

North America Enterprise Video Market by Delivery Mode (Video Streaming, Video Conferencing, Web Casting, Web Conferencing), by Vertical, and by Geography - Analysis & Forecasts to 2019

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Abstracts

Enterprise video offerings have applications such as corporate communication, learning and development, knowledge sharing, management, and others. Application areas include academia and government, BFSI, consumer goods and retail, manufacturing, media and entertainment, telecom and IT, healthcare, transportation and logistics, and others.

Academia and government verticals will be expected to grow at a high CAGR from 2014 to 2019. Video is used by government sector for running their internal video distribution networks, whereas E-learning is deployed in education sector for creating a virtual learning environment. Companies, such as Avaya, Kaltura, and Sonic Foundry provide video solutions in the academia and government sector. On the other hand, the media and entertainment industry is expected to grow at a positive CAGR during the forecast.

A major challenge for enterprises in managing video delivery starts at the time of content creation. Companies are unaware of the various phases of video content delivery, which leads them to invest more than what is required for video creation. Duplication of video content has become a common trend for content creation across regions and verticals. These compounding problems further leads to a further increase in the overall cost structure. There is also a lack of concern and responsibility among users of video conferencing. This leads to unwanted usage of resource intensive and cumbersome techniques, further leading to an increase in expenditures.

The security and privacy of the video content, shared across the various platforms, is

one of the major concerns. At the same time, there are also concerns related to copyright and digital rights mismanagement, which can arise due to misuse and information leakage. In order to counter such challenges, enterprises need to re-structure their strategies of employing enterprise video offerings before usage. In the absence of apparent policies and procedures for properly identifying and managing video content, enterprise video may face a sluggish adoption rate.

There are various assumptions that we have taken into consideration for the market sizing and forecasting exercise. Few of the assumptions include political, economic, social, technological and economic factors. For instance, exchange rates, one of the economic factors, are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging Asia-Pacific regions.

The report will help the market leaders/new entrants in this market in the following ways

—

1. This report segments the market into delivery modes, applications, and geography, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different verticals and countries.
2. This report will help them better understand the competitor and gain more insights to better position their business. There is a separate section on competitive landscape, including competitor ecosystem, mergers and acquisition and venture capital funding. Besides, there are company profiles of top players in this market. In this section, market internals are provided that can put them ahead of the competitors.
3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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