

Video Streaming Software Market by Offering (Solutions, Services), Streaming Type (Live Streaming, Video-on-Demand Streaming), Deployment Mode, Delivery Channel, Monetization Model, Connected Device, Vertical and Region - Global Forecast to 2029

<https://marketpublishers.com/r/V38993AC5710EN.html>

Date: May 2024

Pages: 327

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

ID: V38993AC5710EN

Abstracts

The video streaming software market is expected to grow from USD 13.3 billion in 2024 to USD 29.7 billion by 2029 at a Compound Annual Growth Rate (CAGR) of 17.5% during the forecast period. As video streaming software evolves to meet increasing user expectations and technological advancements, the demand for training, support, and maintenance services rises; this ensures that users can effectively utilize new features, troubleshoot issues, and maintain optimal software performance, driving the market for these ancillary services.

'As per services, the managed services segment is expected to grow at the highest CAGR during the forecast period.'

Managed services in video streaming software refer to outsourcing the management and maintenance of video streaming software to a third-party provider. Managing and maintaining video streaming software in-house can be expensive, particularly for businesses that lack the expertise and resources to do so effectively. Managed service providers can help companies save money by offering scalable solutions tailored to their needs, allowing them to pay only for the services they need. These services are built on a global infrastructure with integrated security services, security patching, hardened Operating System (OS) build, data isolation, and incident response. They reduce the complexities and cost of security solutions and manage compliance more effectively, as

enterprises require. Managed security services provide real-time monitoring, compliance auditing and reporting, and proactive mitigation of security threats. They reduce the costs and burden on the IT staff and help optimize internal resources to increase the operating efficiency and profitability of the company. They assist enterprises in outsourcing the cloud infrastructure and managing the operations more conveniently.

'As per delivery channel, web-based delivery will hold the highest market share during the forecast period.'

As high-speed internet penetration continues to rise, web-based delivery channels have become integral to the operations of leading streaming platforms, shaping consumer experiences and market dynamics. This method utilizes the internet to transmit video files directly to viewers' devices, eliminating the need for physical media or downloads. It encompasses various software functionalities that ensure a smooth and efficient user experience. Web-based video delivery accounted for a substantial share of global internet traffic, with projections indicating continued growth. These platforms leverage sophisticated content delivery networks (CDNs) and advanced streaming protocols to ensure seamless playback and optimal viewing experiences across various devices and network conditions.

Furthermore, the COVID-19 pandemic has accelerated the already-growing trend of web-based video consumption, as lockdown measures and remote work arrangements spurred a surge in demand for online entertainment. The web-based delivery model fosters the growth of video-on-demand (VOD) services, where users can conveniently access a vast library of content. This segment is mainly driven by the rise of subscription-based video-on-demand (SVoD) platforms such as Netflix and Hulu. Additionally, web-based delivery empowers enterprises by enabling efficient corporate communication and training through video content.

'As per vertical, healthcare will grow with the highest CAGR during the forecast period.'

The adoption of video streaming software in the healthcare sector has transformed patient care and medical education by facilitating remote consultations, telemedicine services, and medical training. With the rise of telehealth, healthcare providers can now conduct virtual appointments, diagnose conditions, and prescribe treatments remotely, improving access to healthcare for patients in underserved areas or those unable to visit healthcare facilities in person. Moreover, video streaming enables real-time collaboration among healthcare professionals, allowing specialists to consult on

complex cases and share expertise across geographical boundaries. Medical education has also benefited from video streaming technology, with institutions using it to deliver lectures, training modules, and surgical demonstrations to students and practitioners worldwide. Additionally, video streaming software enhances patient engagement and education by disseminating informational videos, rehabilitation exercises, and self-care resources.

The breakup of the profiles of the primary participants is below:

By Company: Tier I: 37%, Tier II: 27%, and Tier III: 36%

By Designation: C-Level Executives: 29%, Director Level: 36%, and Others: 35%

By Region: North America: 35%, Europe: 24%, Asia Pacific: 21%, Rest of World: 20%

Note: Others include sales managers, marketing managers, and product managers

Note: The rest of the World consists of the Middle East & Africa, and Latin America

Note: Tier 1 companies have revenues of more than USD 100 million; tier 2 companies' revenue ranges from USD 10 million to USD 100 million; and tier 3 companies' revenue is less than 10 million

Source: Secondary Literature, Expert Interviews, and MarketsandMarkets Analysis

Some of the significant vendors offering video streaming software solutions and services across the globe include IBM (US), Brightcove (US), Kaltura (US), Edgio (US), Vimeo (US), Agile Content (Spain), Haivision (Canada), Panopto (US), Enghouse Systems (Canada), Akamai (US), Netgem Group (France), Dailymotion (France), Hive Streaming (Sweden), Blue Billywig (Netherlands), JW Player (US), Wowza (US), Vbrick (US), movingimage (Germany), VIDIZMO (US), Kollektive Technology (US), dacast (US), MediaPlatform (US), CONTUS TECH. (US), VIXY (Netherlands), uStudio (US), Vidyard (Canada), SproutVideo (US), Castr (Canada) and Muvi (US).

Research coverage:

The market study covers the video streaming software market across segments. It aims to estimate the market size and the growth potential of this market across different market segments, such as offering, streaming type, delivery channel, deployment mode, monetization model, connected device, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Reasons to buy this report:

The report will help the market leaders/new entrants with information on the closest approximations of the revenue numbers for the overall video streaming software market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of critical drivers (growing penetration of mobile devices with high internet usage, increasing demand for VOD streaming, rising technological advancements in AI and ML, growing requirement for VOD streaming, and increasing demand for high-quality videos), restraints (high cost of content creation and issues with Piracy), opportunities (emergence of 5G technology, growing demand for real-time video services, and optimization of network bandwidth), and challenges (data security and privacy concerns, and challenges associated with compatibility and integration) influencing the growth of the video streaming software market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the video streaming software market.

