

Over the Top Market by Type (Game Streaming, Audio Streaming, Video Streaming and Communication), Monetization Model (Subscription-based, Advertising-based, and Transaction-based), Streaming Device, Vertical and Region - Global Forecast to 2027

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Abstracts

The global Over-The-Top (OTT) services market size is expected to grow from USD 202.5 billion in 2022 to USD 434.5 billion by 2027, at a Compound Annual Growth Rate (CAGR) of 16.5% during the forecast period. During the pandemic, people were forced to be locked in their houses. This led to the rise in demand of OTT services during lockdown. Other factors such as global and local players offering freemium models in price-sensitive markets, internet proliferation with penetration of smart devices, and flexibility and ease-of-use to offer seamless customer experience resulted in high adoption of OTT services in developing countries.

“Video Streaming type segment to grow at the highest CAGR during the forecast period”

Due to the pandemic, people demanded new videos to be uploaded on the OTT platforms which were not related only to entertainment but to healthcare, news, information, education, tutorials etc. The pandemic gave rise to new small players in the OTT market which were focused on regional content and were adopted by the viewers at a high rate. Existing players such as Roku, Netflix, Amazon Prime, and Apple TV saw an exponential rise in subscribers. The subscription-based VoD is expected to grow at a substantial rate, with users expressing their willingness to pay for premium services for streaming content.

“Smartphones and Tablets streaming devices segment to lead the OTT services market

in 2022”

The vast majority of the world’s internet users—92.1%—use a mobile phone to go online at least some of the time, and mobile phones account for more than 55.7% of online time, as well as close to 60% of the world’s web traffic. Smartphones and tablets thus prove to be the highest consumption devices for OTT services. The major factors for smartphone and smart tv usage for OTT are optimized content delivery, improved mobile internet connection, and on-the-go high-definition streaming. The inception of OTT video streaming platforms, such as Netflix, Hotstar, and Amazon Prime leading to the growth of digital video consumption through these devices. OTT entertainment apps have become the most penetrated app category among smartphone users after social networking, chatting, and eCommerce apps.

“Subscription-based monetization model segment to grow at the highest CAGR during the forecast period”

The subscription-based model is one of the most popular monetization models and requires fixed payment for a specific period. It is a business model where the user must pay a subscription price to gain access to video streaming services. The subscription fee may be charged daily, weekly, monthly, or annually, depending on the service opted for by the customer. Once the user has paid for access, he can watch any number of videos on any device with sufficient internet access. This model benefits both the company and the customer due to the predictability of revenue for the company and monthly fee for the customer. Subscription pricing strategies can be made according to functionality, discounted to motivate bulk purchases, metered according to usage levels, or optimized to reward loyalty. The subscription model depends on the time of day the service is used, is adjusted to motivate activity from geographic regions, and is term-based to secure long-term commitments or adjusted in cooperation with partner promotions and advantages of a subscription model for sellers. The subscription-based model is widely adopted by consumers globally, as it empowers them to pay for the specific content they want and is a major reason audiences do not prefer cable and other traditional providers as much.

“Media and entertainment service verticals segment to grow at the highest CAGR during the forecast period”

Covid-19 has changed the way audience consume media and entertainment content. Initially the content was confined to TV, radio and cinema. However, with the digitalization of media and entertainment mediums, the consumers’ can now access

information or preferred channels at any time with their digital devices. Major production houses in the media and entertainment service vertical are focusing aggressively on OTT platforms by releasing new, original content to keep the customers satisfied. Enterprises can easily communicate with their customers via messaging services. By utilizing OTT messaging services, enterprises can interact with their consumers to deliver media and advertising content via rich messaging channels.

