

Video on Demand in Hospitality Market by Solution (Pay TV, IPTV, and OTT), by Service, by Delivery Model, by User type, by Revenue Model, and by Region - Global Forecast to 2021

<https://marketpublishers.com/r/VD450586111EN.html>

Date: June 2016

Pages: 129

Price: US\$ 5,650.00 (Single User License)

ID: VD450586111EN

Abstracts

“The rising demand for over the top solutions among users will help the video on demand in hospitality market grow significantly”

MarketsandMarkets forecasts the VOD in hospitality market to grow from USD 6.89 billion in 2016 to USD 19.11 billion by 2021, at a CAGR of 22.6%. OTT solutions can be integrated with existing video on demand systems so as to streamline the management of streaming VOD. The integration of over the top solution allow users to watch movies videos, and TV content through Internet and without a subscription of traditional cable or satellite pay-TV services such as Comcast and Time Warner Cable. Moreover, the OTT services are also being spread over the other communication modes, such as audio and video. The speedy growth of media and entertainment integration is also driving the VOD market.

“Pay TV is the largest solution segment in the VOD in hospitality market in 2016”

Pay TV is also known as the subscription-based TV service. It provides both analog and digital cable services through digital and internet-based TV. It is based on the concept of paying a subscription fees to watch content along with providing interactive user experience. It is expected that in the upcoming pay TV will grow extensively in the APAC region due to the high adoption of technologies in the luxury hotels and restaurants.

“Asia-Pacific (APAC) is expected to become one of the major adopters of video on

demand solutions in hospitality industry by 2021”

APAC is growing at the highest rate in comparison to other regions. Moreover, countries in the region, mainly Australia and China, are prominently adopting advanced technologies and solutions within the organizations for increasing profits along with customer satisfaction.

Furthermore, the adoption of emerging technologies and the economic growth of countries such as India and China are driving the adoption of video streaming solutions and services.

Breakdown of profile of primaries

By Company: Tier 1(33%), Tier 2 (50%), and Tier 3 (17%)

By Designation: C-level (56%), Director Level (33%), and other executives (11%)

By Region: North America (29%), Europe (57%), and APAC (14%)

The companies profiled in this report include:

Alcatel Lucent

Ericsson

Huawei Technologies

AT&T, Inc.

Cisco Systems

Apple, Inc.

Microsoft corporation

Akamai Technologies

Avaya

Netflix, Inc.

Increasing demand for video on demand solution will create new opportunities in this market

In the coming five years, the growing demands of VOD solution will improve the offerings and create huge opportunities for growth. There has been a significant rise in the past five years, from traditional TV to video on demand content delivery. This has improved the adoption of mobile-based VOD solutions in hospitality industry.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into solution, service, delivery model, user type, revenue model, and region covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and subsegments. The market numbers are further split across different users and regions.
2. This report will help them better understand the competitors and gain more insights to better position ones business. There is a separate section on competitive landscape, including end-user analysis, acquisition, and expansions. Besides this, there are company profiles of ten major players in this market. In this section, market internals are provided that can help place one's company ahead of its competitors.
3. The report helps them to understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data taken from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data taken from primary sources
 - 2.1.2.2 Break down of primary interviews
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE VIDEO ON DEMAND IN HOSPITALITY MARKET
- 4.2 VIDEO ON DEMAND IN HOSPITALITY MARKET, BY USER TYPE AND BY REGION
- 4.3 VIDEO ON DEMAND IN HOSPITALITY MARKET POTENTIAL
- 4.4 LIFECYCLE ANALYSIS, BY REGION, 2016

5 MARKET OVERVIEW

Video on Demand in Hospitality Market by Solution (Pay TV, IPTV, and OTT), by Service, by Delivery Model, by U...

