

# **Video Streaming Market by Streaming Type (Live Video Streaming and Non-Linear Video Streaming), by Solution, by Service, by Platform, by User Type, by Deployment Type, by Revenue Model, by Industry, and by Region - Global Forecast to 2021**

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## **Abstracts**

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

MarketsandMarkets forecasts the global video streaming market to grow from USD 30.29 billion in 2016 to USD 70.05 billion by 2021, at a CAGR of 18.3%. OTT solutions can be integrated with existing video streaming systems so as to simplify the management of streaming videos. The integration of over the top solution help users to watch film 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. The speedy growth of media and entertainment integration is also driving the video streaming market.

“Asia-Pacific (APAC) is expected to become one of the major adopters of video streaming solutions by 2021”

APAC is growing at a highest rate in comparison to other regions. Moreover, countries in the region, mainly Australia and Singapore, are prominently adopting technologies and solutions within the organizations for increasing profits along with customer satisfaction. Moreover, video streaming is being used for streaming videos both live and nonlinear through various devices such as smart TV, mobile, tablet, and laptop and desktop in many leading Asian companies. The driving factor for this region is the easy availability of solution providers. However, the high implementation cost of streaming

solutions is restraining the adoption among various organizations.

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 (22%), Tier 2 (45%), and Tier 3 (33%)

By Designation: C-level (50%), Director Level (40%), and other executives (10%)

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

The companies profiled in this report include:

Akamai

Adobe Systems

AWS

Netflix

Ustream

Cisco

Apple

Google

Microsoft

Hulu

Increasing demand for Live Video streaming solution will create new opportunities in this market

In the coming five years, the growing demands of Live Video streaming 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 online video content delivery. This has improved the adoption of cloud-based video streaming solutions. Moreover, live video streaming cloud-based solutions serve as a budgetary solution for SMEs.

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

1. This report segments the market into streaming type, solution, services, platform type, user type, deployment type, revenue model, industry, and region covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the 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 Key Industry Insights
    - 2.1.2.3 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 STREAMING MARKET
- 4.2 VIDEO STREAMING MARKET, BY INDUSTRIES AND BY REGIONS
- 4.3 VIDEO STREAMING MARKET POTENTIAL
- 4.4 VIDEO STREAMING MARKET, BY DEPLOYMENT TYPE
- 4.5 VIDEO STREAMING MARKET, BY PLATFORM
- 4.6 LIFECYCLE ANALYSIS, BY REGION, 2015