“APAC OTT services market to grow at the highest CAGR during the forecast period”

Major economies in the Asia Pacific (APAC) include China, India, Japan, Australia and New Zealand. The proliferation of smart devices, the availability of broadband, and internet connectivity, adoption of advanced technologies such as 5G, 4G, large number of subscribers due to high population, and a dynamic local content ecosystem, are few major reasons for the growth of OTT services market in this region. This region has also seen a major rise in local or regional OTT content providers post pandemic. People in this region want to view content in their local languages which are more related to their local culture. Due to this, the OTT market has a high demand for upcoming OTT players in this region. Existing players offering Video Streaming such as YouTube, iQiyi, Tencent Video, ByteDance, Netflix, Amazon, Hotstar, and Hulu Japan, will account to a major share of revenue along with the huge penetration of instant messaging apps, such as WhatsApp, Facebook Messenger, Line, and WeChat.

By Company Type: Tier 1 – 15%, Tier 2 – 40%, and Tier 3 – 45%

By Designation: C-level – 44%, Directors – 39%, Managers-17%

By Region: North America – 45%, Europe – 15%, APAC – 30%, and RoW – 10%.

Some prominent players across all service types profiled in the study include Meta (US), Netflix (US), Amazon (US), Google (US), Apple (US), Home Box Office (US), The Walt Disney Company (US), Fandango Media (US), Roku (US), Rakuten(Japan), IndieFlix (US), Tencent (China), and Kakao (South Korea).

Research Coverage

The market study covers the OTT services market across different segments. It aims at estimating the market size and the growth potential of the market across different

Over the Top Market by Type (Game Streaming, Audio Streaming, Video Streaming and Communication), Monetization...

segments, such as type (game streaming, audio streaming, video streaming, and communications), streaming devices (smartphones and tablets, desktops and laptops, and IPTV and consoles), monetization model (subscription-based, advertising-based, and transaction-based), service vertical (media and entertainment, education and learning, service utilities, and gaming). 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 OTT services 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 to 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 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.2.1 INCLUSIONS & EXCLUSIONS

1.3 MARKET SCOPE

1.3.1 MARKET SEGMENTATION

1.3.2 REGIONS COVERED

1.3.3 YEARS CONSIDERED

1.4 CURRENCY CONSIDERED

TABLE 1 USD EXCHANGE RATES, 2019–2021

1.5 STAKEHOLDERS

1.6 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 1 MARKET RESEARCH DESIGN

FIGURE 2 RESEARCH METHODOLOGY

2.1.1 BREAKUP OF PRIMARIES

2.1.2 KEY INDUSTRY INSIGHTS

2.2 DATA TRIANGULATION

2.3 MARKET SIZE ESTIMATION

FIGURE 3 TOP-DOWN AND BOTTOM-UP APPROACHES

2.3.1 TOP-DOWN APPROACH

2.3.2 BOTTOM-UP APPROACH

2.4 OVER-THE-TOP SERVICES MARKET: RECESSION IMPACT

FIGURE 4 OVER-THE-TOP SERVICES MARKET TO WITNESS DECLINE IN Y-O-Y GROWTH

2.5 ASSUMPTIONS

2.6 LIMITATIONS

3 EXECUTIVE SUMMARY

FIGURE 5 OVER-THE-TOP SERVICES MARKET SHARE, BY TYPE, 2022 AND 2027

FIGURE 6 OVER-THE-TOP SERVICES MARKET SHARE, BY MONETIZATION MODEL, 2022 AND 2027

FIGURE 7 ASIA PACIFIC TO WITNESS HIGHEST CAGR DURING 2022–2027

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR OVER-THE-TOP SERVICES MARKET PLAYERS

FIGURE 8 RISE IN NUMBER OF PARTNERSHIPS BETWEEN OTT VENDORS AND CONTENT PRODUCERS TO SUPPORT OVER-THE-TOP SERVICES MARKET GROWTH

4.2 OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE

FIGURE 9 SMARTPHONES & TABLETS TO ACCOUNT FOR HIGHEST MARKET SHARE IN 2022

4.3 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE AND MONETIZATION MODEL

FIGURE 10 SMARTPHONES & TABLETS AND SUBSCRIPTION-BASED MONETIZATION TO ACCOUNT FOR LARGEST RESPECTIVE MARKET SHARES IN NORTH AMERICA

4.4 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE AND MONETIZATION MODEL

