2 MANAGED SERVICES

TABLE 22 MANAGED SERVICES: INTERNET PROTOCOL TELEVISION MARKET

SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 23 MANAGED SERVICES: INTERNET PROTOCOL TELEVISION MARKET

SIZE, BY REGION, 2021–2026 (USD MILLION)

7 INTERNET PROTOCOL TELEVISION MARKET, BY STREAMING TYPE

7.1 INTRODUCTION

7.1.1 STREAMING TYPE: COVID–19 IMPACT

FIGURE 38 VIDEO IPTV SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 24 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY STREAMING TYPE, 2015–2020 (USD MILLION)

TABLE 25 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY STREAMING TYPE, 2021–2026 (USD MILLION)

7.1.2 STREAMING TYPE: IPTV MARKET DRIVERS

7.2 NON–VIDEO IPTV

TABLE 26 NON–VIDEO INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 27 NON–VIDEO INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

7.3 VIDEO IPTV

TABLE 28 VIDEO INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 29 VIDEO INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

8 INTERNET PROTOCOL TELEVISION MARKET, BY SUBSCRIPTION TYPE

8.1 INTRODUCTION

8.1.1 SUBSCRIPTION TYPE: COVID–19 IMPACT

FIGURE 39 SUBSCRIPTION–BASED IPTV SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 30 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SUBSCRIPTION TYPE, 2015–2020 (USD MILLION)

TABLE 31 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SUBSCRIPTION TYPE, 2021–2026 (USD MILLION)

8.1.2 SUBSCRIPTION TYPE: IPTV MARKET DRIVERS

8.2 SUBSCRIPTION–BASED IPTV

TABLE 32 SUBSCRIPTION–BASED INTERNET PROTOCOL TELEVISION MARKET

SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 33 SUBSCRIPTION–BASED INTERNET PROTOCOL TELEVISION MARKET
SIZE, BY REGION, 2021–2026 (USD MILLION)

8.3 SUBSCRIPTION–FREE IPTV

TABLE 34 SUBSCRIPTION–FREE INTERNET PROTOCOL TELEVISION MARKET
SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 35 SUBSCRIPTION–FREE INTERNET PROTOCOL TELEVISION MARKET
SIZE, BY REGION, 2021–2026 (USD MILLION)

9 INTERNET PROTOCOL TELEVISION MARKET, BY TRANSMISSION TYPE

9.1 INTRODUCTION

9.1.1 TRANSMISSION TYPE: COVID–19 IMPACT

FIGURE 40 WIRELESS SEGMENT TO GROW AT A HIGHER CAGR DURING THE
FORECAST PERIOD

TABLE 36 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY TRANSMISSION
TYPE, 2015–2020 (USD MILLION)

TABLE 37 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY TRANSMISSION
TYPE, 2021–2026 (USD MILLION)

9.1.2 TRANSMISSION TYPE: IPTV MARKET DRIVERS

9.2 WIRELESS

TABLE 38 WIRELESS INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
REGION, 2015–2020 (USD MILLION)

TABLE 39 WIRELESS INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
REGION, 2021–2026 (USD MILLION)

9.3 WIRED

TABLE 40 WIRED INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION,
2015–2020 (USD MILLION)

TABLE 41 WIRED INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION,
2021–2026 (USD MILLION)

10 INTERNET PROTOCOL TELEVISION MARKET, BY DEVICE TYPE

10.1 INTRODUCTION

10.1.1 DEVICE TYPE: COVID–19 IMPACT

FIGURE 41 SMART TVS SEGMENT TO GROW AT THE HIGHEST CAGR DURING
THE FORECAST PERIOD

TABLE 42 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY DEVICE TYPE,
2015–2020 (USD MILLION)

TABLE 43 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY DEVICE TYPE, 2021–2026 (USD MILLION)