## **5 MARKET OVERVIEW**

### **5.1 INTRODUCTION**

### **5.2 MARKET SEGMENTATION**

#### **5.2.1 BY STREAMING TYPE**

#### **5.2.2 BY PLATFORM**

#### **5.2.3 BY SOLUTION**

#### **5.2.4 BY SERVICE**

#### **5.2.5 BY USER TYPE**

#### **5.2.6 BY DEPLOYMENT TYPE**

#### **5.2.7 BY REVENUE MODEL**

#### **5.2.8 BY INDUSTRY VERTICAL**

#### **5.2.9 BY REGION**

### **5.3 MARKET DYNAMICS**

#### **5.3.1 DRIVERS**

##### **5.3.1.1 Emergence of social networking websites**

##### **5.3.1.2 Increasing usage of mobile device for video streaming**

#### **5.3.2 RESTRAINTS**

##### **5.3.2.1 High cost of streaming solution**

##### **5.3.2.2 Network connectivity and related problems**

#### **5.3.3 OPPORTUNITIES**

##### **5.3.3.1 Development of innovative solutions**

##### **5.3.3.2 Rising interest of big players**

#### **5.3.4 CHALLENGES**

##### **5.3.4.1 Security of video content**

## **6 INDUSTRY TRENDS**

### **6.1 INTRODUCTION**

### **6.2 VALUE CHAIN ANALYSIS**

### **6.3 STRATEGIC BENCHMARKING**

### **6.4 CURRENT TRENDS IN THE VIDEO STREAMING MARKET**

#### **6.4.1 GROWTH OF LIVE STREAMING**

#### **6.4.2 SLOW DECLINE OF TRADITIONAL TV**

#### **6.4.3 THE GROWTH OF MOBILE STREAMING**

#### **6.4.4 THE RISE IN VIDEO QUALITY STANDARDS**

#### **6.4.5 INCREASE IN VIEWING OPTION**

#### **6.4.6 RISE OF STREAMING ADVERTISEMENTS**

## **7 VIDEO STREAMING MARKET ANALYSIS, BY STREAMING TYPE**

### **7.1 INTRODUCTION**

### **7.2 LIVE VIDEO STREAMING**

### **7.3 NON-LINEAR VIDEO STREAMING**

## **8 VIDEO STREAMING MARKET ANALYSIS, BY SOLUTION TYPE**

### **8.1 INTRODUCTION**

### **8.2 PAY TV**

### **8.3 INTERNET PROTOCOL TELEVISION**

### **8.4 OVER THE TOP (OTT)**

## **9 VIDEO STREAMING MARKET ANALYSIS, BY SERVICE**

### **9.1 INTRODUCTION**

### **9.2 TRAINING AND SUPPORT SERVICE**

### **9.3 CONSULTING SERVICE**

### **9.4 MANAGED SERVICE**

## **10 VIDEO STREAMING MARKET ANALYSIS, BY PLATFORM**

### **10.1 INTRODUCTION**

### **10.2 LAPTOPS AND DESKTOPS**

### **10.3 SMARTPHONES AND TABLETS**

### **10.4 SMART TV**

### **10.5 GAMING CONSOLES**

## **11 VIDEO STREAMING MARKET ANALYSIS, BY USER TYPE**

### **11.1 INTRODUCTION**

### **11.2 LARGE ENTERPRISE**

### **11.3 SMALL AND MEDIUM ENTERPRISE (SME)**

### **11.4 SMALL OFFICE AND HOUSE OFFICE (SOHO)**

## **12 VIDEO STREAMING MARKET ANALYSIS, BY DEPLOYMENT TYPE**

### **12.1 INTRODUCTION**

### **12.2 CLOUD**

## 12.3 ON-PREMISES

## 13 VIDEO STREAMING MARKET ANALYSIS, BY REVENUE MODEL

### 13.1 INTRODUCTION

### 13.2 SUBSCRIPTION

### 13.3 RENTAL

### 13.4 RETAIL

### 13.5 ADVERTISEMENT

## 14 VIDEO STREAMING MARKET ANALYSIS, BY INDUSTRY

### 14.1 INTRODUCTION

### 14.2 BFSI

### 14.3 MEDIA AND ENTERTAINMENT

### 14.4 RETAIL

### 14.5 EDUCATION

### 14.6 IT AND TELECOM

### 14.7 HEALTHCARE

### 14.8 GOVERNMENT

### 14.9 OTHERS (MANUFACTURING, TRANSPORTATION, AND LOGISTICS)

## 15 GEOGRAPHIC ANALYSIS

### 15.1 INTRODUCTION

### 15.2 NORTH AMERICA

### 15.3 EUROPE

### 15.4 ASIA-PACIFIC

### 15.5 MIDDLE EAST AND AFRICA

### 15.6 LATIN AMERICA

## 16 COMPETITIVE LANDSCAPE

### 16.1 OVERVIEW

### 16.2 COMPETITIVE SITUATION AND TRENDS

#### 16.2.1 PARTNERSHIPS

#### 16.2.2 NEW PRODUCT LAUNCHES

#### 16.2.3 ACQUISITIONS

## **17 COMPANY PROFILES**

### **17.1 INTRODUCTION**

(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, Ratio Analysis, MnM View)\*

### **17.2 AKAMAI TECHNOLOGIES**

### **17.3 ADOBE SYSTEMS INCORPORATED**

### **17.4 AMAZON WEB SERVICES**

### **17.5 NETFLIX, INC.**

### **17.6 USTREAM**

### **17.7 CISCO SYSTEMS, INC.**

### **17.8 APPLE, INC.**

### **17.9 GOOGLE INC.**

### **17.10 MICROSOFT CORPORATION**

### **17.11 HULU**

\*Details on Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

## **18 ADVERTORIAL**

### **18.1 KALTURA**

#### **18.1.1 BUSINESS OVERVIEW**

#### **18.1.2 KEY STRATEGIES**

### **18.2 HIGHWINDS NETWORKS**

#### **18.2.1 BUSINESS OVERVIEW**

#### **18.2.2 KEY STRATEGIES**

## **19 APPENDIX**

### **19.1 MORE DEVELOPMENTS**

### **19.2 DISCUSSION GUIDE**

### **19.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL**

### **19.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE**

### **19.5 AVAILABLE CUSTOMIZATIONS**

### **19.6 RELATED REPORTS**



## List Of Tables

### LIST OF TABLES

Table 1 GLOBAL VIDEO STREAMING MARKET SIZE AND GROWTH RATE, 2014–2021 (USD MILLION, YOY %)