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.2.1 BY SOLUTION

5.2.2 BY SERVICE

5.2.3 BY USER TYPE

5.2.4 BY DELIVERY MODEL

5.2.5 BY REVENUE MODEL

5.2.6 BY REGION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Improvement in guest viewing experience

5.3.1.2 Increasing usage of mobile device for video on demand

5.3.2 RESTRAINTS

5.3.2.1 High cost of video on demand solutions

5.3.2.2 Network connectivity issues

5.3.3 OPPORTUNITIES

5.3.3.1 Increasing usage of web-based video on demand services

5.3.3.2 Development of new technology

5.3.4 CHALLENGES

5.3.4.1 Frequent changes in customer demand

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.3 STRATEGIC BENCHMARKING

6.4 CURRENT TRENDS IN THE VIDEO ON DEMAND IN HOSPITALITY MARKET

6.4.1 SUBSCRIPTION VIDEO ON DEMAND (SVOD)

6.4.2 USAGE OF MOBILE TECHNOLOGY

6.4.3 ENRICH VIEWER EXPERIENCE

6.4.4 HIGH-SPEED INTERNET SERVICES

6.4.5 INCREASE IN NUMBER OF VIEWING OPTIONS

6.4.6 BRING YOUR OWN DEVICE ADOPTION IN VIDEO ON DEMAND

7 VIDEO ON DEMAND IN HOSPITALITY MARKET ANALYSIS, BY COMPONENT

7.1 INTRODUCTION

7.2 SOLUTION

7.2.1 INTRODUCTION

7.2.2 PAY TV

7.2.3 INTERNET PROTOCOL TELEVISION

7.2.4 OVER THE TOP

7.3 SERVICE

7.3.1 INTRODUCTION

7.3.2 TRAINING AND SUPPORT SERVICES

7.3.3 PROFESSIONAL SERVICES

8 VIDEO ON DEMAND IN HOSPITALITY MARKET ANALYSIS, BY DELIVERY MODEL

8.1 INTRODUCTION

8.2 LAPTOPS AND DESKTOPS

8.3 SMARTPHONES AND TABLETS

8.4 SMART TV

9 VIDEO ON DEMAND IN HOSPITALITY MARKET ANALYSIS, BY USER TYPE

9.1 INTRODUCTION

9.2 HOTELS

9.3 CRUISE/LUXURY YACHTS

9.4 DAY CARE CENTERS

9.5 OTHERS

10 VIDEO ON DEMAND IN HOSPITALITY MARKET ANALYSIS, BY REVENUE MODEL

10.1 INTRODUCTION

10.2 SUBSCRIPTION

10.3 RENTAL

10.4 RETAIL

10.5 ADVERTISEMENT

11 GEOGRAPHIC ANALYSIS

11.1 INTRODUCTION

11.2 NORTH AMERICA

11.2.1 UNITED STATES

- 11.2.2 CANADA
- 11.3 EUROPE
- 11.4 ASIA-PACIFIC
- 11.5 MIDDLE EAST AND AFRICA
- 11.6 LATIN AMERICA

12 COMPETITIVE LANDSCAPE

- 12.1 OVERVIEW
- 12.2 COMPETITIVE SITUATION AND TRENDS
- 12.3 PRODUCT MAPPING FOR MAJOR PLAYERS
 - 12.3.1 NEW PRODUCT LAUNCHES AND UPGRADATIONS
 - 12.3.2 PARTNERSHIPS AND COLLABORATIONS
 - 12.3.3 ACQUISITIONS

13 COMPANY PROFILE

(Overview, Products & Services, Strategies & Insights, Developments and MnM View)*

- 13.1 TIER 1 PLAYERS
 - 13.1.1 ALCATEL-LUCENT
 - 13.1.2 ERICSSON
 - 13.1.3 HUAWEI TECHNOLOGIES CO, LTD.
 - 13.1.4 AT&T, INC.
 - 13.1.5 CISCO SYSTEMS INC.
 - 13.1.6 APPLE, INC.
- 13.2 TIER 2 PLAYERS
 - 13.2.2 AKAMAI TECHNOLOGIES, INC.
 - 13.2.3 AVAYA, INC.
 - 13.2.4 NETFLIX, INC.