10.1.2 DEVICE TYPE: INTERNET PROTOCOL TELEVISION MARKET DRIVERS
10.2 SMARTPHONES AND TABLETS

TABLE 44 SMARTPHONES AND TABLETS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 45 SMARTPHONES AND TABLETS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.3 SMART TVS

TABLE 46 SMART TVS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 47 SMART TVS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.4 DESKTOPS AND LAPTOPS

TABLE 48 DESKTOPS AND LAPTOPS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 49 DESKTOPS AND LAPTOPS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

11 INTERNET PROTOCOL TELEVISION MARKET, BY APPLICATION

11.1 INTRODUCTION

11.1.1 APPLICATION: COVID–19 IMPACT

11.1.2 APPLICATION: IPTV MARKET DRIVERS

FIGURE 42 NON–LINEAR TV SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 50 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY APPLICATION, 2015–2020 (USD MILLION)

TABLE 51 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

11.2 LINEAR TELEVISION

TABLE 52 LINEAR TELEVISION: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 53 LINEAR TELEVISION: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

11.3 NON–LINEAR TELEVISION

TABLE 54 NON–LINEAR TELEVISION: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 55 NON–LINEAR TELEVISION: INTERNET PROTOCOL TELEVISION

MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

12 INTERNET PROTOCOL TELEVISION MARKET, BY END USER

12.1 INTRODUCTION

12.1.1 END USER: COVID–19 IMPACT

12.1.2 END USER: INTERNET PROTOCOL TELEVISION MARKET DRIVERS

FIGURE 43 SMALL AND MEDIUM ENTERPRISES TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 56 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2015–2020 (USD MILLION)

TABLE 57 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

12.2 SMALL AND MEDIUM ENTERPRISES

TABLE 58 SMALL AND MEDIUM ENTERPRISES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 59 SMALL AND MEDIUM ENTERPRISES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

12.3 LARGE ENTERPRISES

TABLE 60 LARGE ENTERPRISES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 61 LARGE ENTERPRISES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

12.4 RESIDENTIAL CUSTOMERS

TABLE 62 RESIDENTIAL CUSTOMERS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 63 RESIDENTIAL CUSTOMERS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

13 INTERNET PROTOCOL TELEVISION MARKET, BY VERTICAL

13.1 INTRODUCTION

13.1.1 VERTICAL: COVID–19 IMPACT

13.1.2 VERTICAL: IPTV MARKET DRIVERS

FIGURE 44 TELECOMMUNICATION AND IT VERTICAL TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 64 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 65 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY VERTICAL,

2021–2026 (USD MILLION)

13.2 ADVERTISING AND MARKETING

TABLE 66 ADVERTISING AND MARKETING: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 67 ADVERTISING AND MARKETING: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

13.3 MEDIA AND ENTERTAINMENT

TABLE 68 MEDIA AND ENTERTAINMENT: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 69 MEDIA AND ENTERTAINMENT: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

13.4 GAMING

TABLE 70 GAMING: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 71 GAMING: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

13.5 ONLINE STORES

TABLE 72 ONLINE STORES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 73 ONLINE STORES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

13.6 HEALTHCARE AND MEDICAL

TABLE 74 HEALTHCARE AND MEDICAL: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 75 HEALTHCARE AND MEDICAL: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

13.7 TELECOMMUNICATIONS AND IT

TABLE 76 TELECOMMUNICATION AND IT: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 77 TELECOMMUNICATION AND IT: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

13.8 OTHER VERTICALS

TABLE 78 OTHER VERTICALS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 79 OTHER VERTICALS: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

14 INTERNET PROTOCOL TELEVISION MARKET BY REGION

14.1 INTRODUCTION

FIGURE 45 ASIA PACIFIC IS EXPECTED TO HAVE THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 46 INDIA TO ACCOUNT FOR THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 80 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 81 INTERNET PROTOCOL TELEVISION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