Table 2 VIDEO STREAMING MARKET SIZE, BY STREAMING TYPE, 2014–2021 (USD MILLION)

Table 3 LIVE VIDEO STREAMING: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 4 NON-LINEAR VIDEO STREAMING: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 5 VIDEO STREAMING MARKET SIZE, BY SOLUTION TYPE, 2014–2021 (USD MILLION)

Table 6 PAY TV: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 7 INTERNET PROTOCOL TELEVISION: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 8 OVER THE TOP: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 9 VIDEO STREAMING MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

Table 10 TRAINING AND SUPPORT SERVICE: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 11 CONSULTING SERVICE: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 12 MANAGED SERVICES: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 13 VIDEO STREAMING MARKET SIZE, BY PLATFORM, 2014–2021 (USD MILLION)

Table 14 LAPTOPS AND DESKTOPS: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 15 SMARTPHONES AND TABLETS: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 16 SMART TV: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 17 GAMING CONSOLES: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 18 VIDEO STREAMING MARKET SIZE, BY USER TYPE, 2014–2021 (USD

MILLION)

Table 19 LARGE ENTERPRISES: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 20 SMALL AND MEDIUM ENTERPRISES: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 21 SMALL OFFICE AND HOUSE OFFICE: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 22 VIDEO STREAMING MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 23 CLOUD: VIDEO STREAMING MARKET SIZE, BY REGION 2014–2021 (USD MILLION)

Table 24 ON-PREMISES: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 25 VIDEO STREAMING MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 26 SUBSCRIPTION: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 27 RENTAL: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 28 RETAIL: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 29 ADVERTISEMENT: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 30 VIDEO STREAMING MARKET SIZE, BY INDUSTRY, 2014–2021 (USD MILLION)

Table 31 BFSI: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 32 MEDIA AND ENTERTAINMENT: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 33 RETAIL: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 34 EDUCATION: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 35 IT AND TELECOM: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 36 HEALTHCARE: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 37 GOVERNMENT: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 38 OTHERS: VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021  
(USD MILLION)

Table 39 VIDEO STREAMING MARKET SIZE, BY REGION, 2014–2021 (USD  
MILLION)

Table 40 NORTH AMERICA: VIDEO STREAMING MARKET SIZE, BY STREAMING  
TYPE, 2014–2021 (USD MILLION)

Table 41 NORTH AMERICA: VIDEO STREAMING MARKET SIZE, BY SOLUTION,  
2014–2021 (USD MILLION)

Table 42 NORTH AMERICA: VIDEO STREAMING MARKET SIZE, BY SERVICE,  
2014–2021 (USD MILLION)

Table 43 NORTH AMERICA: VIDEO STREAMING MARKET SIZE, BY PLATFORM,  
2014–2021 (USD MILLION)

Table 44 NORTH AMERICA: VIDEO STREAMING MARKET SIZE, BY USER TYPE,  
2014–2021 (USD MILLION)

Table 45 NORTH AMERICA: VIDEO STREAMING MARKET SIZE, BY DEPLOYMENT  
TYPE, 2014–2021 (USD MILLION)

Table 46 NORTH AMERICA: VIDEO STREAMING MARKET SIZE, BY REVENUE  
MODEL, 2014–2021 (USD MILLION)

Table 47 NORTH AMERICA: VIDEO STREAMING MARKET SIZE, BY INDUSTRY,  
2014–2021 (USD MILLION)

Table 48 EUROPE: VIDEO STREAMING MARKET SIZE, BY STREAMING TYPE,  
2014–2021 (USD MILLION)

Table 49 EUROPE: VIDEO STREAMING MARKET SIZE, BY SOLUTION, 2014–2021  
(USD MILLION)

Table 50 EUROPE: VIDEO STREAMING MARKET SIZE, BY SERVICE, 2014–2021  
(USD MILLION)

Table 51 EUROPE: VIDEO STREAMING MARKET SIZE, BY PLATFORM, 2014–2021  
(USD MILLION)