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

14 APPENDIX

- 14.1 OTHER KEY DEVELOPMENTS
- 14.2 DISCUSSION GUIDE
- 14.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

14.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

14.5 AVAILABLE CUSTOMIZATIONS

14.6 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 GLOBAL VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE AND GROWTH RATE, 2014–2021 (USD MILLION, YOY %)

Table 2 VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY COMPONENT, 2014–2021 (USD MILLION)

Table 3 VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SOLUTION TYPE, 2014–2021 (USD MILLION)

Table 4 PAY TV: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 5 INTERNET PROTOCOL TELEVISION: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 6 OVER THE TOP: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 7 VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 8 TRAINING AND SUPPORT SERVICE: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 9 PROFESSIONAL SERVICES: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 10 VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY DELIVERY MODEL, 2014–2021 (USD MILLION)

Table 11 LAPTOPS AND DESKTOPS: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 12 SMARTPHONES AND TABLETS: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 13 SMART TV: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 14 VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY USER TYPE, 2014–2021 (USD MILLION)

Table 15 HOTELS: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 16 CRUISE/LUXURY YACHTS: VOD IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 17 DAY CARE CENTERS: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 18 OTHERS: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY

REGION, 2014–2021 (USD MILLION)

Table 19 VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 20 SUBSCRIPTION: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 21 RENTAL: VIDEO ON DEMAND IN HOSPITALITY MARKET, BY REGION, 2014–2021 (USD MILLION)

Table 22 RETAIL: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 23 ADVERTISEMENT: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 24 VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 25 NORTH AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SOLUTION, 2014–2021 (USD MILLION)

Table 26 NORTH AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 27 NORTH AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY DELIVERY MODEL, 2014–2021 (USD MILLION)

Table 28 NORTH AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY USER TYPE, 2014–2021 (USD MILLION)

Table 29 NORTH AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 30 UNITED STATES: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SOLUTION, 2014–2021 (USD MILLION)

Table 31 UNITED STATES: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 32 UNITED STATES: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY DELIVERY MODEL, 2014–2021 (USD MILLION)

Table 33 UNITED STATES: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY USER TYPE, 2014–2021 (USD MILLION)

Table 34 UNITED STATES: VOD IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 35 CANADA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SOLUTION, 2014–2021 (USD MILLION)

Table 36 CANADA: VIDEO ON DEMAND IN HOSPITALITY MARKET, BY SERVICE, 2014–2021 (USD MILLION)

Table 37 CANADA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY DELIVERY MODEL, 2014–2021 (USD MILLION)

Table 38 CANADA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY USER TYPE, 2014–2021 (USD MILLION)

Table 39 CANADA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 40 EUROPE: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SOLUTION, 2014–2021 (USD MILLION)

Table 41 EUROPE: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 42 EUROPE: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY DELIVERY MODEL, 2014–2021 (USD MILLION)

Table 43 EUROPE: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY USER TYPE, 2014–2021 (USD MILLION)

Table 44 EUROPE: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 45 ASIA-PACIFIC: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SOLUTION, 2014–2021 (USD MILLION)

Table 46 ASIA-PACIFIC: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 47 ASIA-PACIFIC: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY DELIVERY MODEL, 2014–2021 (USD MILLION)

Table 48 ASIA-PACIFIC: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY USER TYPE, 2014–2021 (USD MILLION)

Table 49 ASIA-PACIFIC: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 50 MIDDLE EAST AND AFRICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SOLUTION, 2014–2021 (USD MILLION)

Table 51 MIDDLE EAST AND AFRICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 52 MIDDLE EAST AND AFRICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY DELIVERY MODEL, 2014–2021 (USD MILLION)

Table 53 MIDDLE EAST AND AFRICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY USER TYPE, 2014–2021 (USD MILLION)

