

# United States Online Video Platform Market Report 2016

<https://marketpublishers.com/r/UDC49F94E50EN.html>

Date: November 2016

Pages: 101

Price: US\$ 3,800.00 (Single User License)

ID: UDC49F94E50EN

## Abstracts

### Notes:

Sales, means the sales volume of Online Video Platform

Revenue, means the sales value of Online Video Platform

This report studies sales (consumption) of Online Video Platform in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Brightcove

Kaltura

Ooyala

thePlatform

Amobee

Anvato

BrightRoll

Bubblecast

Castfire

ClipShare

Coull.com

DigitalSmiths

Doovle

Piksel

Limelight Networks

MediaCore

Panopto

Pixability

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Type I

Type II

Type III

Split by applications, this report focuses on sales, market share and growth rate of Online Video Platform in each application, can be divided into

Application 1

Application 2

Application 3



## Contents

### United States Online Video Platform Market Report 2016

## **1 ONLINE VIDEO PLATFORM OVERVIEW**

### 1.1 Product Overview and Scope of Online Video Platform

### 1.2 Classification of Online Video Platform

#### 1.2.1 Type I

#### 1.2.2 Type II

#### 1.2.3 Type III

### 1.3 Application of Online Video Platform

#### 1.3.1 Application

#### 1.3.2 Application

#### 1.3.3 Application

### 1.4 United States Market Size Sales (Value) and Revenue (Volume) of Online Video Platform (2011-2021)

#### 1.4.1 United States Online Video Platform Sales and Growth Rate (2011-2021)

#### 1.4.2 United States Online Video Platform Revenue and Growth Rate (2011-2021)

## **2 UNITED STATES ONLINE VIDEO PLATFORM COMPETITION BY MANUFACTURERS**

### 2.1 United States Online Video Platform Sales and Market Share of Key Manufacturers (2015 and 2016)

### 2.2 United States Online Video Platform Revenue and Share by Manufactures (2015 and 2016)

### 2.3 United States Online Video Platform Average Price by Manufactures (2015 and 2016)

### 2.4 Online Video Platform Market Competitive Situation and Trends

#### 2.4.1 Online Video Platform Market Concentration Rate

#### 2.4.2 Online Video Platform Market Share of Top 3 and Top 5 Manufacturers

#### 2.4.3 Mergers & Acquisitions, Expansion

## **3 UNITED STATES ONLINE VIDEO PLATFORM SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)**

### 3.1 United States Online Video Platform Sales and Market Share by Type (2011-2016)

### 3.2 United States Online Video Platform Revenue and Market Share by Type

(2011-2016)