Table 52 EUROPE: VIDEO STREAMING MARKET SIZE, BY USER TYPE, 2014–2021  
(USD MILLION)

Table 53 EUROPE: VIDEO STREAMING MARKET SIZE, BY DEPLOYMENT TYPE,  
2014–2021 (USD MILLION)

Table 54 EUROPE: VIDEO STREAMING MARKET SIZE, BY REVENUE MODEL,  
2014–2021 (USD MILLION)

Table 55 EUROPE: VIDEO STREAMING MARKET SIZE, BY INDUSTRY, 2014–2021  
(USD MILLION)

Table 56 ASIA-PACIFIC: VIDEO STREAMING MARKET SIZE, BY STREAMING TYPE,  
2014–2021 (USD MILLION)

Table 57 ASIA-PACIFIC: VIDEO STREAMING MARKET SIZE, BY SOLUTION,

2014–2021 (USD MILLION)

Table 58 ASIA-PACIFIC: VIDEO STREAMING MARKET SIZE, BY SERVICE,  
2014–2021 (USD MILLION)

Table 59 ASIA-PACIFIC: VIDEO STREAMING MARKET SIZE, BY PLATFORM,  
2014–2021 (USD MILLION)

Table 60 ASIA-PACIFIC: VIDEO STREAMING MARKET SIZE, BY USER TYPE,  
2014–2021 (USD MILLION)

Table 61 ASIA-PACIFIC: VIDEO STREAMING MARKET SIZE, BY DEPLOYMENT  
TYPE, 2014–2021 (USD MILLION)

Table 62 ASIA-PACIFIC: VIDEO STREAMING MARKET SIZE, BY REVENUE MODEL,  
2014–2021 (USD MILLION)

Table 63 ASIA-PACIFIC: VIDEO STREAMING MARKET SIZE, BY INDUSTRY,  
2014–2021 (USD MILLION)

Table 64 MIDDLE EAST AND AFRICA: VIDEO STREAMING MARKET SIZE, BY  
STREAMING TYPE, 2014–2021 (USD MILLION)

Table 65 MIDDLE EAST AND AFRICA: VIDEO STREAMING MARKET SIZE, BY  
SOLUTION, 2014–2021 (USD MILLION)

Table 66 MIDDLE EAST AND AFRICA: VIDEO STREAMING MARKET SIZE, BY  
SERVICE, 2014–2021 (USD MILLION)

Table 67 MIDDLE EAST AND AFRICA: VIDEO STREAMING MARKET SIZE, BY  
PLATFORM, 2014–2021 (USD MILLION)

Table 68 MIDDLE EAST AND AFRICA: VIDEO STREAMING MARKET SIZE, BY USER  
TYPE, 2014–2021 (USD MILLION)

Table 69 MIDDLE EAST AND AFRICA: VIDEO STREAMING MARKET SIZE, BY  
DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 70 MIDDLE EAST AND AFRICA: VIDEO STREAMING MARKET SIZE, BY  
REVENUE MODEL, 2014–2021 (USD MILLION)

Table 71 MIDDLE EAST AND AFRICA: VIDEO STREAMING MARKET SIZE, BY  
INDUSTRY, 2014–2021 (USD MILLION)

Table 72 LATIN AMERICA: VIDEO STREAMING MARKET SIZE, BY STREAMING  
TYPE, 2014–2021 (USD MILLION)

Table 73 LATIN AMERICA: VIDEO STREAMING MARKET SIZE, BY SOLUTION,  
2014–2021 (USD MILLION)

Table 74 LATIN AMERICA: VIDEO STREAMING MARKET SIZE, BY SERVICE,  
2014–2021 (USD MILLION)

Table 75 LATIN AMERICA: VIDEO STREAMING MARKET SIZE, BY PLATFORM,  
2014–2021 (USD MILLION)

Table 76 LATIN AMERICA: VIDEO STREAMING MARKET SIZE, BY USER TYPE,  
2014–2021 (USD MILLION)

Table 77 LATIN AMERICA: VIDEO STREAMING MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 78 LATIN AMERICA: VIDEO STREAMING MARKET SIZE, BY REVENUE MODEL, 2014–2021 (USD MILLION)

Table 79 LATIN AMERICA: VIDEO STREAMING MARKET SIZE, BY INDUSTRY, 2014–2021 (USD MILLION)