FIGURE 11 SMARTPHONES & TABLETS AND ADVERTISEMENT-BASED MONETIZATION TO BE LARGEST RESPECTIVE SEGMENTS IN ASIA PACIFIC

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 12 OVER-THE-TOP SERVICES MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Flexibility and ease-of-use to offer seamless customer experience

5.2.1.2 Internet proliferation with penetration of smart devices

FIGURE 13 NUMBER OF INTERNET USERS, BY REGION, 2022 (MILLION)

FIGURE 14 TOP SMARTPHONE USER COUNTRIES, 2021 (MILLION)

5.2.1.3 Freemium models of global and local players in price-sensitive markets

5.2.1.4 Rise in demand for Over-the-Top services during lockdown

5.2.2 RESTRAINTS

5.2.2.1 Disparity in opinion between producers and aggregators over licensed business model

5.2.2.2 Threat to privacy of content consumption and security of user database due to

spyware

5.2.2.3 Inadequate supply of high-speed internet in emerging economies

5.2.3 OPPORTUNITIES

5.2.3.1 Partnership with national producers and film studios across regions on SVoD models

5.2.3.2 Adoption of 5G technology

5.2.4 CHALLENGES

5.2.4.1 Complex IP, government regulatory frameworks, and licensing regimes across regions

5.2.4.2 Difficulty in retaining subscribers due to high competition

5.3 INDUSTRY TRENDS

5.3.1 ECOSYSTEM MAPPING

TABLE 2 OVER-THE-TOP SERVICES MARKET ECOSYSTEM

5.3.2 SUPPLY CHAIN ANALYSIS

FIGURE 15 OVER-THE-TOP SERVICES MARKET: SUPPLY CHAIN ANALYSIS

6 OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL

6.1 INTRODUCTION

FIGURE 16 SUBSCRIPTION-BASED MONETIZATION MODEL TO WITNESS HIGHEST CAGR DURING FORECAST PERIOD

6.1.1 MONETIZATION MODEL: MARKET DRIVERS

TABLE 3 OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 4 OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

6.2 SUBSCRIPTION-BASED

6.2.1 BILLING AS PER SERVICES OPTED BY CUSTOMERS TO DRIVE DEMAND FOR OVER-THE-TOP SERVICES

TABLE 5 SUBSCRIPTION-BASED OVER-THE-TOP SERVICES MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 6 SUBSCRIPTION-BASED OVER-THE-TOP SERVICES MARKET, BY REGION, 2022–2027 (USD BILLION)

6.3 ADVERTISING-BASED

6.3.1 HIGHER PENETRATION OF INTERNET AND USE OF MOBILE DEVICES TO INCREASE ADOPTION OF OVER-THE-TOP SERVICES

TABLE 7 ADVERTISING-BASED OVER-THE-TOP SERVICES MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 8 ADVERTISING-BASED OVER-THE-TOP SERVICES MARKET, BY REGION,

2022–2027 (USD BILLION)

6.4 TRANSACTION-BASED

6.4.1 ATTRACTIVE VIDEO PACKAGES THROUGH TRANSACTION-BASED MONETIZATION MODEL TO PROPEL ADOPTION OF OVER-THE-TOP SERVICES

TABLE 9 TRANSACTION-BASED OVER-THE-TOP SERVICES MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 10 TRANSACTION-BASED OVER-THE-TOP SERVICES MARKET, BY REGION, 2022–2027 (USD BILLION)

7 OVER-THE-TOP SERVICES MARKET, BY TYPE

7.1 INTRODUCTION

FIGURE 17 VIDEO STREAMING SEGMENT TO RECORD HIGHEST CAGR DURING FORECAST PERIOD

7.1.1 TYPE: MARKET DRIVERS

TABLE 11 OVER-THE-TOP SERVICES MARKET, BY TYPE, 2017–2021 (USD BILLION)

TABLE 12 OVER-THE-TOP SERVICES MARKET, BY TYPE, 2022–2027 (USD BILLION)