14.2 NORTH AMERICA

14.2.1 NORTH AMERICA: IPTV MARKET DRIVERS

14.2.2 NORTH AMERICA: COVID–19 IMPACT

14.2.3 NORTH AMERICA: REGULATORY IMPLICATIONS

14.2.3.1 Health Insurance Portability and Accountability Act of 1996

14.2.3.2 California Consumer Privacy Act

14.2.3.3 Health Information Technology for Economic and Clinical Health Act

14.2.3.4 Sarbanes–Oxley Act

14.2.3.5 The United States Securities and Exchange Commission

14.2.3.6 International Organization for Standardization 27001

14.2.3.7 California Consumer Privacy Act

14.2.3.8 Federal Information Security Management Act

14.2.3.9 Payment Card Industry Data Security Standard

14.2.3.10 Federal Information Processing Standards

FIGURE 47 INTERNET PROTOCOL TELEVISION MARKET SNAPSHOT: NORTH AMERICA

TABLE 82 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 83 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 84 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SERVICE TYPE, 2015–2020 (USD MILLION)

TABLE 85 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 86 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY STREAMING TYPE, 2015–2020 (USD MILLION)

TABLE 87 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY STREAMING TYPE, 2021–2026 (USD MILLION)

TABLE 88 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SUBSCRIPTION TYPE, 2015–2020 (USD MILLION)

TABLE 89 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SUBSCRIPTION TYPE, 2021–2026 (USD MILLION)

TABLE 90 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY TRANSMISSION TYPE, 2015–2020 (USD MILLION)

TABLE 91 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY TRANSMISSION TYPE, 2021–2026 (USD MILLION)

TABLE 92 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY DEVICE TYPE, 2015–2020 (USD MILLION)

TABLE 93 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY DEVICE TYPE, 2021–2026 (USD MILLION)

TABLE 94 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY APPLICATION, 2015–2020 (USD MILLION)

TABLE 95 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 96 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2015–2020 (USD MILLION)

TABLE 97 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

TABLE 98 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 99 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 100 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COUNTRY, 2015–2020 (USD MILLION)

TABLE 101 NORTH AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

14.2.4 UNITED STATES

TABLE 102 UNITED STATES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 103 UNITED STATES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 104 UNITED STATES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2015–2020 (USD MILLION)

TABLE 105 UNITED STATES: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

14.2.5 CANADA

TABLE 106 CANADA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 107 CANADA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY

COMPONENT, 2021–2026 (USD MILLION)

TABLE 108 CANADA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2015–2020 (USD MILLION)

TABLE 109 CANADA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

14.3 EUROPE

14.3.1 EUROPE: IPTV MARKET DRIVERS

14.3.2 EUROPE: COVID–19 IMPACT

14.3.3 EUROPE: REGULATIONS

14.3.3.1 General Data Protection Regulation

14.3.3.2 European Committee for Standardization

14.3.3.3 European Technical Standards Institute

14.3.3.4 Israeli Privacy Protection Regulations (Data Security), 5777–2017

14.3.3.5 Cloud Computing Framework

14.3.3.6 GDPR Applicability in the Kingdom of Saudi Arabia (KSA)

14.3.3.7 Protection of Personal Information Act

TABLE 110 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 111 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 112 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SERVICE TYPE, 2015–2020 (USD MILLION)

TABLE 113 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 114 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY STREAMING TYPE, 2015–2020 (USD MILLION)

TABLE 115 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY STREAMING TYPE, 2021–2026 (USD MILLION)

TABLE 116 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SUBSCRIPTION TYPE, 2015–2020 (USD MILLION)

TABLE 117 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SUBSCRIPTION TYPE, 2021–2026 (USD MILLION)

TABLE 118 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY TRANSMISSION TYPE, 2015–2020 (USD MILLION)

TABLE 119 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY TRANSMISSION TYPE, 2021–2026 (USD MILLION)

