

OTT Video-Europe Market Status and Trend Report 2013-2023

https://marketpublishers.com/r/O49F903393BEN.html

Date: November 2017

Pages: 137

Price: US\$ 3,480.00 (Single User License)

ID: O49F903393BEN

Abstracts

Report Summary

OTT Video-Europe Market Status and Trend Report 2013-2023 offers a comprehensive analysis on OTT Video 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:

Whole Europe and Regional Market Size of OTT Video 2013-2017, and development forecast 2018-2023

Main market players of OTT Video in Europe, with company and product introduction, position in the OTT Video market

Market status and development trend of OTT Video by types and applications Cost and profit status of OTT Video, and marketing status Market growth drivers and challenges

The report segments the Europe OTT Video market as:

Europe OTT Video Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023)

Germany
United Kingdom
France
Italy
Spain



Benelux

Russia

Europe OTT Video Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Mobile Devices
Non-Mobile Device

Europe OTT Video Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Commercial Use Home Use

Europe OTT Video Market: Players Segment Analysis (Company and Product introduction, OTT Video Sales Volume, Revenue, Price and Gross Margin):

Skype

Google Voice

Weixin

Icntv

Letv

Iqiyi

Netflix

Viu

Anyplex

MyTV SUPER

Silence TV

Litv

KKTV

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 OTT VIDEO

- 1.1 Definition of OTT Video in This Report
- 1.2 Commercial Types of OTT Video
 - 1.2.1 Mobile Devices
 - 1.2.2 Non-Mobile Device
- 1.3 Downstream Application of OTT Video
 - 1.3.1 Commercial Use
 - 1.3.2 Home Use
- 1.4 Development History of OTT Video
- 1.5 Market Status and Trend of OTT Video 2013-2023
- 1.5.1 Europe OTT Video Market Status and Trend 2013-2023
- 1.5.2 Regional OTT Video Market Status and Trend 2013-2023

CHAPTER 2 EUROPE MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of OTT Video in Europe 2013-2017
- 2.2 Consumption Market of OTT Video in Europe by Regions
- 2.2.1 Consumption Volume of OTT Video in Europe by Regions
- 2.2.2 Revenue of OTT Video in Europe by Regions
- 2.3 Market Analysis of OTT Video in Europe by Regions
- 2.3.1 Market Analysis of OTT Video in Germany 2013-2017
- 2.3.2 Market Analysis of OTT Video in United Kingdom 2013-2017
- 2.3.3 Market Analysis of OTT Video in France 2013-2017
- 2.3.4 Market Analysis of OTT Video in Italy 2013-2017
- 2.3.5 Market Analysis of OTT Video in Spain 2013-2017
- 2.3.6 Market Analysis of OTT Video in Benelux 2013-2017
- 2.3.7 Market Analysis of OTT Video in Russia 2013-2017
- 2.4 Market Development Forecast of OTT Video in Europe 2018-2023
- 2.4.1 Market Development Forecast of OTT Video in Europe 2018-2023
- 2.4.2 Market Development Forecast of OTT Video by Regions 2018-2023

CHAPTER 3 EUROPE MARKET STATUS AND FORECAST BY TYPES

- 3.1 Whole Europe Market Status by Types
 - 3.1.1 Consumption Volume of OTT Video in Europe by Types
 - 3.1.2 Revenue of OTT Video in Europe by Types



- 3.2 Europe Market Status by Types in Major Countries
 - 3.2.1 Market Status by Types in Germany
 - 3.2.2 Market Status by Types in United Kingdom
 - 3.2.3 Market Status by Types in France
 - 3.2.4 Market Status by Types in Italy
 - 3.2.5 Market Status by Types in Spain
 - 3.2.6 Market Status by Types in Benelux
 - 3.2.7 Market Status by Types in Russia
- 3.3 Market Forecast of OTT Video in Europe by Types