7.2 GAME STREAMING

7.2.1 LIVE RESULTS AND REAL-TIME SHARING TO DRIVE GROWTH OF GAME STREAMING SEGMENT

TABLE 13 GAME STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 14 GAME STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 15 GAME STREAMING MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 16 GAME STREAMING MARKET, BY REGION, 2022–2027 (USD BILLION)

7.3 AUDIO STREAMING

7.3.1 SUBSCRIPTION- AND TRANSACTION-BASED MONETIZATION MODELS TO BE HIGHLY PREFERRED BY END USERS FOR AUDIO STREAMING

TABLE 17 AUDIO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 18 AUDIO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 19 AUDIO STREAMING MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 20 AUDIO STREAMING MARKET, BY REGION, 2022–2027 (USD BILLION)

7.4 VIDEO STREAMING

7.4.1 FLEXIBILITY, COMFORT, AND PERSONALIZATION OF CONTENT TO DRIVE

ADOPTION OF VIDEO STREAMING SERVICES

TABLE 21 VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 22 VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 23 VIDEO STREAMING MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 24 VIDEO STREAMING MARKET, BY REGION, 2022–2027 (USD BILLION)

7.5 COMMUNICATION

7.5.1 HIGH MOBILE PENETRATION WITH OVER-THE-TOP MESSAGING APPLICATIONS TO PROMOTE GLOBAL GROWTH OF COMMUNICATION SEGMENT

TABLE 25 COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 26 COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 27 COMMUNICATION SERVICES MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 28 COMMUNICATION SERVICES MARKET, BY REGION, 2022–2027 (USD BILLION)

8 OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE

8.1 INTRODUCTION

FIGURE 18 SMARTPHONES & TABLETS TO RECORD LARGEST MARKET SIZE DURING FORECAST PERIOD

8.1.1 STREAMING DEVICE: MARKET DRIVERS

TABLE 29 OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 30 OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

8.2 SMARTPHONES & TABLETS

8.2.1 INTERNET PENETRATION TO LEAD TO INCREASED NUMBER OF SMARTPHONES

TABLE 31 SMARTPHONES & TABLETS MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 32 SMARTPHONES & TABLETS MARKET, BY REGION, 2022–2027 (USD BILLION)

8.3 DESKTOPS & LAPTOPS

8.3.1 HD CONTENT ON BIGGER SCREENS AND MULTITASKING TO SUPPORT

MARKET GROWTH OF CONTENT VIEWING ON DESKTOPS & LAPTOPS
TABLE 33 DESKTOPS & LAPTOPS MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 34 DESKTOPS & LAPTOPS MARKET, BY REGION, 2022–2027 (USD BILLION)

8.4 INTERNET PROTOCOL TELEVISIONS & CONSOLES

8.4.1 GROWTH OF GAMING INDUSTRY TO BOOST ADOPTION OF IPTVS & CONSOLES FOR STREAMING OVER-THE-TOP SERVICES

TABLE 35 IPTV & CONSOLES MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 36 IPTV & CONSOLES MARKET, BY REGION, 2022–2027 (USD BILLION)

9 OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL

9.1 INTRODUCTION

FIGURE 19 GAMING SEGMENT TO RECORD HIGHEST GROWTH RATE DURING FORECAST PERIOD

9.1.1 SERVICE VERTICAL: MARKET DRIVERS

TABLE 37 OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2017–2021 (USD BILLION)

TABLE 38 OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2022–2027 (USD BILLION)

9.2 MEDIA & ENTERTAINMENT

9.2.1 INCREASED INTERNET PENETRATION AND DEMAND FOR ENTERTAINMENT TO FUEL GROWTH IN VERTICAL

TABLE 39 MEDIA & ENTERTAINMENT VERTICAL MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 40 MEDIA & ENTERTAINMENT VERTICAL MARKET, BY REGION, 2022–2027 (USD BILLION)

TABLE 41 MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 42 MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

9.3 EDUCATION & LEARNING

9.3.1 EMERGENCE OF SMART EDUCATION SYSTEM AND DIVERSE ONLINE LEARNING NEEDS TO DRIVE GROWTH IN EDUCATION & LEARNING SECTOR

