

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

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Abstracts

An over-the-top (OTT) media service is a streaming media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms that traditionally act as a controller or distributor of such content.

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

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

Global top five companies in 2021 (%)

The global Over-the-Top Services (OTT) market was valued at 110490 million in 2021 and is projected to reach US\$ 240070 million by 2028, at a CAGR of 11.7% during the forecast period.

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

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

The global key manufacturers of Over-the-Top Services (OTT) include Facebook, Netflix, Amazon, Microsoft, Google, YouTube, Apple, Home Box Office and Roku. 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 Services

(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 Services (OTT) Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Online Gaming

Music Streaming

VoD

Communication

Others

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

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

Media and Entertainment

Education and Learning

Gaming

Service Utilities

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

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

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

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

Facebook

Netflix

Amazon

Microsoft

Google

YouTube

Apple

Home Box Office

Roku

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Over-the-Top Services (OTT) Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Over-the-Top Services (OTT) Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL OVER-THE-TOP SERVICES (OTT) OVERALL MARKET SIZE

- 2.1 Global Over-the-Top Services (OTT) Market Size: 2021 VS 2028
- 2.2 Global Over-the-Top Services (OTT) Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Over-the-Top Services (OTT) Players in Global Market
- 3.2 Top Global Over-the-Top Services (OTT) Companies Ranked by Revenue
- 3.3 Global Over-the-Top Services (OTT) Revenue by Companies
- 3.4 Top 3 and Top 5 Over-the-Top Services (OTT) Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Over-the-Top Services (OTT) Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Over-the-Top Services (OTT) Players in Global Market
 - 3.6.1 List of Global Tier 1 Over-the-Top Services (OTT) Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Over-the-Top Services (OTT) Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Over-the-Top Services (OTT) Market Size Markets, 2021 & 2028

4.1.2 Online Gaming

4.1.3 Music Streaming

4.1.4 VoD

4.1.5 Communication

4.1.6 Others

4.2 By Type - Global Over-the-Top Services (OTT) Revenue & Forecasts

4.2.1 By Type - Global Over-the-Top Services (OTT) Revenue, 2017-2022

4.2.2 By Type - Global Over-the-Top Services (OTT) Revenue, 2023-2028

4.2.3 By Type - Global Over-the-Top Services (OTT) Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Over-the-Top Services (OTT) Market Size, 2021 & 2028

5.1.2 Media and Entertainment

5.1.3 Education and Learning

5.1.4 Gaming

5.1.5 Service Utilities

5.2 By Application - Global Over-the-Top Services (OTT) Revenue & Forecasts

5.2.1 By Application - Global Over-the-Top Services (OTT) Revenue, 2017-2022

5.2.2 By Application - Global Over-the-Top Services (OTT) Revenue, 2023-2028

5.2.3 By Application - Global Over-the-Top Services (OTT) Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Over-the-Top Services (OTT) Market Size, 2021 & 2028

6.2 By Region - Global Over-the-Top Services (OTT) Revenue & Forecasts

6.2.1 By Region - Global Over-the-Top Services (OTT) Revenue, 2017-2022

6.2.2 By Region - Global Over-the-Top Services (OTT) Revenue, 2023-2028

6.2.3 By Region - Global Over-the-Top Services (OTT) Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Over-the-Top Services (OTT) Revenue, 2017-2028

6.3.2 US Over-the-Top Services (OTT) Market Size, 2017-2028

6.3.3 Canada Over-the-Top Services (OTT) Market Size, 2017-2028

6.3.4 Mexico Over-the-Top Services (OTT) Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Over-the-Top Services (OTT) Revenue, 2017-2028

6.4.2 Germany Over-the-Top Services (OTT) Market Size, 2017-2028

6.4.3 France Over-the-Top Services (OTT) Market Size, 2017-2028

6.4.4 U.K. Over-the-Top Services (OTT) Market Size, 2017-2028

6.4.5 Italy Over-the-Top Services (OTT) Market Size, 2017-2028

6.4.6 Russia Over-the-Top Services (OTT) Market Size, 2017-2028

6.4.7 Nordic Countries Over-the-Top Services (OTT) Market Size, 2017-2028

6.4.8 Benelux Over-the-Top Services (OTT) Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Over-the-Top Services (OTT) Revenue, 2017-2028