Market Development: Comprehensive information about lucrative markets – the report analyses the video streaming software market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the video

streaming software market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and IBM (US), Brightcove (US), Kaltura (US), Edgio (US), Vimeo (US), Agile Content (Spain), Haivision (Canada), Panopto (US), Enghouse Systems (Canada) and Akamai (US) among others in the video streaming software market.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND 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, 2019–2023
- 1.5 STAKEHOLDERS
- 1.6 SUMMARY OF CHANGES
 - 1.6.1 RECESSION IMPACT

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH APPROACH
 - FIGURE 1 VIDEO STREAMING SOFTWARE MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakup of primary interviews
 - 2.1.2.2 Key industry insights
 - 2.2 MARKET BREAKUP AND DATA TRIANGULATION
 - FIGURE 2 VIDEO STREAMING SOFTWARE MARKET: MARKET BREAKUP AND DATA TRIANGULATION
 - 2.3 MARKET SIZE ESTIMATION
 - FIGURE 3 VIDEO STREAMING SOFTWARE MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES
 - 2.3.1 TOP-DOWN APPROACH
 - FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
 - 2.3.2 BOTTOM-UP APPROACH
 - FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
 - FIGURE 6 VIDEO STREAMING SOFTWARE MARKET: RESEARCH FLOW
 - 2.3.3 MARKET ESTIMATION APPROACHES
 - FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS
 - FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

FROM SUPPLY SIDE - COLLECTIVE REVENUE OF VENDORS

FIGURE 9 BOTTOM-UP APPROACH FROM SUPPLY SIDE: COLLECTIVE REVENUE OF VENDORS

FIGURE 10 DEMAND-SIDE APPROACH: VIDEO STREAMING SOFTWARE MARKET

2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.5 RECESSION IMPACT ON VIDEO STREAMING SOFTWARE MARKET

2.6 RESEARCH ASSUMPTIONS

2.7 RESEARCH LIMITATIONS

3 EXECUTIVE SUMMARY

TABLE 3 VIDEO STREAMING SOFTWARE MARKET SIZE AND GROWTH, 2019–2023 (USD MILLION, Y-O-Y %)

TABLE 4 VIDEO STREAMING SOFTWARE MARKET SIZE AND GROWTH, 2024–2029 (USD MILLION, Y-O-Y %)

FIGURE 11 GLOBAL VIDEO STREAMING SOFTWARE MARKET TO WITNESS SIGNIFICANT GROWTH

3.1 OVERVIEW OF RECESSION IMPACT

FIGURE 12 NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

FIGURE 13 FASTEST-GROWING SEGMENTS OF VIDEO STREAMING SOFTWARE MARKET

4 PREMIUM INSIGHTS

4.1 OVERVIEW OF VIDEO STREAMING SOFTWARE MARKET

FIGURE 14 GROWING DEMAND FOR STREAMING SERVICES TO DRIVE MARKET GROWTH

4.2 VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024 VS. 2029

FIGURE 15 SOLUTIONS SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE DURING FORECAST PERIOD

4.3 VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2024 VS. 2029

FIGURE 16 VIDEO-ON-DEMAND STREAMING SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.4 VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024 VS. 2029

FIGURE 17 CLOUD SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE

DURING FORECAST PERIOD

4.5 VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2024 VS. 2029

FIGURE 18 WEB-BASED DELIVERY SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.6 VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2024 VS. 2029

FIGURE 19 SUBSCRIPTION-BASED SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.7 VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2024 VS. 2029

FIGURE 20 MOBILE DEVICES SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.8 VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2024 VS. 2029

FIGURE 21 MEDIA & ENTERTAINMENT SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

4.9 VIDEO STREAMING SOFTWARE MARKET: REGIONAL SCENARIO, 2024–2029

FIGURE 22 ASIA PACIFIC TO EMERGE AS BEST MARKET FOR INVESTMENT IN NEXT FIVE YEARS

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 23 VIDEO STREAMING SOFTWARE MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Growing penetration of mobile devices with high internet usage