TABLE 43 EDUCATION & LEARNING VERTICAL MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 44 EDUCATION & LEARNING VERTICAL MARKET, BY REGION, 2022–2027 (USD BILLION)

TABLE 45 EDUCATION & LEARNING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 46 EDUCATION & LEARNING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

9.4 GAMING

9.4.1 HIGHER TRACTION AMONG MILLENNIALS TO BOOST GAMING VERTICAL

TABLE 47 GAMING VERTICAL MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 48 GAMING VERTICAL MARKET, BY REGION, 2022–2027 (USD BILLION)

TABLE 49 GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 50 GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

9.5 SERVICE UTILITIES

9.5.1 RISE IN DEMAND FOR ON-THE-GO SERVICES ON HANDHELD DEVICES TO BOOST SERVICE UTILITY ADOPTION

TABLE 51 SERVICE UTILITIES VERTICAL MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 52 SERVICE UTILITIES VERTICAL MARKET, BY REGION, 2022–2027 (USD BILLION)

TABLE 53 SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 54 SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

10 OVER-THE-TOP SERVICES MARKET, BY REGION

10.1 INTRODUCTION

FIGURE 20 OVER-THE-TOP SERVICES MARKET: REGIONAL SNAPSHOT, 2022

FIGURE 21 ASIA PACIFIC TO EXHIBIT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 55 OVER-THE-TOP SERVICES MARKET, BY REGION, 2017–2021 (USD BILLION)

TABLE 56 OVER-THE-TOP SERVICES MARKET, BY REGION, 2022–2027 (USD BILLION)

10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: RECESSION IMPACT

10.2.2 NORTH AMERICA: MARKET DRIVERS

FIGURE 22 NORTH AMERICA: MARKET SNAPSHOT

TABLE 57 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY TYPE,

2017–2021 (USD BILLION)

TABLE 58 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY TYPE,
2022–2027 (USD BILLION)

TABLE 59 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY
MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 60 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY
MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 61 NORTH AMERICA: GAME STREAMING MARKET, BY MONETIZATION
MODEL, 2017–2021 (USD BILLION)

TABLE 62 NORTH AMERICA: GAME STREAMING MARKET, BY MONETIZATION
MODEL, 2022–2027 (USD BILLION)

TABLE 63 NORTH AMERICA: AUDIO STREAMING MARKET, BY MONETIZATION
MODEL, 2017–2021 (USD BILLION)

TABLE 64 NORTH AMERICA: AUDIO STREAMING MARKET, BY MONETIZATION
MODEL, 2022–2027 (USD BILLION)

TABLE 65 NORTH AMERICA: VIDEO STREAMING MARKET, BY MONETIZATION
MODEL, 2017–2021 (USD BILLION)

TABLE 66 NORTH AMERICA: VIDEO STREAMING MARKET, BY MONETIZATION
MODEL, 2022–2027 (USD BILLION)

TABLE 67 NORTH AMERICA: COMMUNICATION SERVICES MARKET, BY
MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 68 NORTH AMERICA: COMMUNICATION SERVICES MARKET, BY
MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 69 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY SERVICE
VERTICAL, 2017–2021 (USD BILLION)

TABLE 70 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY SERVICE
VERTICAL, 2022–2027 (USD BILLION)

TABLE 71 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY
STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 72 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY
STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 73 NORTH AMERICA: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY
STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 74 NORTH AMERICA: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY
STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 75 NORTH AMERICA: EDUCATION & LEARNING VERTICAL MARKET, BY
STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 76 NORTH AMERICA: EDUCATION & LEARNING VERTICAL MARKET, BY
STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 77 NORTH AMERICA: GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 78 NORTH AMERICA: GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 79 NORTH AMERICA: SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 80 NORTH AMERICA: SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 81 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY COUNTRY, 2017–2021 (USD BILLION)

TABLE 82 NORTH AMERICA: OVER-THE-TOP SERVICES MARKET, BY COUNTRY, 2022–2027 (USD BILLION)