TABLE 120 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY DEVICE TYPE, 2015–2020 (USD MILLION)

TABLE 121 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY

DEVICE TYPE, 2021–2026 (USD MILLION)

TABLE 122 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY APPLICATION, 2015–2020 (USD MILLION)

TABLE 123 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 124 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2015–2020 (USD MILLION)

TABLE 125 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

TABLE 126 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 127 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 128 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COUNTRY, 2015–2020 (USD MILLION)

TABLE 129 EUROPE: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

14.3.4 GERMANY

TABLE 130 GERMANY: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 131 GERMANY: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 132 GERMANY: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2015–2020 (USD MILLION)

TABLE 133 GERMANY: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

14.3.5 UNITED KINGDOM

14.3.6 FRANCE

14.3.7 REST OF EUROPE

14.4 ASIA PACIFIC

14.4.1 ASIA PACIFIC: IPTV MARKET DRIVERS

14.4.2 ASIA PACIFIC: COVID–19 IMPACT

14.4.3 ASIA PACIFIC: REGULATORY IMPLICATIONS

14.4.3.1 The Infocomm Media Development Authority (IMDA)

14.4.3.2 The Broadcasting Services Act, 1992 (BSA) Protection of Personal Information

14.4.3.3 India's Ministry of Information and Broadcasting

14.4.3.4 Advertising Law in China

14.4.3.5 Cyberspace Administration of China

14.4.3.6 National Broadcasting and Telecommunications Commission (NBTC) –
Thailand

14.4.3.7 Inland Revenue Authority of Singapore (IRAS)

14.4.3.8 Internet Broadcasting and Section 31D Of Copyright Act

1957 – INDIA

FIGURE 48 INTERNET PROTOCOL TELEVISION MARKET SNAPSHOT: ASIA PACIFIC

TABLE 134 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
COMPONENT, 2015–2020 (USD MILLION)

TABLE 135 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
COMPONENT, 2021–2026 (USD MILLION)

TABLE 136 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
SERVICE TYPE, 2015–2020 (USD MILLION)

TABLE 137 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 138 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
STREAMING TYPE, 2015–2020 (USD MILLION)

TABLE 139 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
STREAMING TYPE, 2021–2026 (USD MILLION)

TABLE 140 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
SUBSCRIPTION TYPE, 2015–2020 (USD MILLION)

TABLE 141 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
SUBSCRIPTION TYPE, 2021–2026 (USD MILLION)

TABLE 142 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
TRANSMISSION TYPE, 2015–2020 (USD MILLION)

TABLE 143 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
TRANSMISSION TYPE, 2021–2026 (USD MILLION)

TABLE 144 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
DEVICE TYPE, 2015–2020 (USD MILLION)

TABLE 145 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
DEVICE TYPE, 2021–2026 (USD MILLION)

TABLE 146 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
APPLICATION, 2015–2020 (USD MILLION)

TABLE 147 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
APPLICATION, 2021–2026 (USD MILLION)

TABLE 148 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY
END USER, 2015–2020 (USD MILLION)

TABLE 149 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

TABLE 150 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 151 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 152 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COUNTRY, 2015–2020 (USD MILLION)

TABLE 153 ASIA PACIFIC: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

14.4.4 CHINA

TABLE 154 CHINA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 155 CHINA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 156 CHINA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2015–2020 (USD MILLION)

TABLE 157 CHINA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

14.4.5 JAPAN

14.4.6 INDIA

14.4.7 REST OF APAC

14.5 MIDDLE EAST AND AFRICA

14.5.1 MIDDLE EAST AND AFRICA: IPTV MARKET DRIVERS

14.5.2 MIDDLE EAST AND AFRICA: COVID–19 IMPACT

14.5.3 MIDDLE EAST AND AFRICA: REGULATIONS

14.5.3.1 Protection of Personal Information (POPI) Act, South Africa

14.5.3.2 Cloud Computing Regulatory Framework, Saudi Arabia

14.5.3.3 The large Telecommunications Regulatory Authority (TRA) – UAE

14.5.3.4 National Media Council (NMC)

14.5.3.5 The Media Zone Authority– Abu Dhabi

TABLE 158 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 159 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 160 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SERVICE TYPE, 2015–2020 (USD MILLION)