5.2.1.2 Increasing demand for VOD streaming

5.2.1.3 Rising technological advancements in AI and ML

5.2.1.4 Growing requirement for video transcoding

5.2.1.5 Rising demand for high-quality videos

5.2.2 RESTRAINTS

5.2.2.1 High cost of content creation and issues with piracy

5.2.3 OPPORTUNITIES

5.2.3.1 Emergence of 5G technology

5.2.3.2 Growing demand for real-time video services

5.2.3.3 Optimization of network bandwidth

5.2.4 CHALLENGES

5.2.4.1 Data security and privacy concerns

5.2.4.2 Challenges associated with compatibility and integration

5.3 CASE STUDY ANALYSIS

TABLE 5 SEVEN WEST MEDIA UTILIZED AKAMAI'S INFRASTRUCTURE TO DELIVER VIDEO EXPERIENCE TO USERS

TABLE 6 BYUTV ACHIEVED CONTENT MANAGEMENT AND DRM TRANSFORMATION WITH UPLYNK

TABLE 7 LOUIS VUITTON ENHANCED ITS BUYING EXPERIENCE WITH VIDIZMO ENTERPRISETUBE

TABLE 8 STUDEO GROUP TRANSFORMED MARKETING STRATEGIES USING DACAST STREAMING TECHNOLOGY

TABLE 9 BBC UTILIZED VIDYARD TO GAIN CLIENT ACCOUNTS AND SCALE BUSINESS OPERATIONS

TABLE 10 ALLERHANDE UTILIZED BLUE BILLYWIG TO ENGAGE WITH VIEWERS

5.4 SUPPLY CHAIN ANALYSIS

FIGURE 24 VIDEO STREAMING SOFTWARE MARKET: SUPPLY CHAIN ANALYSIS

5.5 ECOSYSTEM ANALYSIS

FIGURE 25 VIDEO STREAMING SOFTWARE MARKET: ECOSYSTEM MARKET/MAP

TABLE 11 VIDEO STREAMING SOFTWARE MARKET: ROLE IN ECOSYSTEM

5.6 TECHNOLOGIES

5.6.1 KEY TECHNOLOGIES

5.6.1.1 Video Compression & Encoding

5.6.1.2 Transcoding & Transmuxing

5.6.1.3 Adaptive Bitrate Streaming

5.6.1.4 Content Delivery Networks (CDN)

5.6.1.5 WebRTC and Real-time Collaboration

5.6.1.6 Security & Digital Rights Management

5.6.2 COMPLEMENTARY TECHNOLOGIES

5.6.2.1 AI/ML

5.6.2.2 Cloud Computing

5.6.2.3 Hybrid & Multi-cloud

5.6.2.4 AR/VR

5.6.3 ADJACENT TECHNOLOGIES

5.6.3.1 Internet of Things (IoT)

5.6.3.2 5G & Edge Computing

5.6.3.3 Blockchain

5.7 PRICING ANALYSIS

5.7.1 AVERAGE SELLING PRICE (ASP) TREND OF KEY PLAYERS, BY DEPLOYMENT MODE

FIGURE 26 AVERAGE SELLING PRICE TREND, BY VIDEO STREAMING TYPE

TABLE 12 INDICATIVE PRICING ANALYSIS, BY OFFERING

5.8 PATENT ANALYSIS

FIGURE 27 NUMBER OF PATENTS PUBLISHED, 2013–2023

FIGURE 28 TOP 5 PATENT OWNERS (GLOBAL)

TABLE 13 TOP 10 PATENT APPLICANTS (US)

5.9 PORTER'S FIVE FORCES ANALYSIS

FIGURE 29 VIDEO STREAMING SOFTWARE MARKET: PORTER'S FIVE FORCES ANALYSIS

TABLE 14 VIDEO STREAMING SOFTWARE MARKET: PORTER'S FIVE FORCES ANALYSIS

5.9.1 THREAT OF NEW ENTRANTS

5.9.2 THREAT OF SUBSTITUTES

5.9.3 BARGAINING POWER OF BUYERS

5.9.4 BARGAINING POWER OF SUPPLIERS

5.9.5 INTENSITY OF COMPETITIVE RIVALRY

5.10 REGULATORY LANDSCAPE

5.10.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 15 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 16 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 17 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 18 REST OF THE WORLD: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.10.2 REGULATIONS, BY REGION

5.11 TRENDS AND DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 30 TRENDS AND DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES IN VIDEO STREAMING SOFTWARE MARKET

5.12 KEY STAKEHOLDERS AND BUYING CRITERIA

5.12.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 31 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR VERTICALS

TABLE 19 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR LEADING VERTICALS

5.12.2 BUYING CRITERIA

FIGURE 32 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 20 KEY BUYING CRITERIA FOR TOP VERTICALS**5.13 BUSINESS MODEL ANALYSIS****5.13.1 SUBSCRIPTION-BASED MODEL****5.13.2 LICENSE-BASED MODEL****5.13.3 FREEMIUM MODEL****5.14 KEY CONFERENCES AND EVENTS, 2024–2025****TABLE 21 VIDEO STREAMING SOFTWARE MARKET: LIST OF KEY CONFERENCES AND EVENTS, 2024–2025****5.15 INVESTMENT AND FUNDING SCENARIO****FIGURE 33 INVESTMENT AND FUNDING SCENARIO OF LEADING VIDEO STREAMING SOFTWARE VENDORS****5.16 VIDEO STREAMING SOFTWARE MARKET: TYPES OF VIDEOS****5.16.1 LIVE ACTION VIDEOS****5.16.2 ANIMATED VIDEOS****5.16.3 EXPLAINER VIDEOS****5.16.4 TUTORIAL & HOW-TO VIDEOS****5.16.5 TESTIMONIAL & CASE STUDY VIDEOS****5.16.6 BRAND STORYTELLING VIDEOS****5.16.7 PRODUCT DEMO VIDEOS****5.16.8 INTERVIEW AND Q&A VIDEOS****5.16.9 EVENT HIGHLIGHTS & RECAP VIDEOS****5.16.10 BEHIND-THE-SCENES VIDEOS****5.16.11 INTERACTIVE VIDEOS****5.16.12 360° & VR VIDEOS****6 VIDEO STREAMING SOFTWARE MARKET, BY OFFERING****6.1 INTRODUCTION****FIGURE 34 SOLUTIONS SEGMENT TO HOLD LARGER MARKET SIZE DURING FORECAST PERIOD****6.1.1 OFFERING: VIDEO STREAMING SOFTWARE MARKET DRIVERS****TABLE 22 VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)****TABLE 23 VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)****FIGURE 35 VIDEO ANALYTICS SEGMENT TO RECORD HIGHEST CAGR****6.2 SOLUTIONS****6.2.1 NEED TO MANAGE VIDEO CONTENT DELIVERY TO DRIVE DEMAND FOR SOLUTIONS**

TABLE 24 VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 25 VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 26 SOLUTIONS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 27 SOLUTIONS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.2 TRANSCODING & ENCODING

6.2.2.1 Need to deliver high-quality video streams to drive demand for transcoding & encoding

TABLE 28 TRANSCODING & ENCODING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 29 TRANSCODING & ENCODING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.3 VIDEO CONTENT MANAGEMENT

6.2.3.1 Need to manage entire lifecycle of video content to drive growth of this segment

TABLE 30 VIDEO CONTENT MANAGEMENT: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 31 VIDEO CONTENT MANAGEMENT: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.4 VIDEO HOSTING

6.2.4.1 Need for scalable infrastructure to manage large amount of video content to drive demand for video hosting

TABLE 32 VIDEO HOSTING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 33 VIDEO HOSTING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.5 VIDEO ANALYTICS

6.2.5.1 Video analytics enable to understand audience preferences

TABLE 34 VIDEO ANALYTICS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 35 VIDEO ANALYTICS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.6 VIDEO SECURITY

6.2.6.1 Need to ensure security of video content delivered online to drive market growth

TABLE 36 VIDEO SECURITY: VIDEO STREAMING SOFTWARE MARKET, BY

REGION, 2019–2023 (USD MILLION)

TABLE 37 VIDEO SECURITY: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.2.7 OTHER SOLUTIONS

TABLE 38 OTHER SOLUTIONS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 39 OTHER SOLUTIONS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3 SERVICES