6.5.2 China Over-the-Top Services (OTT) Market Size, 2017-2028

6.5.3 Japan Over-the-Top Services (OTT) Market Size, 2017-2028

6.5.4 South Korea Over-the-Top Services (OTT) Market Size, 2017-2028

6.5.5 Southeast Asia Over-the-Top Services (OTT) Market Size, 2017-2028

6.5.6 India Over-the-Top Services (OTT) Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Over-the-Top Services (OTT) Revenue, 2017-2028

6.6.2 Brazil Over-the-Top Services (OTT) Market Size, 2017-2028

6.6.3 Argentina Over-the-Top Services (OTT) Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Over-the-Top Services (OTT) Revenue, 2017-2028

6.7.2 Turkey Over-the-Top Services (OTT) Market Size, 2017-2028

6.7.3 Israel Over-the-Top Services (OTT) Market Size, 2017-2028

6.7.4 Saudi Arabia Over-the-Top Services (OTT) Market Size, 2017-2028

6.7.5 UAE Over-the-Top Services (OTT) Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Facebook

7.1.1 Facebook Corporate Summary

7.1.2 Facebook Business Overview

7.1.3 Facebook Over-the-Top Services (OTT) Major Product Offerings

7.1.4 Facebook Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)

7.1.5 Facebook Key News

7.2 Netflix

7.2.1 Netflix Corporate Summary

7.2.2 Netflix Business Overview

7.2.3 Netflix Over-the-Top Services (OTT) Major Product Offerings

7.2.4 Netflix Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)

7.2.5 Netflix Key News

7.3 Amazon

7.3.1 Amazon Corporate Summary

7.3.2 Amazon Business Overview

7.3.3 Amazon Over-the-Top Services (OTT) Major Product Offerings

7.3.4 Amazon Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)

7.3.5 Amazon Key News

7.4 Microsoft

7.4.1 Microsoft Corporate Summary

7.4.2 Microsoft Business Overview

7.4.3 Microsoft Over-the-Top Services (OTT) Major Product Offerings

7.4.4 Microsoft Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)

7.4.5 Microsoft Key News

7.5 Google

7.5.1 Google Corporate Summary

7.5.2 Google Business Overview

7.5.3 Google Over-the-Top Services (OTT) Major Product Offerings

7.5.4 Google Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)

7.5.5 Google Key News

7.6 YouTube

7.6.1 YouTube Corporate Summary

7.6.2 YouTube Business Overview

7.6.3 YouTube Over-the-Top Services (OTT) Major Product Offerings

7.6.4 YouTube Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)

7.6.5 YouTube Key News

7.7 Apple

7.7.1 Apple Corporate Summary

7.7.2 Apple Business Overview

7.7.3 Apple Over-the-Top Services (OTT) Major Product Offerings

7.7.4 Apple Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)

7.7.5 Apple Key News

7.8 Home Box Office

7.8.1 Home Box Office Corporate Summary

7.8.2 Home Box Office Business Overview

- 7.8.3 Home Box Office Over-the-Top Services (OTT) Major Product Offerings
- 7.8.4 Home Box Office Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)
- 7.8.5 Home Box Office Key News
- 7.9 Roku
 - 7.9.1 Roku Corporate Summary
 - 7.9.2 Roku Business Overview
 - 7.9.3 Roku Over-the-Top Services (OTT) Major Product Offerings
 - 7.9.4 Roku Over-the-Top Services (OTT) Revenue in Global Market (2017-2022)
 - 7.9.5 Roku Key News

8 CONCLUSION

9 APPENDIX

- 9.1 Note
- 9.2 Examples of Clients
- 9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Over-the-Top Services (OTT) Market Opportunities & Trends in Global Market

