

SaaS Online Video Platforms Market, Global Outlook and Forecast 2022-2028

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Abstracts

OVP or Online Video Platforms can use a user-generated content (UGC) model, software as a service (SaaS) business model or a do it yourself (DIY) model. OVP offers an end to end solution from creating a website, uploading video, encoding video, video playback to user management for both video on demand and live streaming. Usually, OVPs have Content Management System (CMS) where users need to login to add content, upload video, setting up monetization plan, view video analytics which may include, detailed insights of video performance such as, video watch time, total number of video views, unique views and impressions; stats on user visits, location and behavior on the site. OVPs also provide customized video players where end users can watch videos. Many OVPs provide third party video player which can be embedded in a website. Although there are several OVP providers that are also present in broadcast markets, serving video on demand set-top boxes, OVPs are related to the over-the-top (OTT) content video industry.

In this report, we defines OVPs as fee-based, software-as-a-service (SaaS) online content businesses that enable content owners to ingest, transcode, store, manage, protect, publish, syndicate, track and monetize online video.

This report contains market size and forecasts of SaaS Online Video Platforms in Global, including the following market information:

Global SaaS Online Video Platforms Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global SaaS Online Video Platforms 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.

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

The global key manufacturers of SaaS Online Video Platforms include Brightcove, Ooyala (Telstra), Piksel, ThePlatform (Comcast Technology Solutions), IBM Cloud Video, Kaltura, Samba Tech, Wistia and Arkena, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the SaaS Online Video Platforms 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 SaaS Online Video Platforms Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global SaaS Online Video Platforms Market Segment Percentages, by Type, 2021 (%)

Software

Service

Global SaaS Online Video Platforms Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global SaaS Online Video Platforms Market Segment Percentages, by Application, 2021 (%)

Media & Entertainment Industry

Enterprise

Global SaaS Online Video Platforms Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global SaaS Online Video Platforms 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 SaaS Online Video Platforms revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies SaaS Online Video Platforms revenues share in global market, 2021

(%)

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

Brightcove

Ooyala (Telstra)

Piksel

ThePlatform (Comcast Technology Solutions)

IBM Cloud Video

Kaltura

Samba Tech

Wistia

Arkena

Xstream

Ensemble Video

MediaPlatform

Viocorp

Anvato (Google)

Vzaar

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