6.3.1 NEED FOR CONTINUOUS BUSINESS IMPROVEMENT TO DRIVE DEMAND FOR SERVICES

FIGURE 36 PROFESSIONAL SERVICES TO HOLD LARGEST MARKET SHARE IN 2024

TABLE 40 VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 41 VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 42 SERVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 43 SERVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3.2 PROFESSIONAL SERVICES

TABLE 44 VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 45 VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2024–2029 (USD MILLION)

TABLE 46 PROFESSIONAL SERVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 47 PROFESSIONAL SERVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3.2.1 Integration & implementation

6.3.2.1.1 Need for trained professionals for implementation of video streaming software to drive growth

TABLE 48 INTEGRATION & IMPLEMENTATION: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 49 INTEGRATION & IMPLEMENTATION: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3.2.2 Consulting

6.3.2.2.1 Consulting services to help businesses in video streaming software

industry to stay competitive

TABLE 50 CONSULTING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 51 CONSULTING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3.2.3 Support & maintenance

6.3.2.3.1 Support & maintenance services to ensure reliable and secure operation of video streaming software

TABLE 52 SUPPORT & MAINTENANCE: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 53 SUPPORT & MAINTENANCE: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

6.3.3 MANAGED SERVICES

6.3.3.1 Managed service providers to monitor and optimize system performance

TABLE 54 MANAGED SERVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 55 MANAGED SERVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

7 VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE

7.1 INTRODUCTION

7.1.1 STREAMING TYPE: VIDEO STREAMING SOFTWARE MARKET DRIVERS
FIGURE 37 LIVE STREAMING TO RECORD HIGHER CAGR DURING FORECAST PERIOD

TABLE 56 VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2019–2023 (USD MILLION)

TABLE 57 VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2024–2029 (USD MILLION)

7.2 LIVE STREAMING

7.2.1 GROWTH OF SOCIAL MEDIA PLATFORMS TO DRIVE DEMAND FOR LIVE STREAMING

TABLE 58 LIVE STREAMING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 59 LIVE STREAMING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

7.2.2 LIVE EVENTS

7.2.3 WEBINARS

7.2.4 VIRTUAL CONFERENCES

7.2.5 SPORTING EVENTS

7.2.6 NEW BROADCASTING

7.3 VIDEO-ON-DEMAND STREAMING

7.3.1 CONVENIENCE AND FLEXIBILITY OFFERED BY VOD SERVICES TO DRIVE DEMAND

TABLE 60 VIDEO-ON-DEMAND STREAMING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 61 VIDEO-ON-DEMAND STREAMING: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

7.3.2 VIDEO LIBRARIES

7.3.3 PRE-RECORDED VIDEOS

7.3.4 EDUCATIONAL CONTENT

7.3.5 ENTERTAINMENT CONTENT

7.3.6 PRODUCT DEMOS

7.3.7 TRAINING VIDEOS

8 VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE

8.1 INTRODUCTION

8.1.1 DEPLOYMENT MODE: VIDEO STREAMING SOFTWARE MARKET DRIVERS
FIGURE 38 CLOUD SEGMENT TO RECORD HIGHER CAGR DURING FORECAST PERIOD

TABLE 62 VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 63 VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

8.2 ON-PREMISES

8.2.1 NEED FOR GREATER CONTROL OVER VIDEO STREAMING PROCESSES TO DRIVE DEMAND FOR ON-PREMISE DEPLOYMENT

TABLE 64 ON-PREMISES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 65 ON-PREMISES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

8.3 CLOUD

8.3.1 NEED TO DELIVER HIGH-QUALITY VIDEO CONTENT TO DRIVE DEMAND FOR CLOUD DEPLOYMENT

TABLE 66 CLOUD: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 67 CLOUD: VIDEO STREAMING SOFTWARE MARKET, BY REGION,

2024–2029 (USD MILLION)

9 VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL

9.1 INTRODUCTION

9.1.1 DELIVERY CHANNEL: VIDEO STREAMING SOFTWARE MARKET DRIVERS
FIGURE 39 MOBILE APP DELIVERY TO RECORD HIGHER CAGR DURING FORECAST PERIOD

TABLE 68 VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2019–2023 (USD MILLION)

TABLE 69 VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2024–2029 (USD MILLION)

9.2 WEB-BASED DELIVERY

9.2.1 GROWING DEMAND FOR VOD STREAMING TO DRIVE MARKET GROWTH
TABLE 70 WEB-BASED DELIVERY: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 71 WEB-BASED DELIVERY: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

9.2.2 BROWSER-BASED STREAMING

9.2.3 WEB APPLICATIONS

9.2.4 EMBEDDED PLAYERS

9.3 MOBILE APP DELIVERY

9.3.1 ADVANCEMENTS IN MOBILE TECHNOLOGY TO DRIVE GROWTH OF THIS SEGMENT

TABLE 72 MOBILE APP DELIVERY: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 73 MOBILE APP DELIVERY: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

9.3.2 IOS APPS

9.3.3 ANDROID APPS

9.3.4 CROSS PLATFORMS APPS

10 VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL

10.1 INTRODUCTION

10.1.1 MONETIZATION MODEL: VIDEO STREAMING SOFTWARE MARKET DRIVERS

FIGURE 40 SUBSCRIPTION-BASED SEGMENT TO RECORD HIGHEST CAGR DURING FORECAST PERIOD

TABLE 74 VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2019–2023 (USD MILLION)

TABLE 75 VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2024–2029 (USD MILLION)

10.2 SUBSCRIPTION-BASED

10.2.1 GROWING ADOPTION OF OTT PLATFORMS TO DRIVE DEMAND FOR SUBSCRIPTION-BASED MODELS

TABLE 76 SUBSCRIPTION-BASED: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 77 SUBSCRIPTION-BASED: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

10.2.2 MONTHLY SUBSCRIPTIONS

10.2.3 TIERED PRICING PLANS

10.2.4 FREEMIUM MODELS

10.2.5 USAGE-BASED BILLING

10.3 TRANSACTION-BASED

10.3.1 NEED FOR LOW-COST VIDEO STREAMING TO PROPEL DEMAND FOR TRANSACTION-BASED MODELS

TABLE 78 TRANSACTION-BASED: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 79 TRANSACTION-BASED: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

