

Live Streaming Market By Component (Platform, Services), Offering Model (B2B, B2C), Streaming Type (Audio, Video, Game), Vertical (Media & Entertainment, Education, Sports & Gaming, Government, Fitness), and Region - Global Forecast To 2028

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Abstracts

Live Streaming Market By Component (Platform, Services), Offering Model (B2B, B2C), Streaming Type (Audio, Video, Game), Vertical (Media & Entertainment, Education, Sports & Gaming, Government, Fitness), and Region – Global Forecast To 2028

The research report titled “Live Streaming Market By Component (Platform, Services), Offering Model (B2B, B2C), Streaming Type (Audio, Video, Game), Vertical (Media & Entertainment, Education, Sports & Gaming, Government, Fitness), and Region – Global Forecast To 2028” provides in-depth analysis of the live streaming market in five major geographies and emphasizes on the current market trends, market size, market share, recent developments, and forecast till 2028. The Global Live Streaming Market is expected to reach \$4.26 million by 2028, growing at a CAGR of 22.4% during the forecast period of 2021 to 2028.

The growth of the market is majorly attributed to the surging popularity of e-sports and video games, growing preference for live streaming over social posts, increasing adoption of smartphones coupled with faster internet, and increasing need for live streaming technology for better brand engagement.

In addition, the growing need for optimizing network bandwidth and increasing consumer base for live streaming content are expected to offer significant growth

opportunities for players operating the live streaming market. Apart from this, incorporating advanced technologies in the digital media industry is the new trend in the live streaming market. However, fake traffic on live-streaming sites, connectivity, and production issues can obstruct the growth of this market to some extent.

The study offers a comprehensive analysis of the live streaming market with respect to component [(platforms and services (subscription services, advertisement, and video production & content creation services)], offering model (business-to-business and business-to-consumer), streaming type (audio streaming, video streaming, and game streaming), vertical (enterprises, media & entertainment, education & e-learning industry, sports & gaming industry, government, fitness industry, religious organizations, and others). The study also evaluates industry competitors and analyses the market at the country & regional levels.

Based on component, the services segment accounted for the largest share of the global market in 2021. The large share of this segment is primarily driven by the surging demand for video production, advertising, customer support, content creation services, subscription services, rising demand for ensuring seamless delivery of content, and need for professional post-production support to help deliver content based on client specifications & provide a personalized experience to viewers.

Based on offering model, the business-to-consumer (B2C) segment accounted for the largest share of the global market in 2021. The large share of this segment is primarily driven by the increasing need for transmission of live content on the Internet for better brand engagement, growing adoption of smart devices coupled with faster internet penetration, and surging social media platforms.

Based on streaming type, the video streaming segment accounted for the largest share of the global market in 2021. The large share of this segment is primarily driven by the rising customer online data consumption and surfing behavior, growing use of influencers to drive new applications and attract new customers for branding and marketing, and growing adoption of cloud-based solutions to increase the reach of live video content. However, the game streaming segment is slated to grow at the highest CAGR during the forecast period.

Based on vertical, the media & entertainment sector commanded the largest market share in 2021. The large share of this segment is primarily driven by the growing popularity of online live video streaming in the media & entertainment industries and rising technological advancements such as the implementation of blockchain technology

in streaming.

Geographically, the live streaming market is segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. The Asia-Pacific region accounted for the largest share and highest CAGR of the overall live streaming market in 2021. The large share of this segment is mainly attributed to the increasing consumer base for the live streaming content, increasing adoption of smartphones coupled with high internet penetration, and surging adoption of live-streaming platforms for better brand engagement in the region.

The key players operating in the global live streaming market are Flux Broadcast (U.K.), Facebook Inc. (Instagram) (U.S.), Dacast (U.S.), Twitch Interactive, Inc. (U.S.), IBM Corporation (U.S.), Huya Inc. (China), Stream Hatchet SLU (Spain), Empire Video Productions, LLC (Florida), Afreecatv Corp. (South Korea), Streamshark (Australia), Dailymotion (France), Vimeo, Inc. (U.S.), Tiktok (U.S.), EventStreaming.TV (WaveFX Ltd.) (U.K.), Pluto Inc. (U.S.), Boxcast (U.S.), VosCast (U.S.), Uplynk (U.S.), and Wowza (U.S.), among others.

Key questions answered in the report-

Which are the high growth market segments in terms of component, offering model, streaming type, vertical, and region?

What is the historical market for live streaming across the globe?

What are the market forecasts and estimates from the period of 2021-2028?

What are the major drivers, restraints, opportunities, challenges, and trends in the global live streaming market?

Who are the major players in the global live streaming market, and what share do they hold?

How is the competitive landscape?

What are the recent developments in the global live streaming market?

What are the different strategies adopted by the major players in the global live streaming market?

What are the geographical trends and high-growth countries?

Who are the local emerging players in the global live streaming market and how do they compete with the other players?

Scope of the Report:

Live Streaming Market, by Component

Platforms

Services

Video Production & Content Creation Services

Subscription Services

Advertisement

Live Streaming Market, by Offering Model

Business-to-Business (B2B)

Business-to-Consumer (B2C)

Live Streaming Market, by Streaming Type

Audio Streaming

Video Streaming

Gaming Streaming

Live Streaming Market, by Vertical

Live Streaming Market By Component (Platform, Services), Offering Model (B2B, B2C), Streaming Type (Audio, Vid...

Enterprises

Media & Entertainment

Education & E-Learning Industry

Sports & Gaming Industry

Government

Fitness Industry

Religious Organizations

Others

Live Streaming Market, by Geography:

North America

U.S.

Canada

Europe

Germany

U.K.

France

Italy

Spain

Switzerland

Sweden

Rest of Europe

Asia-Pacific

Japan

China

India

South Korea

Australia & New Zealand

Indonesia

Thailand

Rest of Asia-Pacific

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

South Africa

Saudi Arabia

UAE

Israel

Rest of the Middle East & Africa

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