CHAPTER 4 EUROPE MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of OTT Video in Europe by Downstream Industry
- 4.2 Demand Volume of OTT Video by Downstream Industry in Major Countries
- 4.2.1 Demand Volume of OTT Video by Downstream Industry in Germany
- 4.2.2 Demand Volume of OTT Video by Downstream Industry in United Kingdom
- 4.2.3 Demand Volume of OTT Video by Downstream Industry in France
- 4.2.4 Demand Volume of OTT Video by Downstream Industry in Italy
- 4.2.5 Demand Volume of OTT Video by Downstream Industry in Spain
- 4.2.6 Demand Volume of OTT Video by Downstream Industry in Benelux
- 4.2.7 Demand Volume of OTT Video by Downstream Industry in Russia
- 4.3 Market Forecast of OTT Video in Europe by Downstream Industry

CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF OTT VIDEO

- 5.1 Europe Economy Situation and Trend Overview
- 5.2 OTT Video Downstream Industry Situation and Trend Overview

CHAPTER 6 OTT VIDEO MARKET COMPETITION STATUS BY MAJOR PLAYERS IN EUROPE

- 6.1 Sales Volume of OTT Video in Europe by Major Players
- 6.2 Revenue of OTT Video in Europe by Major Players
- 6.3 Basic Information of OTT Video by Major Players
 - 6.3.1 Headquarters Location and Established Time of OTT Video Major Players
 - 6.3.2 Employees and Revenue Level of OTT Video Major Players
- 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 OTT VIDEO MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 Skype
 - 7.1.1 Company profile
 - 7.1.2 Representative OTT Video Product
 - 7.1.3 OTT Video Sales, Revenue, Price and Gross Margin of Skype
- 7.2 Google Voice
 - 7.2.1 Company profile
 - 7.2.2 Representative OTT Video Product
 - 7.2.3 OTT Video Sales, Revenue, Price and Gross Margin of Google Voice
- 7.3 Weixin
 - 7.3.1 Company profile
 - 7.3.2 Representative OTT Video Product
 - 7.3.3 OTT Video Sales, Revenue, Price and Gross Margin of Weixin
- 7.4 Icntv
 - 7.4.1 Company profile
 - 7.4.2 Representative OTT Video Product
 - 7.4.3 OTT Video Sales, Revenue, Price and Gross Margin of Icntv
- 7.5 Letv
 - 7.5.1 Company profile
 - 7.5.2 Representative OTT Video Product
 - 7.5.3 OTT Video Sales, Revenue, Price and Gross Margin of Letv
- 7.6 Iqiyi
 - 7.6.1 Company profile
 - 7.6.2 Representative OTT Video Product
 - 7.6.3 OTT Video Sales, Revenue, Price and Gross Margin of Iqiyi
- 7.7 Netflix
 - 7.7.1 Company profile
 - 7.7.2 Representative OTT Video Product
 - 7.7.3 OTT Video Sales, Revenue, Price and Gross Margin of Netflix
- 7.8 Viu
 - 7.8.1 Company profile
 - 7.8.2 Representative OTT Video Product
 - 7.8.3 OTT Video Sales, Revenue, Price and Gross Margin of Viu
- 7.9 Anyplex



- 7.9.1 Company profile
- 7.9.2 Representative OTT Video Product
- 7.9.3 OTT Video Sales, Revenue, Price and Gross Margin of Anyplex
- 7.10 MyTV SUPER
 - 7.10.1 Company profile
 - 7.10.2 Representative OTT Video Product
 - 7.10.3 OTT Video Sales, Revenue, Price and Gross Margin of MyTV SUPER
- 7.11 Silence TV
 - 7.11.1 Company profile
 - 7.11.2 Representative OTT Video Product
 - 7.11.3 OTT Video Sales, Revenue, Price and Gross Margin of Silence TV
- 7.12 Litv
 - 7.12.1 Company profile
 - 7.12.2 Representative OTT Video Product
 - 7.12.3 OTT Video Sales, Revenue, Price and Gross Margin of Litv
- 7.13 KKTV
 - 7.13.1 Company profile
 - 7.13.2 Representative OTT Video Product
 - 7.13.3 OTT Video Sales, Revenue, Price and Gross Margin of KKTV

CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF OTT VIDEO

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

CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF OTT VIDEO

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

CHAPTER 10 MARKETING STATUS ANALYSIS OF OTT VIDEO

- 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: OTT Video-Europe Market Status and Trend Report 2013-2023

Product link: https://marketpublishers.com/r/O49F903393BEN.html

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

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

Service:

info@marketpublishers.com

Payment

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/O49F903393BEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer 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