Video on Demand (VoD) Market by Offering (Solutions, Services), Monetization Model (SVoD, AVoD), Platform Type (Smartphones, Smart TVs), Deployment Model, Content Type (Movies, Music), Vertical and Region - Global Forecast to 2028

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Abstracts

The global VoD market will grow from USD 146.6 billion in 2023 to USD 270.3 billion by 2028 at a compounded annual growth rate (CAGR) of 13.0% during the forecast period. For end users, VoD is a digital service that allows them to access a vast library of video content at their convenience. Instead of adhering to traditional broadcast schedules, users can instantly select and stream movies, TV shows, documentaries, and other forms of entertainment, typically through subscription-based or pay-per-view models. VoD platforms offer flexibility, enabling users to watch content on smart TVs, smartphones, tablets, and computers, provided they have an internet connection. This on-demand access empowers users to personalize their viewing experience, choosing what to watch and when to watch it, ultimately enhancing convenience and satisfaction.

By platform type, the smart TVs segment holds the highest CAGR during the forecast period.

The VoD market, by platform type, is segmented into smartphones, tablets/laptops, smart TVs, and other platform types. The smart TVs segment is estimated to grow at the highest CAGR during the forecasted VoD market. Smart TVs are pivotal in the VoD market by transforming traditional television sets into interactive entertainment hubs. These platform types integrate internet connectivity, streaming apps, and on-demand content libraries directly into the TV, eliminating the need for additional devices such as set-top boxes or streaming sticks. Smart TVs offer users a seamless and intuitive viewing experience, allowing them to access a wide range of VoD services and content

with a button on their remote controls. Furthermore, smart TVs leverage advanced features such as voice search, personalized recommendations, and app integration to enhance user engagement and satisfaction. Users can quickly discover new content, navigate menus, and control playback using voice commands or intuitive user interfaces. Additionally, smart TVs support high-resolution displays and immersive audio technologies, providing viewers with an immersive and cinematic viewing experience right in their living rooms. As the demand for on-demand content grows, smart TVs serve as a central platform for accessing VoD services, bridging the gap between traditional television and the digital streaming revolution.

The movies segment holds the largest market share during the forecast period based on content type.

By content type, the VoD market is divided into movies, music, TV shows/web series, educational/fitness programs, and other content types. Over the course of the projection period, the movie segment is anticipated to hold the largest market share. Movies content type plays a central role in the VoD market, serving as a cornerstone of entertainment consumption for users worldwide. VoD platforms offer a vast library of movies spanning various genres, including action, comedy, drama, thriller, and science fiction, catering to diverse audience preferences and tastes. Users can access an extensive collection of classic and contemporary films conveniently on-demand and from their homes, ranging from blockbuster hits to independent productions.

Furthermore, movies drive user engagement and subscription retention on VoD platforms through exclusive releases, early access premieres, and curated collections. VoD providers strategically acquire licensing rights for popular movies, securing exclusive deals to attract users seeking access to the latest releases and timeless classics. Additionally, original films produced by VoD platforms contribute to content differentiation and brand identity, offering subscribers unique and compelling viewing experiences not available elsewhere. Overall, the movie content type is a critical driver of user acquisition and retention in the VoD market, enriching the platform's content library and enhancing the overall entertainment experience for audiences worldwide.

Based on the deployment model, the cloud segment holds the highest CAGR during the forecast period.

The VoD market, by deployment model, is segmented into on-premises and cloud. The cloud segment is expected to hold the highest CAGR during the forecast period. The cloud deployment model is pivotal in the VoD market by offering scalable, flexible, and

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cost-effective solutions for content storage, delivery, and management. Cloud deployment allows VoD platforms to leverage cloud infrastructure services, such as storage, computing, and networking, eliminating the need for extensive physical infrastructure. This enables content providers to scale their operations based on demand quickly, ensuring efficient handling of large video libraries and sudden spikes in viewership. Cloud solutions also facilitate seamless content delivery across various devices, promoting accessibility and a smooth viewing experience for users.

Moreover, the cloud deployment model enhances the overall agility of VoD platforms, enabling rapid deployment of updates, new features, and optimizations without the constraints of traditional on-premises infrastructure. Cloud-based solutions contribute to cost efficiency by providing a pay-as-you-go model, where organizations only pay for the resources they consume. This eliminates the need for significant upfront investments in hardware and allows VoD providers to align their infrastructure costs with actual usage patterns. As the VoD market evolves, the cloud deployment model emerges as a fundamental enabler, empowering content providers to navigate the dynamic landscape, improve operational efficiency, and focus on delivering high-quality on-demand content to a global audience.

Breakdown of primaries

Chief Executive Officers (CEOs), directors of innovation and technology, system integrators, and executives from several significant companies involved in the VoD market were interviewed in-depth.

By Company: Tier I: 33%, Tier II: 25%, and Tier III: 42%

By Designation: C-Level Executives: 31%, Director Level: 34%, and Others: 35%

By Region: North America: 42%, Europe: 28%, Asia Pacific: 22%, Rest of World: 8%

Some of the significant VoD market vendors are vendors Netflix (US), Amazon (US), Google (US)), The Walt Disney Company (US), Apple (US), Warner Bros Discovery (US), Comcast Corporation (US), Paramount Global (US), Sony (Japan), and Fox Corporation (US).

Research coverage:

The VoD market is covered across segments in the market report. The market size and growth potential are estimated for many segments, including those based on offering type, platform type, monetization model, deployment model, content type, vertical, and region. It contains a thorough competition analysis of the major market participants, information about their businesses, essential observations about their product and service offerings, current trends, and critical market strategies.

Reasons to buy this report:

With information on the most accurate revenue estimates for the whole VoD industry and its subsegments, the research will benefit market leaders and recent newcomers. Stakeholders will benefit from this report's increased understanding of the competitive environment, which will help them better position their companies and develop go-to-market strategies. The research offers information on the main market drivers, constraints, opportunities, and challenges, as well as aids players in understanding the pulse of the industry.

The report provides insights on the following pointers:

Analysis of key drivers (Increase in demand for video content across industries, Growing mobile video consumption through social media platforms, Growing demand for VoD streaming, Advancement in AI to foster demand for VoD software), restraints (Growing threat of video content piracy, Disparity in opinion between producers and aggregators over the licensed business model, Network connectivity and infrastructure issue), opportunities (Rise in online education and e-learning to improve the learning experience, Growing preference for online streaming services over traditional TV, Growth in demand for real-time video services), and challenges (High cost of video content creation, Integrating VoD platforms with existing systems) influencing the growth of the VoD market.

Product Development/Innovation: Comprehensive analysis of emerging technologies, R&D initiatives, and new service and product introductions in the VoD industry.

Market Development: In-depth details regarding profitable markets: the paper examines the global VoD industry.

Market Diversification: Comprehensive details regarding recent advancements, investments, unexplored regions, new goods and services, and the VoD industry.

Competitive Assessment: Thorough analysis of the market shares, expansion plans, and service portfolios of the top competitors in the VoD industry, such as Netflix (US), Amazon (US), Google (US)), The Walt Disney Company (US), and Apple (US).

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