10.2.3 UNITED STATES

10.2.4 CANADA

10.3 EUROPE

10.3.1 EUROPE: RECESSION IMPACT

10.3.2 EUROPE: MARKET DRIVERS

TABLE 83 EUROPE: OVER-THE-TOP SERVICES MARKET, BY TYPE, 2017–2021 (USD BILLION)

TABLE 84 EUROPE: OVER-THE-TOP SERVICES MARKET, BY TYPE, 2022–2027 (USD BILLION)

TABLE 85 EUROPE: OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 86 EUROPE: OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 87 EUROPE: GAME STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 88 EUROPE: GAME STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 89 EUROPE: AUDIO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 90 EUROPE: AUDIO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 91 EUROPE: VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 92 EUROPE: VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 93 EUROPE: COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 94 EUROPE: COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 95 EUROPE: OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2017–2021 (USD BILLION)

TABLE 96 EUROPE: OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2022–2027 (USD BILLION)

TABLE 97 EUROPE: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 98 EUROPE: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 99 EUROPE: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 100 EUROPE: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 101 EUROPE: EDUCATION & LEARNING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 102 EUROPE: EDUCATION & LEARNING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 103 EUROPE: GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 104 EUROPE: GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 105 EUROPE: SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 106 EUROPE: SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 107 EUROPE: OVER-THE-TOP SERVICES MARKET, BY COUNTRY/REGION, 2017–2021 (USD BILLION)

TABLE 108 EUROPE: OVER-THE-TOP SERVICES MARKET, BY COUNTRY/REGION, 2022–2027 (USD BILLION)

10.3.3 UNITED KINGDOM

10.3.4 GERMANY

10.3.5 FRANCE

10.3.6 ITALY

10.3.7 SPAIN

10.3.8 NORDIC REGION

10.3.9 REST OF EUROPE

10.4 ASIA PACIFIC

10.4.1 ASIA PACIFIC: RECESSION IMPACT

10.4.2 ASIA PACIFIC: MARKET DRIVERS

FIGURE 23 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 109 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY TYPE, 2017–2021 (USD BILLION)

TABLE 110 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY TYPE, 2022–2027 (USD BILLION)

TABLE 111 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 112 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 113 ASIA PACIFIC: GAME STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 114 ASIA PACIFIC: GAME STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 115 ASIA PACIFIC: AUDIO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 116 ASIA PACIFIC: AUDIO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 117 ASIA PACIFIC: VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 118 ASIA PACIFIC: VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 119 ASIA PACIFIC: COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 120 ASIA PACIFIC: COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 121 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2017–2021 (USD BILLION)

TABLE 122 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2022–2027 (USD BILLION)

TABLE 123 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 124 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 125 ASIA PACIFIC: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 126 ASIA PACIFIC: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 127 ASIA PACIFIC: EDUCATION & LEARNING VERTICAL MARKET, BY

STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 128 ASIA PACIFIC: EDUCATION & LEARNING VERTICAL MARKET, BY
STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 129 ASIA PACIFIC: GAMING VERTICAL MARKET, BY STREAMING DEVICE,
2017–2021 (USD BILLION)

TABLE 130 ASIA PACIFIC: GAMING VERTICAL MARKET, BY STREAMING DEVICE,
2022–2027 (USD BILLION)

TABLE 131 ASIA PACIFIC: SERVICE UTILITIES VERTICAL MARKET, BY
STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 132 ASIA PACIFIC: SERVICE UTILITIES VERTICAL MARKET, BY
STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 133 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY COUNTRY,
2017–2021 (USD BILLION)

TABLE 134 ASIA PACIFIC: OVER-THE-TOP SERVICES MARKET, BY COUNTRY,
2022–2027 (USD BILLION)

10.4.3 CHINA

10.4.4 JAPAN

10.4.5 INDIA

10.4.6 AUSTRALIA & NEW ZEALAND

10.4.7 REST OF ASIA PACIFIC

10.5 LATIN AMERICA

10.5.1 LATIN AMERICA: RECESSION IMPACT

10.5.2 LATIN AMERICA: MARKET DRIVERS

TABLE 135 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY TYPE,
2017–2021 (USD BILLION)