TABLE 161 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION MARKET SIZE, BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 162 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY STREAMING TYPE, 2015–2020 (USD MILLION)

TABLE 163 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY STREAMING TYPE, 2021–2026 (USD MILLION)

TABLE 164 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY SUBSCRIPTION TYPE, 2015–2020 (USD MILLION)

TABLE 165 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY SUBSCRIPTION TYPE, 2021–2026 (USD MILLION)

TABLE 166 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY TRANSMISSION TYPE, 2015–2020 (USD MILLION)

TABLE 167 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY TRANSMISSION TYPE, 2021–2026 (USD MILLION)

TABLE 168 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY DEVICE TYPE, 2015–2020 (USD MILLION)

TABLE 169 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY DEVICE TYPE, 2021–2026 (USD MILLION)

TABLE 170 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY APPLICATION, 2015–2020 (USD MILLION)

TABLE 171 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 172 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY END USER, 2015–2020 (USD MILLION)

TABLE 173 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY END USER, 2021–2026 (USD MILLION)

TABLE 174 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 175 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 176 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY REGION, 2015–2020 (USD MILLION)

TABLE 177 MIDDLE EAST AND AFRICA: INTERNET PROTOCOL TELEVISION
MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

14.5.4 MIDDLE EAST

14.5.5 AFRICA

14.6 LATIN AMERICA

14.6.1 LATIN AMERICA: IPTV MARKET DRIVERS

14.6.2 LATIN AMERICA: COVID–19 IMPACT

14.6.3 LATIN AMERICA: REGULATORY IMPLICATIONS

14.6.3.1 Brazil Data Protection Law

14.6.3.2 Argentina Personal Data Protection Law No. 25.326

14.6.3.3 Federal Law on Protection of Personal Data Held by Individuals

TABLE 178 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY COMPONENT, 2015–2020 (USD MILLION)

TABLE 179 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 180 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY SERVICE TYPE, 2015–2020 (USD MILLION)

TABLE 181 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY SERVICE TYPE, 2021–2026 (USD MILLION)

TABLE 182 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY STREAMING TYPE, 2015–2020 (USD MILLION)

TABLE 183 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY STREAMING TYPE, 2021–2026 (USD MILLION)

TABLE 184 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY SUBSCRIPTION TYPE, 2015–2020 (USD MILLION)

TABLE 185 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY SUBSCRIPTION TYPE, 2021–2026 (USD MILLION)

TABLE 186 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY TRANSMISSION TYPE, 2015–2020 (USD MILLION)

TABLE 187 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY TRANSMISSION TYPE, 2021–2026 (USD MILLION)

TABLE 188 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY DEVICE TYPE, 2015–2020 (USD MILLION)

TABLE 189 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY DEVICE TYPE, 2021–2026 (USD MILLION)

TABLE 190 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY APPLICATION, 2015–2020 (USD MILLION)

TABLE 191 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 192 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY END USER, 2015–2020 (USD MILLION)

TABLE 193 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY END USER, 2021–2026 (USD MILLION)

TABLE 194 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY VERTICAL, 2015–2020 (USD MILLION)

TABLE 195 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 196 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,

BY COUNTRY, 2015–2020 (USD MILLION)

TABLE 197 LATIN AMERICA: INTERNET PROTOCOL TELEVISION MARKET SIZE,
BY COUNTRY, 2021–2026 (USD MILLION)

