

Over-The-Top (OTT) Video Market, Global Outlook and Forecast 2022-2028

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Abstracts

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

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

Global top five companies in 2021 (%)

The global Over-The-Top (OTT) Video market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

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

Subscription Video on Demand (SVOD) Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Over-The-Top (OTT) Video include Microsoft Corporation, Yahoo Inc., Amazon, Google Inc., Netflix Inc., Roku, Inc., Hulu, Apple, Inc. and Akamai Technologies, 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) Video 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) Video Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Subscription Video on Demand (SVOD)

TVOD (Transactional Video on Demand)

AVOD (Advertising-based Video on Demand)

Others

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

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

Laptops and Desktops

Set Top Box

Gaming Consoles

Cellphone and Tablet

Others

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

Global Over-The-Top (OTT) Video 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) Video revenues in global market, 2017-2022 (estimated), (\$ millions)

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

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

Microsoft Corporation

Yahoo Inc.

Amazon

Google Inc.

Netflix Inc.

Roku, Inc.

Hulu

Apple, Inc.

Akamai Technologies

Meta Platforms, Inc.

Limelight Networks, Inc.

Tencent Holdings Ltd.

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