TABLE 136 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY TYPE,
2022–2027 (USD BILLION)

TABLE 137 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY
MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 138 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY
MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 139 LATIN AMERICA: GAME STREAMING MARKET, BY MONETIZATION
MODEL, 2017–2021 (USD BILLION)

TABLE 140 LATIN AMERICA: GAME STREAMING MARKET, BY MONETIZATION
MODEL, 2022–2027 (USD BILLION)

TABLE 141 LATIN AMERICA: AUDIO STREAMING MARKET, BY MONETIZATION
MODEL, 2017–2021 (USD BILLION)

TABLE 142 LATIN AMERICA: AUDIO STREAMING MARKET, BY MONETIZATION
MODEL, 2022–2027 (USD BILLION)

TABLE 143 LATIN AMERICA: VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 144 LATIN AMERICA: VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 145 LATIN AMERICA: COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 146 LATIN AMERICA: COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 147 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2017–2021 (USD BILLION)

TABLE 148 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2022–2027 (USD BILLION)

TABLE 149 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 150 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 151 LATIN AMERICA: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 152 LATIN AMERICA: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 153 LATIN AMERICA: EDUCATION & LEARNING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 154 LATIN AMERICA: EDUCATION & LEARNING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 155 LATIN AMERICA: GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 156 LATIN AMERICA: GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 157 LATIN AMERICA: SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 158 LATIN AMERICA: SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 159 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY COUNTRY, 2017–2021 (USD BILLION)

TABLE 160 LATIN AMERICA: OVER-THE-TOP SERVICES MARKET, BY COUNTRY, 2022–2027 (USD BILLION)

10.5.3 MEXICO

10.5.4 BRAZIL

10.5.5 REST OF LATIN AMERICA

10.6 MIDDLE EAST & AFRICA

10.6.1 MIDDLE EAST & AFRICA: RECESSION IMPACT

10.6.2 MIDDLE EAST: MARKET DRIVERS

10.6.3 AFRICA: MARKET DRIVERS

TABLE 161 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY TYPE, 2017–2021 (USD BILLION)

TABLE 162 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY TYPE, 2022–2027 (USD BILLION)

TABLE 163 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 164 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 165 MIDDLE EAST & AFRICA: GAME STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 166 MIDDLE EAST & AFRICA: GAME STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 167 MIDDLE EAST & AFRICA: AUDIO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 168 MIDDLE EAST & AFRICA: AUDIO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 169 MIDDLE EAST & AFRICA: VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 170 MIDDLE EAST & AFRICA: VIDEO STREAMING MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 171 MIDDLE EAST & AFRICA: COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2017–2021 (USD BILLION)

TABLE 172 MIDDLE EAST & AFRICA: COMMUNICATION SERVICES MARKET, BY MONETIZATION MODEL, 2022–2027 (USD BILLION)

TABLE 173 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2017–2021 (USD BILLION)

TABLE 174 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY SERVICE VERTICAL, 2022–2027 (USD BILLION)

TABLE 175 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 176 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 177 MIDDLE EAST & AFRICA: MEDIA & ENTERTAINMENT VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 178 MIDDLE EAST & AFRICA: MEDIA & ENTERTAINMENT VERTICAL

MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 179 MIDDLE EAST & AFRICA: EDUCATION & LEARNING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 180 MIDDLE EAST & AFRICA: EDUCATION & LEARNING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 181 MIDDLE EAST & AFRICA: GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 182 MIDDLE EAST & AFRICA: GAMING VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 183 MIDDLE EAST & AFRICA: SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2017–2021 (USD BILLION)

TABLE 184 MIDDLE EAST & AFRICA: SERVICE UTILITIES VERTICAL MARKET, BY STREAMING DEVICE, 2022–2027 (USD BILLION)

TABLE 185 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY COUNTRY, 2017–2021 (USD BILLION)