14.6.4 BRAZIL

14.6.5 MEXICO

14.6.6 REST OF LATIN AMERICA

15 COMPETITIVE LANDSCAPE

15.1 OVERVIEW

15.2 KEY PLAYER STRATEGIES

15.3 MARKET SHARE ANALYSIS

FIGURE 49 IPTV MARKET SHARE ANALYSIS

TABLE 198 IPTV MARKET: DEGREE OF COMPETITION

15.4 REVENUE ANALYSIS

FIGURE 50 REVENUE ANALYSIS FOR KEY COMPANIES IN THE PAST FIVE
YEARS

15.5 COMPANY EVALUATION QUADRANT

15.5.1 STARS

15.5.2 EMERGING LEADERS

15.5.3 PERVASIVE PLAYERS

15.5.4 PARTICIPANTS

FIGURE 51 KEY IPTV MARKET PLAYERS, COMPANY EVALUATION MATRIX, 2021

15.6 COMPETITIVE BENCHMARKING

TABLE 199 COMPANY PRODUCT FOOTPRINT

TABLE 200 COMPANY REGION FOOTPRINT

15.7 STARTUP/SME EVALUATION QUADRANT

15.7.1 PROGRESSIVE COMPANIES

15.7.2 RESPONSIVE COMPANIES

15.7.3 DYNAMIC COMPANIES

15.7.4 STARTING BLOCKS

FIGURE 52 STARTUP/SME IPTV MARKET EVALUATION MATRIX, 2021

15.8 COMPETITIVE SCENARIO

15.8.1 PRODUCT LAUNCHES

TABLE 201 PRODUCT LAUNCHES, JUNE 2019–AUGUST 2021

15.8.2 DEALS

TABLE 202 DEALS, AUGUST 2018–AUGUST 2021

16 COMPANY PROFILES

16.1 INTRODUCTION

16.2 KEY PLAYERS

(Business Overview, Solutions, Products & Services, Key Insights, Recent Developments, COVID-19 Impact, MnM View)*

16.2.1 AT&T

TABLE 203 AT&T: BUSINESS OVERVIEW

FIGURE 53 AT&T: FINANCIAL OVERVIEW

TABLE 204 AT&T: PRODUCTS OFFERED

TABLE 205 AT&T: SERVICES OFFERED

TABLE 206 AT&T: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 207 AT&T: DEALS

16.2.2 VERIZON COMMUNICATIONS

TABLE 208 VERIZON COMMUNICATIONS: BUSINESS OVERVIEW

FIGURE 54 VERIZON COMMUNICATIONS: FINANCIAL OVERVIEW

TABLE 209 VERIZON COMMUNICATIONS: PRODUCTS OFFERED

TABLE 210 VERIZON COMMUNICATIONS: SERVICES OFFERED

TABLE 211 VERIZON COMMUNICATIONS: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 212 VERIZON COMMUNICATIONS: DEALS

16.2.3 ERICSSON

TABLE 213 ERICSSON: BUSINESS OVERVIEW

FIGURE 55 ERICSSON: FINANCIAL OVERVIEW

TABLE 214 ERICSSON: PRODUCTS OFFERED

TABLE 215 ERICSSON: SERVICES OFFERED

TABLE 216 ERICSSON: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 217 ERICSSON: DEALS

