

# Online Video Platform-Global Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/OA9FB67186EEN.html>

Date: February 2018

Pages: 157

Price: US\$ 2,480.00 (Single User License)

ID: OA9FB67186EEN

## Abstracts

### Report Summary

Online Video Platform-Global Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Online Video Platform industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Worldwide and Regional Market Size of Online Video Platform 2013-2017, and development forecast 2018-2023

Main manufacturers/suppliers of Online Video Platform worldwide, with company and product introduction, position in the Online Video Platform market

Market status and development trend of Online Video Platform by types and applications

Cost and profit status of Online Video Platform, and marketing status

Market growth drivers and challenges

The report segments the global Online Video Platform market as:

Global Online Video Platform Market: Regional Segment Analysis (Regional Production Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North America

Europe

China

Japan

Rest APAC  
Latin America

Global Online Video Platform Market: Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

TV series  
The film  
Variety show  
Advertising  
Live  
Other

Global Online Video Platform Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Enterprise  
Personal

Global Online Video Platform Market: Manufacturers Segment Analysis (Company and Product introduction, Online Video Platform Sales Volume, Revenue, Price and Gross Margin):

Brightcove  
Kaltura  
Ooyala (Telstra)  
thePlatform  
Beved  
Culture Machine Media  
Baidu  
VidYard  
Facebook and Twitter  
Amobee (Adconion)  
Anvato  
Brightroll  
Bubblecast  
ClickStreamTV  
Clipshare  
Coull

DigitalSmiths  
Ebdsoft  
SpotXchange  
VideoBloom

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### CHAPTER 1 OVERVIEW OF ONLINE VIDEO PLATFORM

- 1.1 Definition of Online Video Platform in This Report
- 1.2 Commercial Types of Online Video Platform
  - 1.2.1 TV series
  - 1.2.2 The film
  - 1.2.3 Variety show
  - 1.2.4 Advertising
  - 1.2.5 Live
  - 1.2.6 Other
- 1.3 Downstream Application of Online Video Platform
  - 1.3.1 Enterprise
  - 1.3.2 Personal
- 1.4 Development History of Online Video Platform
- 1.5 Market Status and Trend of Online Video Platform 2013-2023
  - 1.5.1 Global Online Video Platform Market Status and Trend 2013-2023
  - 1.5.2 Regional Online Video Platform Market Status and Trend 2013-2023

### CHAPTER 2 GLOBAL MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Development of Online Video Platform 2013-2017
- 2.2 Production Market of Online Video Platform by Regions
  - 2.2.1 Production Volume of Online Video Platform by Regions
  - 2.2.2 Production Value of Online Video Platform by Regions
- 2.3 Demand Market of Online Video Platform by Regions
- 2.4 Production and Demand Status of Online Video Platform by Regions
  - 2.4.1 Production and Demand Status of Online Video Platform by Regions 2013-2017
  - 2.4.2 Import and Export Status of Online Video Platform by Regions 2013-2017

### CHAPTER 3 GLOBAL MARKET STATUS AND FORECAST BY TYPES

- 3.1 Production Volume of Online Video Platform by Types
- 3.2 Production Value of Online Video Platform by Types
- 3.3 Market Forecast of Online Video Platform by Types

### CHAPTER 4 GLOBAL MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of Online Video Platform by Downstream Industry
- 4.2 Market Forecast of Online Video Platform by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF ONLINE VIDEO PLATFORM**

- 5.1 Global Economy Situation and Trend Overview
- 5.2 Online Video Platform Downstream Industry Situation and Trend Overview

## **CHAPTER 6 ONLINE VIDEO PLATFORM MARKET COMPETITION STATUS BY MAJOR MANUFACTURERS**

- 6.1 Production Volume of Online Video Platform by Major Manufacturers
- 6.2 Production Value of Online Video Platform by Major Manufacturers
- 6.3 Basic Information of Online Video Platform by Major Manufacturers
  - 6.3.1 Headquarters Location and Established Time of Online Video Platform Major Manufacturer
  - 6.3.2 Employees and Revenue Level of Online Video Platform Major Manufacturer
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 ONLINE VIDEO PLATFORM MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Brightcove
  - 7.1.1 Company profile
  - 7.1.2 Representative Online Video Platform Product
  - 7.1.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Brightcove
- 7.2 Kaltura
  - 7.2.1 Company profile
  - 7.2.2 Representative Online Video Platform Product
  - 7.2.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Kaltura
- 7.3 Ooyala (Telstra)
  - 7.3.1 Company profile
  - 7.3.2 Representative Online Video Platform Product
  - 7.3.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Ooyala

(Telstra)

#### 7.4 thePlatform

7.4.1 Company profile

7.4.2 Representative Online Video Platform Product

7.4.3 Online Video Platform Sales, Revenue, Price and Gross Margin of thePlatform

#### 7.5 Beved

7.5.1 Company profile

7.5.2 Representative Online Video Platform Product

7.5.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Beved

#### 7.6 Culture Machine Media

7.6.1 Company profile

7.6.2 Representative Online Video Platform Product

7.6.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Culture

Machine Media

#### 7.7 Baidu

7.7.1 Company profile

7.7.2 Representative Online Video Platform Product

7.7.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Baidu

#### 7.8 VidYard

7.8.1 Company profile

7.8.2 Representative Online Video Platform Product

7.8.3 Online Video Platform Sales, Revenue, Price and Gross Margin of VidYard

#### 7.9 Facebook and Twitter

7.9.1 Company profile

7.9.2 Representative Online Video Platform Product

7.9.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Facebook and

Twitter

#### 7.10 Amobee (Adconion)

7.10.1 Company profile

7.10.2 Representative Online Video Platform Product

7.10.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Amobee

(Adconion)

#### 7.11 Anvato

7.11.1 Company profile

7.11.2 Representative Online Video Platform Product

7.11.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Anvato

#### 7.12 Brightroll

7.12.1 Company profile

7.12.2 Representative Online Video Platform Product

- 7.12.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Brightroll
- 7.13 Bubblecast
  - 7.13.1 Company profile
  - 7.13.2 Representative Online Video Platform Product
  - 7.13.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Bubblecast
- 7.14 ClickStreamTV
  - 7.14.1 Company profile
  - 7.14.2 Representative Online Video Platform Product
  - 7.14.3 Online Video Platform Sales, Revenue, Price and Gross Margin of ClickStreamTV
- 7.15 Clipshare
  - 7.15.1 Company profile
  - 7.15.2 Representative Online Video Platform Product
  - 7.15.3 Online Video Platform Sales, Revenue, Price and Gross Margin of Clipshare
- 7.16 Coull
- 7.17 Digitalsmiths
- 7.18 Ebdsoft
- 7.19 SpotXchange
- 7.20 VideoBloom

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF ONLINE VIDEO PLATFORM**

- 8.1 Industry Chain of Online Video Platform
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF ONLINE VIDEO PLATFORM**

- 9.1 Cost Structure Analysis of Online Video Platform
- 9.2 Raw Materials Cost Analysis of Online Video Platform
- 9.3 Labor Cost Analysis of Online Video Platform
- 9.4 Manufacturing Expenses Analysis of Online Video Platform

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF ONLINE VIDEO PLATFORM**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing

- 10.1.2 Indirect Marketing
- 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference



## I would like to order

Product name: Online Video Platform-Global Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/OA9FB67186EEN.html>

Price: US\$ 2,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/OA9FB67186EEN.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