Table 54 MIDDLE EAST AND AFRICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 55 LATIN AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SOLUTION, 2014–2021 (USD MILLION)

Table 56 LATIN AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 57 LATIN AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY

DELIVERY MODEL, 2014–2021 (USD MILLION)

Table 58 LATIN AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY USER TYPE, 2014–2021 (USD MILLION)

Table 59 LATIN AMERICA: VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 60 NEW PRODUCT LAUNCHES AND UPGRADATIONS, 2015-2016

Table 61 PARTNERSHIPS, 2015-2016

Table 62 ACQUISITIONS, 2015-2016

Table 63 NEW PRODUCT LAUNCHES, 2013-2014

Table 64 PARTNERSHIPS AND COLLABORATIONS, 2013-2014

Table 65 ACQUISITIONS, 2013-2014

List Of Figures

LIST OF FIGURES

Figure 1 RESEARCH DESIGN

Figure 2 BREAKDOWN OF PRIMARY INTERVIEW: BY COMPANY, DESIGNATION, AND REGION

Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 5 DATA TRIANGULATION

Figure 6 VIDEO ON DEMAND IN HOSPITALITY MARKET SIZE, BY REVENUE MODEL (2016–2021): MARKET FOR SUBSCRIPTION REVENUE MODEL IS EXPECTED TO DOUBLE DURING THE FORECAST PERIOD

Figure 7 GLOBAL VIDEO ON DEMAND IN HOSPITALITY MARKET SHARE, BY REGION: NORTH AMERICA IS EXPECTED TO HOLD THE LARGEST MARKET SHARE IN 2016

Figure 8 GROWING USAGE OF VIDEO ON DEMAND SOLUTIONS FOR WATCHING ONLINE VIDEOS IS EXPECTED TO DRIVE MARKET GROWTH DURING THE FORECAST PERIOD

Figure 9 HOTEL USER TYPE IS EXPECTED TO HOLD THE LARGEST MARKET SHARE IN 2016

Figure 10 ASIA-PACIFIC IS EXPECTED TO HAVE THE HIGHEST MARKET GROWTH POTENTIAL DURING THE FORECAST PERIOD

Figure 11 REGIONAL LIFECYCLE: NORTH AMERICA IS EXPECTED TO BE IN THE GROWTH PHASE IN 2016

Figure 12 VIDEO ON DEMAND MARKET SEGMENTATION: BY SOLUTION

Figure 13 VIDEO ON DEMAND MARKET SEGMENTATION: BY SERVICE

Figure 14 VIDEO ON DEMAND MARKET SEGMENTATION: BY USER TYPE

Figure 15 VIDEO ON DEMAND MARKET SEGMENTATION: BY DELIVERY MODEL

Figure 16 VIDEO ON DEMAND MARKET SEGMENTATION: BY REVENUE MODEL

Figure 17 VIDEO ON DEMAND MARKET SEGMENTATION: BY REGION

Figure 18 VIDEO ON DEMAND IN HOSPITALITY MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 19 VIDEO ON DEMAND MARKET: VALUE CHAIN ANALYSIS

Figure 20 VIDEO ON DEMAND IN HOSPITALITY MARKET: STRATEGIC BENCHMARKING

Figure 21 OVER THE TOP SOLUTION IS GROWING AT THE HIGHEST CAGR IN 2016–2020

Figure 22 NORTH AMERICA IS EXPECTED TO ADOPT IPTV SOLUTION SWIFTLY

DURING THE FORECAST PERIOD

Figure 23 SERVICES SEGMENT EXPECTED TO GROW EXTENSIVELY DURING THE FORECAST PERIOD

Figure 24 SMARTPHONES AND TABLETS DELIVERY MODEL IS EXPECTED TO EXHIBIT THE HIGHEST GROWTH RATE IN THE VIDEO ON DEMAND MARKET DURING 2016–2021

