

Global Playout Automation & Channel in a Box Market: Size, Trend, Share, Opportunity Analysis, and Forecast, 2014–2025

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Abstracts

Playout automation & channel in a box involves investigation of videos and content production through the insertion of logos, advertisements, and overlays. It is used by channel operators for broadcasting purposes. This technology allows broadcasters to avail features such as ingest videos, real-time video processing, interactive CG, storage interfaces, and others. This report analyzes opportunities in developed and emerging economies so that companies can make strategic decisions and gain a competitive edge. The global playout automation & channel in a box market is expected to grow at a CAGR of 17% from 2017 to 2025.

The global playout automation & channel in a box market is segmented in terms of channel types, end-users, and geography. Based on channel types, the global playout automation & channel in a box market is segmented into news, sports, entertainment, and animation & lifestyle. Based on end-users the market is segmented into international broadcasters and regional broadcasters. This report analyzes the global playout automation & channel in a box market on the basis of geography into North America, Europe, Asia-Pacific, and Latin America, Middle East and Africa (LAMEA).

MARKET DYNAMICS:

Drivers:

Increasing applications in the entertainment industry

Rise in the demand for channel presentation platforms

Restraints:

Complex integration structures

Lesser knowledge about latest technologies among end-users

MARKET PLAYERS:

The key players profiled in this report include Imagine Communications Corp., Pebble Beach Systems, Evertz Microsystems, Ltd., Harmonic, Inc., Cinegy LLC, Grass Valley Usa LLC, Playbox Technology, Anyware Video Corp., Pixel Power Ltd., Florical Systems, Snell Limited, and others.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Channel type

News

Sports

Entertainment

Animation and lifestyle

By End-user

International broadcaster

Regional broadcaster

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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