Table 80 PARTNERSHIPS, 2015-2016

Table 81 NEW PRODUCT LAUNCHES, 2015-2016

Table 82 ACQUISITIONS, 2015-2016

Table 83 PARTNERSHIPS, 2013 - 2014

Table 84 NEW PRODUCT LAUNCHES, 2013-2014

## List Of Figures

### LIST OF FIGURES

Figure 1 RESEARCH DESIGN

Figure 2 BREAKDOWN OF PRIMARY INTERVIEW: BY COMPANY TYPE, 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 STREAMING MARKET SIZE, BY REVENUE MODEL (2015–2020): MARKET FOR SUBSCRIPTION REVENUE MODEL IS EXPECTED TO DOUBLE DURING THE FORECAST PERIOD

Figure 7 VIDEO STREAMING MARKET SIZE, BY INDUSTRY (2016–2021): MEDIA AND ENTERTAINMENT IS EXPECTED TO DOMINATE THE MARKET

Figure 8 GLOBAL VIDEO STREAMING MARKET SHARE, BY REGION: NORTH AMERICA IS EXPECTED TO EXHIBIT THE LARGEST MARKET SHARE IN 2016

Figure 9 GROWING USAGE OF VIDEO STREAMING SOLUTIONS FOR WATCHING ONLINE VIDEOS IS EXPECTED TO DRIVE MARKET GROWTH DURING THE FORECAST PERIOD

Figure 10 MEDIA AND ENTERTAINMENT IS GAINING THE HIGHEST TRACTION IN TERMS OF MARKET SHARE IN 2016

Figure 11 ASIA-PACIFIC IS EXPECTED TO HAVE THE HIGHEST MARKET GROWTH POTENTIAL DURING THE FORECAST PERIOD

Figure 12 ON-PREMISES SEGMENT IS EXPECTED TO DOMINATE THE VIDEO STREAMING MARKET IN 2016

Figure 13 SMARTPHONES AND TABLETS MARKET TO GROW AT A HIGHER RATE DURING THE FORECAST PERIOD

Figure 14 REGIONAL LIFECYCLE: NORTH AMERICA IS EXPECTED TO BE IN THE GROWTH PHASE IN 2016

Figure 15 VIDEO STREAMING MARKET SEGMENTATION: BY STREAMING TYPE

Figure 16 VIDEO STREAMING MARKET SEGMENTATION: BY PLATFORM

Figure 17 VIDEO STREAMING MARKET SEGMENTATION: BY SOLUTION

Figure 18 VIDEO STREAMING MARKET SEGMENTATION: BY SERVICE

Figure 19 VIDEO STREAMING MARKET SEGMENTATION: BY USER TYPE

Figure 20 VIDEO STREAMING MARKET SEGMENTATION: BY DEPLOYMENT TYPE

Figure 21 VIDEO STREAMING MARKET SEGMENTATION: BY REVENUE MODEL

Figure 22 VIDEO STREAMING MARKET SEGMENTATION: BY INDUSTRY

Figure 23 VIDEO STREAMING MARKET SEGMENTATION: BY REGION



Figure 24 VIDEO STREAMING MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 25 VIDEO STREAMING MARKET: VALUE CHAIN ANALYSIS

Figure 26 STRATEGIC BENCHMARKING: PARTNERSHIPS OF TOP VENDORS

Figure 27 LIVE VIDEO STREAMING IS EXPECTED TO GROW AT THE HIGHEST CAGR

Figure 28 ASIA-PACIFIC IS EXPECTED TO GROW AT THE HIGHEST CAGR IN LIVE VIDEO STREAMING MARKET

Figure 29 EUROPE IS EXPECTED TO GROW AT A HIGHER CAGR THAN NORTH AMERICA IN NON-LINEAR STREAMING MARKET DURING THE FORECAST PERIOD

Figure 30 OVER THE TOP SOLUTION IS GROWING AT THE HIGHEST CAGR IN 2016-2021

Figure 31 NORTH AMERICA IS EXPECTED TO ADOPT OVER THE TOP SOLUTION SWIFTLY DURING THE FORECAST PERIOD

Figure 32 SERVICES SEGMENT EXPECTED TO GROW EXTENSIVELY DURING THE FORECAST PERIOD

Figure 33 ASIA-PACIFIC AND EUROPE ARE EXPECTED TO ADOPT MANAGED SERVICES EXTENSIVELY DURING THE FORECAST PERIOD

Figure 34 SMARTPHONES AND TABLETS PLATFORM IS EXPECTED TO EXHIBIT THE HIGHEST GROWTH RATE IN THE VIDEO STREAMING MARKET DURING THE FORECAST PERIOD