Figure 25 ASIA-PACIFIC IS EXPECTED TO HAVE THE HIGHEST ADOPTION RATE OF VIDEO ON DEMAND SOLUTIONS FOR SMARTPHONES AND TABLETS DELIVERY MODEL

Figure 26 NORTH AMERICA IS EXPECTED TO INCREASINGLY ADOPT VIDEO ON DEMAND SOLUTIONS FOR SMART TV

Figure 27 HOTELS SEGMENT IS EXPECTED TO HAVE THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 28 CRUISE/YACHTS SEGMENT IS EXPECTED TO ADOPT VIDEO ON DEMAND SOLUTIONS EXTENSIVELY IN NORTH AMERICA

Figure 29 RENTAL REVENUE MODEL IS EXPECTED TO EXHIBIT THE HIGHEST GROWTH RATE IN THE VIDEO ON DEMAND IN HOSPITALITY MARKET DURING 2016–2021

Figure 30 SUBSCRIPTION REVENUE MODEL IS GROWING SIGNIFICANTLY IN NORTH AMERICA

Figure 31 NORTH AMERICA IS EXPECTED TO INCREASINGLY ADOPT RETAIL REVENUE MODEL FOR VIDEO ON DEMAND FOR HOSPITALITY SOLUTIONS

Figure 32 GEOGRAPHIC ANALYSIS

Figure 33 NORTH AMERICA MARKET SNAPSHOT: ON-PREMISES DEPLOYMENT TO CONTRIBUTE MAXIMUM TO THE MARKET

Figure 34 ASIA-PACIFIC MARKET SNAPSHOT: MEDIA AND ENTERTAINMENT INDUSTRY IS EXPECTED TO GAIN POPULARITY

Figure 35 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AS THE KEY GROWTH STRATEGY OVER THE PAST THREE YEARS

Figure 36 MARKET EVALUATION FRAMEWORK

Figure 37 VIDEO ON DEMAND IN HOSPITALITY: PRODUCT CATEGORY MAPPING

Figure 38 BATTLE FOR MARKET SHARE: PARTNERSHIPS AND NEW PRODUCT LAUNCHES ARE THE KEY STRATEGIES

Figure 39 ALCATEL-LUCENT: COMPANY SNAPSHOT

Figure 40 ALCATEL-LUCENT: SWOT ANALYSIS

Figure 41 ERICSSON: COMPANY SNAPSHOT

Figure 42 ERICSSON: SWOT ANALYSIS

Figure 43 HUAWEI TECHNOLOGIES CO., LTD.: COMPANY SNAPSHOT

Figure 44 HUAWEI TECHNOLOGIES CO., LTD.: SWOT ANALYSIS

Figure 45 AT&T, INC.: COMPANY SNAPSHOT

Figure 46 AT&T, INC.: SWOT ANALYSIS

Figure 47 CISCO SYSTEMS INC.: COMPANY SNAPSHOT

Figure 48 CISCO SYSTEMS: SWOT ANALYSIS

Figure 49 APPLE, INC.: COMPANY SNAPSHOT

Figure 50 APPLE, INC.: SWOT ANALYSIS

Figure 51 MICROSOFT CORPORATION: COMPANY SNAPSHOT

Figure 52 MICROSOFT CORPORATION: SWOT ANALYSIS

Figure 53 AKAMAI TECHNOLOGIES, INC.: COMPANY SNAPSHOT

Figure 54 AVAYA, INC.: COMPANY SNAPSHOT

Figure 55 NETFLIX, INC.: COMPANY SNAPSHOT

I would like to order

Product name: Video on Demand in Hospitality Market by Solution (Pay TV, IPTV, and OTT), by Service, by Delivery Model, by User type, by Revenue Model, and by Region - Global Forecast to 2021

Product link: <https://marketpublishers.com/r/VD450586111EN.html>

Price: US\$ 5,650.00 (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/VD450586111EN.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