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Visual Cloud Market Size, Share, Growth Analysis, by Offering (Solutions (Enterprise Video, AR/VR Solutions, Video Processing), Services), Deployment Mode, Service Models (IaaS, PaaS, SaaS), Vertical and Region - Global Industry Forecast to 2029

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Abstracts

The global visual cloud market will grow from USD 126.0 billion in 2024 to USD 237.2 billion by 2029 at a compounded annual growth rate (CAGR) of 13.5% during the forecast period. Visual cloud providers offer a range of solutions to cater to the increasing demand for high-quality visual content and low-latency experiences. AWS provides services like Elemental Media Services, enabling live and on-demand video streaming with scalability and flexibility. Google Cloud's AI-driven solutions, such as Video Intelligence API, enhance video analytics, automatic tagging, and content personalization. Microsoft Azure offers Azure Media Services for encoding, streaming, and content protection, ensuring seamless and secure delivery of media content. IBM Cloud leverages its Watson AI to improve video analysis, real-time captioning, and metadata generation, supporting diverse industries from entertainment to healthcare.

These solutions address user needs by ensuring efficient, high-quality content delivery and enhanced user experiences. Edge computing is increasingly vital, with providers such as AWS, Google Cloud, and Microsoft Azure deploying edge nodes to minimize latency and improve performance. The roll-out of 5G networks amplifies these capabilities, supporting ultra-high-definition streaming and interactive services.

By Services, the managed services hold the highest CAGR during the forecast period.

The visual cloud market, by services, is segmented into professional services and managed services. The managed services segment is estimated to grow at the highest

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CAGR during the forecasted visual cloud market. Managed services in the visual cloud market involve outsourcing the management and operation of visual cloud solutions to third-party providers. These providers assume responsibility for monitoring, maintaining, and optimizing the performance of visual cloud infrastructure and applications on behalf of organizations. Managed services encompass a range of offerings, including infrastructure management, software updates, security monitoring, and performance optimization. By leveraging managed services, organizations can offload the burden of day-to-day management tasks, reduce operational overhead, and ensure the reliability and scalability of their visual cloud environments. Managed service providers leverage their expertise and resources to proactively identify and address issues, mitigate risks, and ensure compliance with industry standards and regulations. Ultimately, managed services enable organizations to focus on core business activities while leveraging the benefits of visual cloud technologies to drive innovation and Growth.

The large enterprises segment holds the largest market share during the forecast period based on organization size.

By organization size, the visual cloud market is divided into large enterprises and SMEs. Over the projection period, the large enterprises segment is anticipated to hold the largest market share. Visual cloud plays a transformative role in large enterprises by providing scalable and efficient solutions for processing, storing, and delivering rich visual content. It enables enterprises to leverage cloud-based resources for high-performance tasks such as video encoding, rendering, and real-time streaming, which is critical for media production, virtual collaboration, and digital marketing. Visual cloud enhances collaboration by allowing teams to access and work on visual projects from anywhere, promoting remote work and global collaboration. It also supports advanced analytics and AI-driven insights from visual data, aiding in decision-making and strategic planning. Additionally, the visual cloud helps large enterprises optimize costs by shifting from capital-intensive infrastructure to flexible, pay-as-you-go models. Overall, visual cloud solutions empower large enterprises to innovate, improve operational efficiency, and stay competitive in an increasingly digital and visually driven marketplace.

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

The visual cloud market is segmented by deployment mode into public cloud, private cloud, and hybrid cloud. The hybrid cloud segment is expected to hold the highest CAGR during the forecast period. The hybrid cloud model is a combination of both the

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public and private cloud models that make it easier for organizations to deploy visual cloud solutions through its flexibility, scalability, and resilience. The first of the functions of the hybrid cloud deployment in the vision of the cloud market is to ensure the integration of the vision cloud solutions with other cloud solutions and on-premises systems for the management of the vision content. This makes it possible to harness the elasticity and economic model of public cloud resources for the computation and streaming of visual information while keeping in-house data and applications safe in the private cloud. Moreover, the hybrid cloud deployment allows for the flexibility of workload management between the public and private cloud based on resource use, costs, and legal implications. In addition, hybrid cloud deployment provides redundant and disaster recovery features that enhance the availability and reliability of visual cloud applications to support businesses. In conclusion, hybrid cloud deployment remains a critical enabler for organizations to strike the best balance of flexibility, control, and performance when it comes to deploying and managing visual content.

Breakdown of primaries

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

By Company: Tier I: 35%, Tier II: 25%, and Tier III: 40%

By Designation: C-Level Executives: 25%, Director Level: 30%, and Others: 45%

By Region: North America: 42%, Europe: 25%, Asia Pacific: 18%, Rest of World: 15%

Some of the significant visual cloud market vendors are Microsoft (US), Google (US), IBM (US), AWS (US), Oracle (US), Zoom (US), Alibaba Cloud (China), Avaya (US), Cisco (US), and Poly (US).

Research coverage:

The visual cloud market is covered across segments in the market report. The market size and growth potential are estimated for many segments based on offering, service model, organization size, deployment mode, vertical, and region. It contains a thorough

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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 visual cloud 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, Advancements in video compression technologies to manage video traffic, Growing mobile video consumption through social media platforms, Demand for cost-efficient video solutions), restraints (Lack of compatibility across devices, Network connectivity, and infrastructure issues), opportunities (Growing adoption of edge computing infrastructure for real-time data processing, Growth in demand for real-time video services, Expansion of modern, fast-paced business environments), and challenges (Lack of relevant technical skillset and expertise, Latency and performance issue) influencing the growth of the visual cloud market.

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

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

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

Competitive Assessment: Thorough analysis of the market shares, expansion plans, and service portfolios of the top competitors in the visual cloud industry,

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such as Microsoft (US), Google (US), IBM (US), AWS (US), Oracle (US), and Zoom (US).

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