10.3.2 PAY PER DOWNLOAD

10.3.3 VIDEO RENTALS

10.3.4 VIDEO PURCHASES

10.3.5 DIGITAL GOODS SALES

10.3.6 IN-APP PURCHASES

10.4 ADVERTISING-BASED

10.4.1 NEED FOR FREE ACCESS TO CONTENT TO DRIVE DEMAND FOR ADVERTISING-BASED MODELS

TABLE 80 ADVERTISING-BASED: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 81 ADVERTISING-BASED: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

10.4.2 PRE-ROLL ADS

10.4.3 MID-ROLL ADS

10.4.4 DISPLAY ADS

10.4.5 SPONSORSHIP OPPORTUNITIES

11 VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE

11.1 INTRODUCTION

11.1.1 CONNECTED DEVICE: VIDEO STREAMING SOFTWARE MARKET DRIVERS

FIGURE 41 OTHER DEVICES TO RECORD HIGHEST CAGR DURING FORECAST PERIOD

TABLE 82 VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2019–2023 (USD MILLION)

TABLE 83 VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2024–2029 (USD MILLION)

11.2 STREAMING STICKS & MEDIA PLAYERS

11.2.1 NEED TO DELIVER IMMERSIVE ENTERTAINMENT EXPERIENCES TO DRIVE DEMAND FOR THESE DEVICES

TABLE 84 STREAMING STICKS & MEDIA PLAYERS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 85 STREAMING STICKS & MEDIA PLAYERS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

11.2.2 SET-TOP BOXES

11.2.3 STREAMING STICKS

11.2.4 SMART TVS

11.2.5 GAMING CONSOLES

11.2.6 MEDIA PLAYERS

11.3 MOBILE DEVICES

11.3.1 GROWING ADOPTION OF MOBILE DEVICES TO SUPPORT MARKET GROWTH

TABLE 86 MOBILE DEVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 87 MOBILE DEVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

11.3.2 SMARTPHONES

11.3.3 TABLETS

11.3.4 LAPTOPS

11.3.5 WEARABLE DEVICES

11.4 OTHER DEVICES

TABLE 88 OTHER DEVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 89 OTHER DEVICES: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

12 VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL

12.1 INTRODUCTION

12.1.1 VERTICAL: VIDEO STREAMING SOFTWARE MARKET DRIVERS

FIGURE 42 HEALTHCARE SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 90 VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 91 VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

12.2 MEDIA & ENTERTAINMENT

12.2.1 INCREASING EMPHASIS ON ENHANCING CUSTOMER EXPERIENCES TO DRIVE GROWTH IN MEDIA & ENTERTAINMENT VERTICAL

12.2.2 CONTENT MONETIZATION

12.2.3 LIVE BROADCASTING

12.2.4 VOD SERVICES

TABLE 92 MEDIA & ENTERTAINMENT: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 93 MEDIA & ENTERTAINMENT: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

12.3 BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI)

12.3.1 NEED FOR ENHANCED CORPORATE COMMUNICATIONS TO DRIVE GROWTH OF THIS SEGMENT

12.3.2 CUSTOMER SERVICE

12.3.3 TRAINING & DEVELOPMENT

12.3.4 EDUCATION & MARKETING

12.3.5 CORPORATE COMMUNICATIONS

TABLE 94 BFSI: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 95 BFSI: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

12.4 ACADEMIA & EDUCATION

12.4.1 REMOTE COLLABORATION AND ENGAGEMENT AMONG STUDENTS TO DRIVE DEMAND FOR VIDEO STREAMING SOFTWARE

12.4.2 ONLINE CLASSES

12.4.3 DISTANCE LEARNING

12.4.4 LIVE EVENTS & WEBINARS

12.4.5 TRAINING & DEVELOPMENT

TABLE 96 ACADEMIA & EDUCATION: VIDEO STREAMING SOFTWARE MARKET,

BY REGION, 2019–2023 (USD MILLION)

TABLE 97 ACADEMIA & EDUCATION: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

12.5 HEALTHCARE

12.5.1 GROWING ADOPTION OF REMOTE CONSULTATIONS BY HEALTHCARE INSTITUTIONS TO DRIVE DEMAND FOR VIDEO STREAMING SOFTWARE

12.5.2 MEDICAL EDUCATION & TRAINING

12.5.3 REMOTE PATIENT MONITORING

12.5.4 HEALTH EDUCATION & PATIENT ENGAGEMENT

12.5.5 MEDICAL CONFERENCES & EVENTS

TABLE 98 HEALTHCARE: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 99 HEALTHCARE: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

12.6 GOVERNMENT

12.6.1 EXPONENTIAL GROWTH IN DIGITALIZATION OF SECTOR TO DRIVE MARKET

12.6.2 PUBLIC EDUCATION & AWARENESS

12.6.3 VIRTUAL GOVERNMENT SERVICES & E-GOVERNMENT PLATFORMS

12.6.4 TRAINING & PROFESSIONAL DEVELOPMENT

12.6.5 GOVERNMENT CONFERENCES & EVENTS

TABLE 100 GOVERNMENT: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 101 GOVERNMENT: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

12.7 OTHER VERTICALS

TABLE 102 OTHER VERTICALS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 103 OTHER VERTICALS: VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029 (USD MILLION)

13 VIDEO STREAMING SOFTWARE MARKET, BY REGION

13.1 INTRODUCTION

FIGURE 43 NORTH AMERICA TO HOLD LARGEST SHARE IN VIDEO STREAMING SOFTWARE MARKET

TABLE 104 VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 105 VIDEO STREAMING SOFTWARE MARKET, BY REGION, 2024–2029

(USD MILLION)

13.2 NORTH AMERICA

13.2.1 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET DRIVERS

13.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 44 NORTH AMERICA: MARKET SNAPSHOT

TABLE 106 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 107 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 108 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 109 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 110 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 111 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 112 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 113 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2024–2029 (USD MILLION)

