

# Over-the-Top (OTT) Market, Global Outlook and Forecast 2022-2028

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## Abstracts

Over-the-top TV and video has had a major disruptive effect on the traditional pay TV market. Although the US is the world's OTT leader and pioneer, there is plenty going on elsewhere - and every country is different.

This report contains market size and forecasts of Over-the-Top (OTT) in Global, including the following market information:

Global Over-the-Top (OTT) Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Over-the-Top (OTT) market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

VoIP Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Over-the-Top (OTT) include AMAZON, Netflix, Hulu, Apple, Facebook, Akamai Technologies, Google, IBM and LeEco, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Over-the-Top (OTT) companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges,

obstacles, and potential risks.

Total Market by Segment:

Global Over-the-Top (OTT) Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Over-the-Top (OTT) Market Segment Percentages, by Type, 2021 (%)

VoIP

Text & Image

Video

Global Over-the-Top (OTT) Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Over-the-Top (OTT) Market Segment Percentages, by Application, 2021 (%)

Household

Commercial

Global Over-the-Top (OTT) Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Over-the-Top (OTT) Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

## Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Over-the-Top (OTT) revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Over-the-Top (OTT) revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

AMAZON

Netflix

Hulu

Apple

Facebook

Akamai Technologies

Google

IBM

LeEco

Limelight Networks

Microsoft

Star India

Zee Entertainment Enterprises

Spuul

Eros International

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