Figure 35 ASIA-PACIFIC IS EXPECTED TO HAVE THE HIGHEST ADOPTION OF VIDEO STREAMING SOLUTIONS FOR SMARTPHONES AND TABLETS PLATFORM

Figure 36 NORTH AMERICA IS EXPECTED TO INCREASINGLY ADOPT VIDEO STREAMING SOLUTIONS FOR SMART TV PLATFORMS

Figure 37 LARGE ENTERPRISES SEGMENT IS EXPECTED TO HAVE THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 38 SMALL AND MEDIUM ENTERPRISE SEGMENT EXPECTED TO ADOPT VIDEO STREAMING SOLUTION EXTENSIVELY IN EUROPE

Figure 39 ON-PREMISES DEPLOYMENT TYPE IS EXPECTED TO HAVE THE LARGEST MARKET SIZE IN 2016

Figure 40 CLOUD DEPLOYMENT TYPE IS EXPECTED TO GROW AT THE HIGHEST CAGR IN ASIA-PACIFIC

Figure 41 ON-PREMISES DEPLOYMENT TYPE IS EXPECTED TO GROW EXTENSIVELY IN ASIA-PACIFIC

Figure 42 RENTAL REVENUE MODEL IS EXPECTED TO EXHIBIT THE HIGHEST GROWTH RATE IN THE VIDEO STREAMING MARKET DURING THE FORECAST PERIOD

Figure 43 SUBSCRIPTION REVENUE MODEL IS GROWING SIGNIFICANTLY IN ASIA-PACIFIC

Figure 44 NORTH AMERICA IS EXPECTED TO INCREASINGLY ADOPT RETAIL REVENUE MODEL FOR VIDEO STREAMING SOLUTIONS

Figure 45 MEDIA AND ENTERTAINMENT INDUSTRY IS EXPECTED TO HAVE THE SIGNIFICANT MARKET SIZE IN THE VIDEO STREAMING MARKET

Figure 46 MEDIA AND ENTERTAINMENT INDUSTRY IS EXPECTED TO EXHIBIT HIGHEST ADOPTION OF VIDEO STREAMING SOLUTION IN ASIA-PACIFIC

Figure 47 VIDEO STREAMING MARKET IN EDUCATION INDUSTRY IS EXPECTED TO DOMINATE IN NORTH AMERICA

Figure 48 HEALTHCARE SECTOR IN EUROPE EXPECTED TO ADOPT VIDEO STREAMING SOLUTIONS EXPANSIVELY BY 2021

Figure 49 GEOGRAPHICAL ANALYSIS

Figure 50 NORTH AMERICA MARKET SNAPSHOT

Figure 51 ASIA-PACIFIC MARKET SNAPSHOT

Figure 52 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AS THE KEY GROWTH STRATEGY OVER THE PAST FOUR YEARS

Figure 53 MARKET EVALUATION FRAMEWORK

Figure 54 BATTLE FOR MARKET SHARE: PARTNERSHIPS AND NEW PRODUCT LAUNCHES WERE THE KEY STRATEGIES

Figure 55 GEOGRAPHIC REVENUE MIX OF TOP THREE MARKET PLAYERS

Figure 56 AKAMAI TECHNOLOGIES: COMPANY SNAPSHOT

Figure 57 AKAMAI TECHNOLOGIES : SWOT ANALYSIS

Figure 58 ADOBE SYSTEMS INCORPORATED: COMPANY SNAPSHOT

Figure 59 ADOBE SYSTEMS INCORPORATED : SWOT ANALYSIS

Figure 60 AMAZON WEB SERVICES: SWOT ANALYSIS

Figure 61 NETFLIX, INC.: COMPANY SNAPSHOT

Figure 62 NETFLIX, INC.: SWOT ANALYSIS

Figure 63 USTREAM: SWOT ANALYSIS

Figure 64 CISCO SYSTEMS, INC.: COMPANY SNAPSHOT

Figure 65 APPLE, INC.: COMPANY SNAPSHOT

Figure 66 GOOGLE INC.: COMPANY SNAPSHOT

Figure 67 MICROSOFT CORPORATION: COMPANY SNAPSHOT



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