TABLE 114 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2019–2023 (USD MILLION)

TABLE 115 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2024–2029 (USD MILLION)

TABLE 116 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 117 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

TABLE 118 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2019–2023 (USD MILLION)

TABLE 119 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2024–2029 (USD MILLION)

TABLE 120 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2019–2023 (USD MILLION)

TABLE 121 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2024–2029 (USD MILLION)

TABLE 122 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2019–2023 (USD MILLION)

TABLE 123 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2024–2029 (USD MILLION)

TABLE 124 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 125 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 126 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 127 NORTH AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

13.2.3 US

13.2.3.1 Increasing number of video streaming service providers in US to drive market growth

TABLE 128 US: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 129 US: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 130 US: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 131 US: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.2.4 CANADA

13.2.4.1 Technological availability and government support for adoption of online video platforms to drive market growth in Canada

TABLE 132 CANADA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 133 CANADA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 134 CANADA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 135 CANADA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.3 EUROPE

13.3.1 EUROPE: VIDEO STREAMING SOFTWARE MARKET DRIVERS

13.3.2 EUROPE: RECESSION IMPACT

TABLE 136 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 137 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 138 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 139 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 140 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 141 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 142 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 143 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2024–2029 (USD MILLION)

TABLE 144 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2019–2023 (USD MILLION)

TABLE 145 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2024–2029 (USD MILLION)

TABLE 146 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 147 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

TABLE 148 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2019–2023 (USD MILLION)

TABLE 149 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2024–2029 (USD MILLION)

TABLE 150 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2019–2023 (USD MILLION)

TABLE 151 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2024–2029 (USD MILLION)

TABLE 152 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2019–2023 (USD MILLION)

TABLE 153 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2024–2029 (USD MILLION)

TABLE 154 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 155 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 156 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 157 EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY,

2024–2029 (USD MILLION)

13.3.3 UK

13.3.3.1 Government support to promote local streaming and broadcasting to drive market growth in UK

TABLE 158 UK: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 159 UK: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 160 UK: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 161 UK: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.3.4 GERMANY

13.3.4.1 Collaboration of local players against international giants in Germany to drive market growth

TABLE 162 GERMANY: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 163 GERMANY: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 164 GERMANY: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 165 GERMANY: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.3.5 FRANCE

13.3.5.1 Large presence of streaming service providers in France to drive market growth

TABLE 166 FRANCE: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 167 FRANCE: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 168 FRANCE: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 169 FRANCE: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.3.6 ITALY

13.3.6.1 Increase adoption of streaming media in Italy to contribute to market growth

TABLE 170 ITALY: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 171 ITALY: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING,

2024–2029 (USD MILLION)

TABLE 172 ITALY: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 173 ITALY: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.3.7 SPAIN

13.3.7.1 Convenience of online streaming and diverse content options to fuel adoption of online video streaming platforms in Spain

TABLE 174 SPAIN: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 175 SPAIN: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 176 SPAIN: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 177 SPAIN: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.3.8 REST OF EUROPE

TABLE 178 REST OF EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 179 REST OF EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 180 REST OF EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 181 REST OF EUROPE: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.4 ASIA PACIFIC

13.4.1 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET DRIVERS

13.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 45 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 182 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 183 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 184 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 185 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 186 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 187 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 188 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 189 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2024–2029 (USD MILLION)

TABLE 190 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2019–2023 (USD MILLION)

TABLE 191 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2024–2029 (USD MILLION)

TABLE 192 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 193 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

TABLE 194 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2019–2023 (USD MILLION)

TABLE 195 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2024–2029 (USD MILLION)

TABLE 196 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2019–2023 (USD MILLION)

TABLE 197 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2024–2029 (USD MILLION)

TABLE 198 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2019–2023 (USD MILLION)

TABLE 199 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2024–2029 (USD MILLION)

TABLE 200 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 201 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 202 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 203 ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

13.4.3 CHINA

13.4.3.1 Strong technological background of country and presence of local players to drive market growth

TABLE 204 CHINA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 205 CHINA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 206 CHINA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 207 CHINA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.4.4 JAPAN

13.4.4.1 Growing subscription of online video services in Japan to drive market growth

TABLE 208 JAPAN: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 209 JAPAN: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 210 JAPAN: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 211 JAPAN: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.4.5 INDIA

13.4.5.1 Adoption of video streaming and use of technological developments in IT to drive market growth in India

TABLE 212 INDIA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 213 INDIA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 214 INDIA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 215 INDIA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.4.6 REST OF ASIA PACIFIC

TABLE 216 REST OF ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 217 REST OF ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 218 REST OF ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 219 REST OF ASIA PACIFIC: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.5 MIDDLE EAST & AFRICA

13.5.1 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET

DRIVERS

13.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 220 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 221 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 222 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 223 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 224 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 225 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 226 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 227 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2024–2029 (USD MILLION)

TABLE 228 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2019–2023 (USD MILLION)

TABLE 229 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2024–2029 (USD MILLION)

TABLE 230 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 231 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

TABLE 232 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2019–2023 (USD MILLION)

TABLE 233 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2024–2029 (USD MILLION)

TABLE 234 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2019–2023 (USD MILLION)

TABLE 235 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2024–2029 (USD MILLION)

TABLE 236 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2019–2023 (USD MILLION)

TABLE 237 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2024–2029 (USD MILLION)

TABLE 238 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET,

BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 239 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 240 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 241 MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

13.5.3 GULF COOPERATION COUNCIL (GCC)

TABLE 242 GCC: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 243 GCC: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

TABLE 244 GCC: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 245 GCC: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 246 GCC: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 247 GCC: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.5.3.1 UAE

13.5.3.1.1 Strong IT infrastructure to support market growth in UAE

13.5.3.2 Saudi Arabia

13.5.3.2.1 Investments in AI help to contribute to growth of video streaming in KSA

13.5.3.3 Rest of GCC Countries

13.5.4 SOUTH AFRICA

TABLE 248 SOUTH AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 249 SOUTH AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 250 SOUTH AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 251 SOUTH AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.5.5 REST OF MIDDLE EAST & AFRICA