16.2.4 AKAMAI TECHNOLOGIES

TABLE 218 AKAMAI TECHNOLOGIES: BUSINESS OVERVIEW

FIGURE 56 AKAMAI TECHNOLOGIES: FINANCIAL OVERVIEW

TABLE 219 AKAMAI TECHNOLOGIES: PRODUCTS OFFERED

TABLE 220 AKAMAI TECHNOLOGIES: SERVICES OFFERED

TABLE 221 AKAMAI TECHNOLOGIES: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 222 AKAMAI TECHNOLOGIES: DEALS

16.2.5 BROADCOM CORPORATION

TABLE 223 BROADCOM CORPORATION: BUSINESS OVERVIEW

FIGURE 57 BROADCOM: FINANCIAL OVERVIEW

TABLE 224 BROADCOM CORPORATION: PRODUCTS OFFERED

TABLE 225 BROADCOM CORPORATION: SERVICES OFFERED

TABLE 226 BROADCOM CORPORATION: PRODUCT LAUNCHES AND
ENHANCEMENTS

TABLE 227 BROADCOM CORPORATION: DEALS

16.2.6 AIRTEL

TABLE 228 AIRTEL: BUSINESS OVERVIEW

FIGURE 58 AIRTEL: FINANCIAL OVERVIEW

TABLE 229 AIRTEL: PRODUCTS OFFERED

TABLE 230 AIRTEL: SERVICES OFFERED

TABLE 231 AIRTEL: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 232 AIRTEL: DEALS

16.2.7 DEUTSCHE TELEKOM

TABLE 233 DEUTSCHE TELEKOM: BUSINESS OVERVIEW

FIGURE 59 DEUTSCHE TELEKOM: FINANCIAL OVERVIEW

TABLE 234 DEUTSCHE TELEKOM: PRODUCTS OFFERED

TABLE 235 DEUTSCHE TELEKOM: SERVICES OFFERED

TABLE 236 DEUTSCHE TELEKOM: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 237 DEUTSCHE TELEKOM: DEALS

16.2.8 TRIPLE PLAY SERVICES

TABLE 238 TRIPLE PLAY SERVICES: BUSINESS OVERVIEW

TABLE 239 TRIPLE PLAY SERVICES: PRODUCTS OFFERED

TABLE 240 TRIPLE PLAY SERVICES: SERVICES OFFERED

16.2.9 MATRIXSTREAM TECHNOLOGIES

TABLE 241 MATRIXSTREAM TECHNOLOGIES: BUSINESS OVERVIEW

TABLE 242 MATRIXSTREAM TECHNOLOGIES: PRODUCTS OFFERED

TABLE 243 MATRIXSTREAM TECHNOLOGIES: SERVICES OFFERED

TABLE 244 MATRIXSTREAM TECHNOLOGIES:
PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 245 MATRIXSTREAM TECHNOLOGIES: DEALS

16.2.10 CISCO

TABLE 246 CISCO: BUSINESS OVERVIEW

FIGURE 60 CISCO: FINANCIAL OVERVIEW

TABLE 247 CISCO: PRODUCTS OFFERED

TABLE 248 CISCO: SERVICES OFFERED

TABLE 249 CISCO: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 250 CISCO: DEALS

16.2.11 HUAWEI

TABLE 251 HUAWEI: BUSINESS OVERVIEW

FIGURE 61 HUAWEI: FINANCIAL OVERVIEW

TABLE 252 HUAWEI: PRODUCTS OFFERED

TABLE 253 HUAWEI: SERVICES OFFERED

TABLE 254 HUAWEI: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 255 HUAWEI: DEALS

16.2.12 STERLITE TECHNOLOGIES

TABLE 256 STERLITE TECHNOLOGIES: BUSINESS OVERVIEW

FIGURE 62 STERLITE TECHNOLOGIES: FINANCIAL OVERVIEW

TABLE 257 STERLITE TECHNOLOGIES: PRODUCTS OFFERED

TABLE 258 STERLITE TECHNOLOGIES: PRODUCT LAUNCHES AND
ENHANCEMENTS

TABLE 259 STERLITE TECHNOLOGIES: DEALS

16.2.13 EXTERITY

TABLE 260 EXTERITY: BUSINESS OVERVIEW

TABLE 261 EXTERITY: PRODUCTS OFFERED

TABLE 262 EXTERITY: SERVICES OFFERED

TABLE 263 EXTERITY: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 264 EXTERITY: DEALS