Table 2. Over-the-Top Services (OTT) Market Drivers in Global Market

Table 3. Over-the-Top Services (OTT) Market Restraints in Global Market

Table 4. Key Players of Over-the-Top Services (OTT) in Global Market

Table 5. Top Over-the-Top Services (OTT) Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Over-the-Top Services (OTT) Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Over-the-Top Services (OTT) Revenue Share by Companies, 2017-2022

Table 8. Global Companies Over-the-Top Services (OTT) Product Type

Table 9. List of Global Tier 1 Over-the-Top Services (OTT) Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Over-the-Top Services (OTT) Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Over-the-Top Services (OTT) Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Over-the-Top Services (OTT) Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Over-the-Top Services (OTT) Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Over-the-Top Services (OTT) Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Over-the-Top Services (OTT) Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Over-the-Top Services (OTT) Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2023-2028

Table 30. Facebook Corporate Summary

Table 31. Facebook Over-the-Top Services (OTT) Product Offerings

Table 32. Facebook Over-the-Top Services (OTT) Revenue (US\$, Mn), (2017-2022)

Table 33. Netflix Corporate Summary

Table 34. Netflix Over-the-Top Services (OTT) Product Offerings

Table 35. Netflix Over-the-Top Services (OTT) Revenue (US\$, Mn), (2017-2022)

Table 36. Amazon Corporate Summary

Table 37. Amazon Over-the-Top Services (OTT) Product Offerings

Table 38. Amazon Over-the-Top Services (OTT) Revenue (US\$, Mn), (2017-2022)

Table 39. Microsoft Corporate Summary

Table 40. Microsoft Over-the-Top Services (OTT) Product Offerings

Table 41. Microsoft Over-the-Top Services (OTT) Revenue (US\$, Mn), (2017-2022)

Table 42. Google Corporate Summary

Table 43. Google Over-the-Top Services (OTT) Product Offerings

Table 44. Google Over-the-Top Services (OTT) Revenue (US\$, Mn), (2017-2022)

Table 45. YouTube Corporate Summary

Table 46. YouTube Over-the-Top Services (OTT) Product Offerings

Table 47. YouTube Over-the-Top Services (OTT) Revenue (US\$, Mn), (2017-2022)

Table 48. Apple Corporate Summary

Table 49. Apple Over-the-Top Services (OTT) Product Offerings

Table 50. Apple Over-the-Top Services (OTT) Revenue (US\$, Mn), (2017-2022)

Table 51. Home Box Office Corporate Summary

Table 52. Home Box Office Over-the-Top Services (OTT) Product Offerings

Table 53. Home Box Office Over-the-Top Services (OTT) Revenue (US\$, Mn),
(2017-2022)

Table 54. Roku Corporate Summary

Table 55. Roku Over-the-Top Services (OTT) Product Offerings

Table 56. Roku Over-the-Top Services (OTT) Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Over-the-Top Services (OTT) Segment by Type in 2021
- Figure 2. Over-the-Top Services (OTT) Segment by Application in 2021
- Figure 3. Global Over-the-Top Services (OTT) Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Over-the-Top Services (OTT) Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Over-the-Top Services (OTT) Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Over-the-Top Services (OTT) Revenue in 2021
- Figure 8. By Type - Global Over-the-Top Services (OTT) Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Over-the-Top Services (OTT) Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Over-the-Top Services (OTT) Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Over-the-Top Services (OTT) Revenue Market Share, 2017-2028
- Figure 12. US Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Over-the-Top Services (OTT) Revenue Market Share, 2017-2028
- Figure 16. Germany Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia Over-the-Top Services (OTT) Revenue Market Share, 2017-2028
- Figure 24. China Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028
- Figure 27. Southeast Asia Over-the-Top Services (OTT) Revenue, (US\$, Mn),

2017-2028

Figure 28. India Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Over-the-Top Services (OTT) Revenue Market Share, 2017-2028

Figure 30. Brazil Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Over-the-Top Services (OTT) Revenue Market Share, 2017-2028

Figure 33. Turkey Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Over-the-Top Services (OTT) Revenue, (US\$, Mn), 2017-2028

Figure 37. Facebook Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Netflix Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Amazon Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Microsoft Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Google Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. YouTube Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Apple Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Home Box Office Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Roku Over-the-Top Services (OTT) Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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