TABLE 252 REST OF MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 253 REST OF MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 254 REST OF MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 255 REST OF MIDDLE EAST & AFRICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.6 LATIN AMERICA

13.6.1 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET DRIVERS

13.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 256 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 257 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 258 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2019–2023 (USD MILLION)

TABLE 259 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY SOLUTION, 2024–2029 (USD MILLION)

TABLE 260 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 261 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY SERVICE, 2024–2029 (USD MILLION)

TABLE 262 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 263 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY PROFESSIONAL SERVICE, 2024–2029 (USD MILLION)

TABLE 264 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2019–2023 (USD MILLION)

TABLE 265 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY STREAMING TYPE, 2024–2029 (USD MILLION)

TABLE 266 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 267 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

TABLE 268 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2019–2023 (USD MILLION)

TABLE 269 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DELIVERY CHANNEL, 2024–2029 (USD MILLION)

TABLE 270 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2019–2023 (USD MILLION)

TABLE 271 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY MONETIZATION MODEL, 2024–2029 (USD MILLION)

TABLE 272 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2019–2023 (USD MILLION)

TABLE 273 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY CONNECTED DEVICE, 2024–2029 (USD MILLION)

TABLE 274 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 275 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY VERTICAL, 2024–2029 (USD MILLION)

TABLE 276 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 277 LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY COUNTRY, 2024–2029 (USD MILLION)

13.6.3 BRAZIL

13.6.3.1 Growing popularity of video streaming services in Brazil to drive market growth

TABLE 278 BRAZIL: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 279 BRAZIL: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 280 BRAZIL: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 281 BRAZIL: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.6.4 MEXICO

13.6.4.1 Geographic advantage of Mexico to boost growth of video streaming services

TABLE 282 MEXICO: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 283 MEXICO: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 284 MEXICO: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 285 MEXICO: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.6.5 ARGENTINA

13.6.5.1 Rapid adoption of online video streaming in Argentina to drive market growth

TABLE 286 ARGENTINA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 287 ARGENTINA: VIDEO STREAMING SOFTWARE MARKET, BY

OFFERING, 2024–2029 (USD MILLION)

TABLE 288 ARGENTINA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 289 ARGENTINA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

13.6.6 REST OF LATIN AMERICA

TABLE 290 REST OF LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 291 REST OF LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY OFFERING, 2024–2029 (USD MILLION)

TABLE 292 REST OF LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 293 REST OF LATIN AMERICA: VIDEO STREAMING SOFTWARE MARKET, BY DEPLOYMENT MODE, 2024–2029 (USD MILLION)

14 COMPETITIVE LANDSCAPE

14.1 OVERVIEW

14.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 294 OVERVIEW OF STRATEGIES DEPLOYED BY VIDEO STREAMING SOFTWARE VENDORS

14.3 REVENUE ANALYSIS

FIGURE 46 REVENUE ANALYSIS OF KEY PLAYERS IN VIDEO STREAMING SOFTWARE MARKET (2019–2023)

14.4 MARKET SHARE ANALYSIS

FIGURE 47 MARKET SHARE ANALYSIS OF KEY PLAYERS IN VIDEO STREAMING SOFTWARE MARKET, 2023

TABLE 295 VIDEO STREAMING SOFTWARE MARKET: DEGREE OF COMPETITION

14.5 BRAND/PRODUCT COMPARISON

FIGURE 48 VIDEO STREAMING SOFTWARE MARKET: BRAND/PRODUCT COMPARATIVE ANALYSIS

14.6 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023

14.6.1 STARS

14.6.2 EMERGING LEADERS

14.6.3 PERVASIVE PLAYERS

14.6.4 PARTICIPANTS

FIGURE 49 VIDEO STREAMING SOFTWARE MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2023

14.6.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023

14.6.5.1 Company footprint

FIGURE 50 VIDEO STREAMING SOFTWARE MARKET: COMPANY FOOTPRINT

14.6.5.2 Regional footprint

TABLE 296 VIDEO STREAMING SOFTWARE MARKET: REGIONAL FOOTPRINT

14.6.5.3 Offering footprint

TABLE 297 VIDEO STREAMING SOFTWARE MARKET: OFFERING FOOTPRINT

14.6.5.4 Streaming type footprint

TABLE 298 VIDEO STREAMING SOFTWARE MARKET: STREAMING TYPE FOOTPRINT

14.6.5.5 Vertical footprint

TABLE 299 VIDEO STREAMING SOFTWARE MARKET: VERTICAL FOOTPRINT

14.7 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023

14.7.1 PROGRESSIVE COMPANIES

14.7.2 RESPONSIVE COMPANIES

14.7.3 DYNAMIC COMPANIES

14.7.4 STARTING BLOCKS

FIGURE 51 VIDEO STREAMING SOFTWARE MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2023

14.7.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023

TABLE 300 VIDEO STREAMING SOFTWARE MARKET: KEY STARTUPS/SMES

TABLE 301 VIDEO STREAMING SOFTWARE MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES

14.8 VALUATION & FINANCIAL METRICS

FIGURE 52 EV/EBITDA OF KEY VENDORS

FIGURE 53 YEAR-TO-DATE (YTD) PRICE TOTAL RETURN AND 5-YEAR STOCK BETA OF KEY VENDORS

14.9 COMPETITIVE SCENARIO

14.9.1 PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 302 VIDEO STREAMING SOFTWARE MARKET: PRODUCT LAUNCHES & ENHANCEMENTS, AUGUST 2022–APRIL 2024

14.9.2 DEALS

TABLE 303 VIDEO STREAMING SOFTWARE MARKET: DEALS, OCTOBER 2021–MARCH 2024

15 COMPANY PROFILES

15.1 INTRODUCTION

(Business overview, Products/Solutions/Services offered, Recent developments & MnM View)*

15.2 MAJOR PLAYERS

15.2.1 IBM

TABLE 304 IBM: COMPANY OVERVIEW

FIGURE 54 IBM: COMPANY SNAPSHOT

TABLE 305 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 306 IBM: PRODUCT LAUNCHES/ENHANCEMENTS