3.3 United States Online Video Platform Price by Type (2011-2016)

3.4 United States Online Video Platform Sales Growth Rate by Type (2011-2016)

#### **4 UNITED STATES ONLINE VIDEO PLATFORM SALES (VOLUME) BY APPLICATION (2011-2016)**

4.1 United States Online Video Platform Sales and Market Share by Application (2011-2016)

4.2 United States Online Video Platform Sales Growth Rate by Application (2011-2016)

4.3 Market Drivers and Opportunities

#### **5 UNITED STATES ONLINE VIDEO PLATFORM MANUFACTURERS PROFILES/ANALYSIS**

5.1 Brightcove

5.1.1 Company Basic Information, Manufacturing Base and Competitors

5.1.2 Online Video Platform Product Type, Application and Specification

5.1.2.1 Type I

5.1.2.2 Type II

5.1.3 Brightcove Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)

5.1.4 Main Business/Business Overview

5.2 Kaltura

5.2.2 Online Video Platform Product Type, Application and Specification

5.2.2.1 Type I

5.2.2.2 Type II

5.2.3 Kaltura Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)

5.2.4 Main Business/Business Overview

5.3 Ooyala

5.3.2 Online Video Platform Product Type, Application and Specification

5.3.2.1 Type I

5.3.2.2 Type II

5.3.3 Ooyala Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)

5.3.4 Main Business/Business Overview

5.4 thePlatform

5.4.2 Online Video Platform Product Type, Application and Specification

- 5.4.2.1 Type I
- 5.4.2.2 Type II
- 5.4.3 thePlatform Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.4.4 Main Business/Business Overview
- 5.5 Amobee
  - 5.5.2 Online Video Platform Product Type, Application and Specification
    - 5.5.2.1 Type I
    - 5.5.2.2 Type II
  - 5.5.3 Amobee Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.5.4 Main Business/Business Overview
- 5.6 Anvato
  - 5.6.2 Online Video Platform Product Type, Application and Specification
    - 5.6.2.1 Type I
    - 5.6.2.2 Type II
  - 5.6.3 Anvato Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.6.4 Main Business/Business Overview
- 5.7 BrightRoll
  - 5.7.2 Online Video Platform Product Type, Application and Specification
    - 5.7.2.1 Type I
    - 5.7.2.2 Type II
  - 5.7.3 BrightRoll Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.7.4 Main Business/Business Overview
- 5.8 Bubblecast
  - 5.8.2 Online Video Platform Product Type, Application and Specification
    - 5.8.2.1 Type I
    - 5.8.2.2 Type II
  - 5.8.3 Bubblecast Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.8.4 Main Business/Business Overview
- 5.9 Castfire
  - 5.9.2 Online Video Platform Product Type, Application and Specification
    - 5.9.2.1 Type I
    - 5.9.2.2 Type II
  - 5.9.3 Castfire Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)

- 5.9.4 Main Business/Business Overview
- 5.10 ClipShare
  - 5.10.2 Online Video Platform Product Type, Application and Specification
    - 5.10.2.1 Type I
    - 5.10.2.2 Type II
  - 5.10.3 ClipShare Online Video Platform Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.10.4 Main Business/Business Overview
- 5.11 Coull.com
- 5.12 Digitalsmiths
- 5.13 Doovle
- 5.14 Piksel
- 5.15 Limelight Networks
- 5.16 MediaCore
- 5.17 Panopto
- 5.18 Pixability

## **6 ONLINE VIDEO PLATFORM MANUFACTURING COST ANALYSIS**

- 6.1 Online Video Platform Key Raw Materials Analysis
  - 6.1.1 Key Raw Materials
  - 6.1.2 Price Trend of Key Raw Materials
  - 6.1.3 Key Suppliers of Raw Materials
  - 6.1.4 Market Concentration Rate of Raw Materials
- 6.2 Proportion of Manufacturing Cost Structure
  - 6.2.1 Raw Materials
  - 6.2.2 Labor Cost
  - 6.2.3 Manufacturing Expenses
- 6.3 Manufacturing Process Analysis of Online Video Platform

## **7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 7.1 Online Video Platform Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of Online Video Platform Major Manufacturers in 2015
- 7.4 Downstream Buyers

## **8 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 8.1 Marketing Channel
  - 8.1.1 Direct Marketing
  - 8.1.2 Indirect Marketing
  - 8.1.3 Marketing Channel Development Trend
- 8.2 Market Positioning
  - 8.2.1 Pricing Strategy
  - 8.2.2 Brand Strategy
  - 8.2.3 Target Client
- 8.3 Distributors/Traders List

## **9 MARKET EFFECT FACTORS ANALYSIS**

- 9.1 Technology Progress/Risk
  - 9.1.1 Substitutes Threat
  - 9.1.2 Technology Progress in Related Industry
- 9.2 Consumer Needs/Customer Preference Change
- 9.3 Economic/Political Environmental Change

## **10 UNITED STATES ONLINE VIDEO PLATFORM MARKET FORECAST (2016-2021)**

- 10.1 United States Online Video Platform Sales, Revenue Forecast (2016-2021)
- 10.2 United States Online Video Platform Sales Forecast by Type (2016-2021)
- 10.3 United States Online Video Platform Sales Forecast by Application (2016-2021)
- 10.4 Online Video Platform Price Forecast (2016-2021)

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- Author List
- Disclosure Section
- Research Methodology
- Data Source
- Disclaimer



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Online Video Platform

Table Classification of Online Video Platform

Figure United States Sales Market Share of Online Video Platform by Type in 2015

Table Application of Online Video Platform

Figure United States Sales Market Share of Online Video Platform by Application in 2015

Figure United States Online Video Platform Sales and Growth Rate (2011-2021)

Figure United States Online Video Platform Revenue and Growth Rate (2011-2021)

Table United States Online Video Platform Sales of Key Manufacturers (2015 and 2016)

Table United States Online Video Platform Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Online Video Platform Sales Share by Manufacturers

Figure 2016 Online Video Platform Sales Share by Manufacturers

Table United States Online Video Platform Revenue by Manufacturers (2015 and 2016)

Table United States Online Video Platform Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Online Video Platform Revenue Share by Manufacturers

Table 2016 United States Online Video Platform Revenue Share by Manufacturers

Table United States Market Online Video Platform Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Online Video Platform Average Price of Key Manufacturers in 2015

Figure Online Video Platform Market Share of Top 3 Manufacturers

Figure Online Video Platform Market Share of Top 5 Manufacturers

Table United States Online Video Platform Sales by Type (2011-2016)

Table United States Online Video Platform Sales Share by Type (2011-2016)