16.2.14 CENTURYLINK (LUMEN TECHNOLOGIES)

TABLE 265 CENTURYLINK: BUSINESS OVERVIEW

TABLE 266 CENTURYLINK: PRODUCTS OFFERED

TABLE 267 CENTURYLINK: SERVICES OFFERED

TABLE 268 CENTURY LINK: PRODUCT LAUNCHES AND ENHANCEMENTS

16.2.15 ORANGE S.A.

TABLE 269 ORANGE S.A.: BUSINESS OVERVIEW

FIGURE 63 ORANGE S.A.: FINANCIAL OVERVIEW

TABLE 270 ORANGE: PRODUCTS OFFERED

TABLE 271 ORANGE S.A.: SERVICES OFFERED

TABLE 272 ORANGE S.A.: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 273 ORANGE S.A.: DEALS

16.2.16 SETPLEX

16.2.17 VYTIO IPTV SOLUTIONS

16.2.18 NETUP

16.2.19 FOXTEL

16.2.20 COMMSCOPE

16.2.21 TELEDATA

16.2.22 IQSTREAM IPTV

16.2.23 TELEBREEZE

16.2.24 SOLID IPTV

16.2.25 LEEZTV

16.2.26 BROADPEAK TV

16.2.27 AIGUTECH TECHNOLOGIES

16.2.28 IPTVPORTAL

*Details on Business Overview, Solutions, Products & Services, Key Insights, Recent Developments, COVID-19 Impact, MnM View might not be captured in case of unlisted companies.

17 ADJACENT AND RELATED MARKETS

17.1 VIDEO ON DEMAND MARKET—GLOBAL FORECAST TO 2024

17.1.1 MARKET DEFINITION

17.1.2 MARKET OVERVIEW

17.1.2.1 Video on demand market, by component

TABLE 274 VIDEO ON DEMAND MARKET SIZE, BY COMPONENT, 2017–2024 (USD MILLION)

17.1.2.2 Video on demand market, by monetization model

TABLE 275 VIDEO ON DEMAND MARKET SIZE, BY MONETIZATION MODEL, 2017–2024 (USD MILLION)

17.1.2.3 Video on demand market, by industry vertical

TABLE 276 VIDEO ON DEMAND MARKET SIZE, BY INDUSTRY VERTICAL, 2017–2024 (USD MILLION)

17.1.2.4 Video on demand market, by region

TABLE 277 VIDEO ON DEMAND MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

17.2 OVER-THE-TOP (OTT) SERVICES MARKET

17.2.1 MARKET DEFINITION

17.2.2 MARKET OVERVIEW

17.2.2.1 OTT services market, by monetization model

TABLE 278 OVER-THE-TOP SERVICES MARKET SIZE, BY MONETIZATION MODEL, 2017–2024 (USD MILLION)

17.2.2.2 OTT services market, by streaming device

TABLE 279 OVER-THE-TOP SERVICES MARKET SIZE, BY STREAMING DEVICE, 2017–2024 (USD MILLION)

17.2.2.3 OTT services market, by type

TABLE 280 OVER-THE-TOP SERVICES MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

17.2.2.4 OTT services market, by service vertical

TABLE 281 OVER-THE-TOP SERVICES MARKET SIZE, BY SERVICE VERTICAL, 2017–2024 (USD MILLION)

17.2.2.5 OTT services market, by region

TABLE 282 OVER-THE-TOP SERVICES MARKET SIZE, BY REGION, 2017–2024
(USD MILLION)

18 APPENDIX

18.1 DISCUSSION GUIDE

18.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

18.3 AVAILABLE CUSTOMIZATIONS

18.4 RELATED REPORTS

18.5 AUTHOR DETAILS

I would like to order

Product name: IPTV Market with COVID-19 Impact Analysis, by Component (Hardware, Software, Services), Streaming Type, Subscription Type, Transmission Type (Wired, Wireless), Device Type, Application, End User, Vertical, and Region - Global Forecast to 2026

Product link: <https://marketpublishers.com/r/l191C9CD7B75EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l191C9CD7B75EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970