15.2.2 BRIGHTCOVE

TABLE 307 BRIGHTCOVE: COMPANY OVERVIEW

FIGURE 55 BRIGHTCOVE: COMPANY SNAPSHOT

TABLE 308 BRIGHTCOVE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 309 BRIGHTCOVE: PRODUCT LAUNCHES

TABLE 310 BRIGHTCOVE: DEALS

15.2.3 KALTURA

TABLE 311 KALTURA: COMPANY OVERVIEW

FIGURE 56 KALTURA: COMPANY SNAPSHOT

TABLE 312 KALTURA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 313 KALTURA: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 314 KALTURA: DEALS

15.2.4 EDGIO

TABLE 315 EDGIO: COMPANY OVERVIEW

FIGURE 57 EDGIO: COMPANY SNAPSHOT

TABLE 316 EDGIO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 317 EDGIO: DEALS

15.2.5 VIMEO

TABLE 318 VIMEO: COMPANY OVERVIEW

FIGURE 58 VIMEO: COMPANY SNAPSHOT

TABLE 319 VIMEO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 320 VIMEO: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 321 VIMEO: DEALS

15.2.6 AGILE CONTENT

TABLE 322 AGILE CONTENT: COMPANY OVERVIEW

FIGURE 59 AGILE CONTENT: COMPANY SNAPSHOT

TABLE 323 AGILE CONTENT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 324 AGILE CONTENT: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 325 AGILE CONTENT: DEALS

15.2.7 HAIVISION

TABLE 326 HAIVISION: COMPANY OVERVIEW

FIGURE 60 HAIVISION: COMPANY SNAPSHOT

TABLE 327 HAIVISION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 328 HAIVISION: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 329 HAIVISION: DEALS

15.2.8 PANOPTO

TABLE 330 PANOPTO: COMPANY OVERVIEW

TABLE 331 PANOPTO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 332 PANOPTO: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 333 PANOPTO: DEALS

15.2.9 ENGHOUSE SYSTEMS

TABLE 334 ENGHOUSE SYSTEMS: COMPANY OVERVIEW

FIGURE 61 ENGHOUSE SYSTEMS: COMPANY SNAPSHOT

TABLE 335 ENGHOUSE SYSTEMS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 336 ENGHOUSE SYSTEMS: PRODUCT LAUNCHES

TABLE 337 ENGHOUSE SYSTEMS: DEALS

15.2.10 AKAMAI

TABLE 338 AKAMAI: COMPANY OVERVIEW

FIGURE 62 AKAMAI: COMPANY SNAPSHOT

TABLE 339 AKAMAI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 340 AKAMAI: PRODUCT ENHANCEMENTS

15.2.10.3.2 Deals

TABLE 341 AKAMAI: DEALS

*Details on Business overview, Products/Solutions/Services offered, Recent developments & MnM View might not be captured in case of unlisted companies.

15.3 OTHER PLAYERS

15.3.1 NETGEM

15.3.2 DAILYMOTION

15.3.3 HIVE STREAMING

15.3.4 BLUE BILLYWIG

15.3.5 JW PLAYER

15.3.6 WOWZA

15.3.7 VBRICK

15.3.8 MOVINGIMAGE

15.3.9 VIDIZMO

15.3.10 KOLLECTIVE TECHNOLOGY

15.3.11 DACAST

15.3.12 MEDIAPLATFORM

15.3.13 CONTUS TECH

15.4 STARTUPS/SMES

15.4.1 VIXY

15.4.2 USTUDIO

15.4.3 VIDYARD

15.4.4 SPROUTVIDEO

15.4.5 CASTR

15.4.6 MUVI

16 ADJACENT MARKETS

16.1 INTRODUCTION

16.1.1 RELATED MARKETS

16.2 VIDEO PROCESSING PLATFORM MARKET

TABLE 342 VIDEO PROCESSING PLATFORM MARKET, BY COMPONENT, 2019–2022 (USD MILLION)

TABLE 343 VIDEO PROCESSING PLATFORM MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 344 VIDEO PROCESSING PLATFORM MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 345 VIDEO PROCESSING PLATFORM MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 346 VIDEO PROCESSING PLATFORM MARKET, BY CONTENT TYPE, 2019–2022 (USD MILLION)

TABLE 347 VIDEO PROCESSING PLATFORM MARKET, BY CONTENT TYPE, 2023–2028 (USD MILLION)

TABLE 348 VIDEO PROCESSING PLATFORM MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 349 VIDEO PROCESSING PLATFORM MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 350 VIDEO PROCESSING PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 351 VIDEO PROCESSING PLATFORM MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

16.3 VIDEO CONTENT MANAGEMENT SYSTEM MARKET

TABLE 352 VIDEO CONTENT MANAGEMENT SYSTEM MARKET, BY COMPONENT, 2019–2026 (USD MILLION)

TABLE 353 VIDEO CONTENT MANAGEMENT SYSTEM MARKET, BY DEPLOYMENT MODE, 2019–2026 (USD MILLION)

TABLE 354 VIDEO CONTENT MANAGEMENT SYSTEM MARKET, BY APPLICATION, 2019–2026 (USD MILLION)

TABLE 355 VIDEO CONTENT MANAGEMENT SYSTEM MARKET, BY INDUSTRY VERTICAL, 2019–2026 (USD MILLION)

TABLE 356 VIDEO CONTENT MANAGEMENT SYSTEM MARKET, BY REGION,
2019–2026 (USD MILLION)

17 APPENDIX

17.1 DISCUSSION GUIDE

17.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

17.3 CUSTOMIZATION OPTIONS

17.4 RELATED REPORTS

17.5 AUTHOR DETAILS

I would like to order

Product name: Video Streaming Software Market by Offering (Solutions, Services), Streaming Type (Live Streaming, Video-on-Demand Streaming), Deployment Mode, Delivery Channel, Monetization Model, Connected Device, Vertical and Region - Global Forecast to 2029

Product link: <https://marketpublishers.com/r/V38993AC5710EN.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/V38993AC5710EN.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