Figure United States Online Video Platform Sales Market Share by Type in 2015

Table United States Online Video Platform Revenue and Market Share by Type (2011-2016)

Table United States Online Video Platform Revenue Share by Type (2011-2016)

Figure Revenue Market Share of Online Video Platform by Type (2011-2016)

Table United States Online Video Platform Price by Type (2011-2016)

Figure United States Online Video Platform Sales Growth Rate by Type (2011-2016)

Table United States Online Video Platform Sales by Application (2011-2016)

Table United States Online Video Platform Sales Market Share by Application

(2011-2016)

Figure United States Online Video Platform Sales Market Share by Application in 2015

Table United States Online Video Platform Sales Growth Rate by Application

(2011-2016)

Figure United States Online Video Platform Sales Growth Rate by Application

(2011-2016)

Table Brightcove Basic Information List

Table Brightcove Online Video Platform Sales, Revenue, Price and Gross Margin

(2011-2016)

Figure Brightcove Online Video Platform Sales Market Share (2011-2016)

Table Kaltura Basic Information List

Table Kaltura Online Video Platform Sales, Revenue, Price and Gross Margin

(2011-2016)

Table Kaltura Online Video Platform Sales Market Share (2011-2016)

Table Ooyala Basic Information List

Table Ooyala Online Video Platform Sales, Revenue, Price and Gross Margin

(2011-2016)

Table Ooyala Online Video Platform Sales Market Share (2011-2016)

Table thePlatform Basic Information List

Table thePlatform Online Video Platform Sales, Revenue, Price and Gross Margin

(2011-2016)

Table thePlatform Online Video Platform Sales Market Share (2011-2016)

Table Amobee Basic Information List

Table Amobee Online Video Platform Sales, Revenue, Price and Gross Margin

(2011-2016)

Table Amobee Online Video Platform Sales Market Share (2011-2016)

Table Anvato Basic Information List

Table Anvato Online Video Platform Sales, Revenue, Price and Gross Margin

(2011-2016)

Table Anvato Online Video Platform Sales Market Share (2011-2016)

Table BrightRoll Basic Information List

Table BrightRoll Online Video Platform Sales, Revenue, Price and Gross Margin

(2011-2016)

Table BrightRoll Online Video Platform Sales Market Share (2011-2016)

Table Bubblecast Basic Information List

Table Bubblecast Online Video Platform Sales, Revenue, Price and Gross Margin

(2011-2016)

Table Bubblecast Online Video Platform Sales Market Share (2011-2016)

Table Castfire Basic Information List

Table Castfire Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Castfire Online Video Platform Sales Market Share (2011-2016)

Table ClipShare Basic Information List

Table ClipShare Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table ClipShare Online Video Platform Sales Market Share (2011-2016)

Table Coull.com Basic Information List

Table Coull.com Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Coull.com Online Video Platform Sales Market Share (2011-2016)

Table Digitalsmiths Basic Information List

Table Digitalsmiths Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Digitalsmiths Online Video Platform Sales Market Share (2011-2016)

Table Doovle Basic Information List

Table Doovle Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Doovle Online Video Platform Sales Market Share (2011-2016)

Table Piksel Basic Information List

Table Piksel Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Piksel Online Video Platform Sales Market Share (2011-2016)

Table Limelight Networks Basic Information List

Table Limelight Networks Online Video Platform Sales, Revenue, Price and Gross  
Margin (2011-2016)

Table Limelight Networks Online Video Platform Sales Market Share (2011-2016)

Table MediaCore Basic Information List

Table MediaCore Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table MediaCore Online Video Platform Sales Market Share (2011-2016)

Table Panopto Basic Information List

Table Panopto Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Panopto Online Video Platform Sales Market Share (2011-2016)

Table Pixability Basic Information List

Table Pixability Online Video Platform Sales, Revenue, Price and Gross Margin  
(2011-2016)

Table Pixability Online Video Platform Sales Market Share (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Online Video Platform

Figure Manufacturing Process Analysis of Online Video Platform

Figure Online Video Platform Industrial Chain Analysis

Table Raw Materials Sources of Online Video Platform Major Manufacturers in 2015

Table Major Buyers of Online Video Platform

Table Distributors/Traders List

Figure United States Online Video Platform Production and Growth Rate Forecast  
(2016-2021)

Figure United States Online Video Platform Revenue and Growth Rate Forecast  
(2016-2021)

Table United States Online Video Platform Production Forecast by Type (2016-2021)

Table United States Online Video Platform Consumption Forecast by Application  
(2016-2021)

## I would like to order

Product name: United States Online Video Platform Market Report 2016

Product link: <https://marketpublishers.com/r/UDC49F94E50EN.html>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UDC49F94E50EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970