TABLE 186 MIDDLE EAST & AFRICA: OVER-THE-TOP SERVICES MARKET, BY COUNTRY, 2022–2027 (USD BILLION)

10.6.4 KINGDOM OF SAUDI ARABIA

10.6.5 UNITED ARAB EMIRATES

10.6.6 SOUTH AFRICA

10.6.7 REST OF THE MIDDLE EAST & AFRICA

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

TABLE 187 KEY DEVELOPMENTS BY LEADING PLAYERS IN OVER-THE-TOP SERVICES MARKET, 2021–2022

11.2 COMPETITIVE SCENARIO

TABLE 188 MARKET EVALUATION FRAMEWORK, 2019–2022

11.2.1 NEW PRODUCT LAUNCHES

TABLE 189 NEW PRODUCT LAUNCHES, 2021

11.2.2 DEALS

TABLE 190 DEALS, 2020–2022

12 COMPANY PROFILES

(Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)*)

12.1 NETFLIX

TABLE 191 NETFLIX: BUSINESS OVERVIEW

FIGURE 24 NETFLIX: COMPANY SNAPSHOT

TABLE 192 NETFLIX: NEW PRODUCT LAUNCHES

TABLE 193 NETFLIX: DEALS

12.2 AMAZON

TABLE 194 AMAZON: BUSINESS OVERVIEW

FIGURE 25 AMAZON: COMPANY SNAPSHOT

TABLE 195 AMAZON: DEALS

12.3 GOOGLE

TABLE 196 ALPHABET: BUSINESS OVERVIEW

FIGURE 26 ALPHABET: COMPANY SNAPSHOT

TABLE 197 GOOGLE: DEALS

12.4 APPLE

TABLE 198 APPLE: BUSINESS OVERVIEW

FIGURE 27 APPLE: COMPANY SNAPSHOT

TABLE 199 APPLE: NEW PRODUCT LAUNCHES

TABLE 200 APPLE: DEALS

12.5 META

TABLE 201 META: COMPANY SNAPSHOT

FIGURE 28 META: COMPANY SNAPSHOT

TABLE 202 META: NEW PRODUCT LAUNCHES

TABLE 203 META: DEALS

12.6 HBO

TABLE 204 HBO: BUSINESS OVERVIEW

FIGURE 29 WARNER BROS. DISCOVERY: COMPANY SNAPSHOT

TABLE 205 HBO: DEALS

12.7 THE WALT DISNEY COMPANY

TABLE 206 THE WALT DISNEY COMPANY: BUSINESS OVERVIEW

FIGURE 30 THE WALT DISNEY COMPANY: COMPANY SNAPSHOT

TABLE 207 THE WALT DISNEY COMPANY: DEALS

12.8 INDIEFLIX

TABLE 208 INDIEFLIX: BUSINESS OVERVIEW

12.9 FANDANGO MEDIA

TABLE 209 FANDANGO MEDIA: BUSINESS OVERVIEW

12.10 ROKU

TABLE 210 ROKU: BUSINESS OVERVIEW

FIGURE 31 ROKU: COMPANY SNAPSHOT

TABLE 211 ROKU: NEW PRODUCT LAUNCHES

TABLE 212 ROKU: DEALS

12.11 TENCENT

TABLE 213 TENCENT: BUSINESS OVERVIEW

FIGURE 32 TENCENT: COMPANY SNAPSHOT

TABLE 214 TENCENT: DEALS

12.12 RAKUTEN

TABLE 215 RAKUTEN: BUSINESS OVERVIEW

FIGURE 33 RAKUTEN: COMPANY SNAPSHOT

TABLE 216 RAKUTEN: DEALS

12.13 KAKAO

TABLE 217 KAKAO: BUSINESS OVERVIEW

FIGURE 34 KAKAO: COMPANY SNAPSHOT

TABLE 218 KAKAO: DEALS

Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats) might not be captured in case of unlisted companies.

13 APPENDIX

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

13.3 RELATED REPORTS

13.4 AUTHOR DETAILS

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