

Live Streaming - Global Market Outlook (2020-2028)

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Abstracts

According to Statistics MRC, the Global Live Streaming Market is accounted for \$43,685.39 million in 2020 and is expected to reach \$279,291.03 million by 2028 growing at a CAGR of 26.1% during the forecast period. Rising preference for live streaming over social posts and the increasing popularity of online gaming is driving the market growth. However, fake traffic on live-streaming sites may restrain the market growth.

Live streaming is a type of streaming in which video or audio is broadcast live over the internet. Most live streams are delivered via multicasting. The media is transmitted while it is recorded and allowing viewers to listen or watch it in real-time.

Based on the component, the platforms segment is going to have lucrative growth during the forecast period due to the increasing online data consumption and surfing habits of customers. The use of artificial intelligence for morphing users' faces with celebrities has been gaining precedence with many players jumping on the bandwagon and the use of influencers for promoting latest applications and gaining new customers can boost the segment growth.

By geography, Asia Pacific is going to have significant growth during the forecast period. The growth of live video-streaming services and the rising consumer preference for live streaming over conventional television channels drive the market growth. Also, the rising adoption of digital innovation, increasing internet penetration in emerging economies such as China, Malaysia, Singapore, and India, accelerates the regional market growth.

Some of the key players profiled in the Live Streaming include AfreecaTV Co. Ltd., Amazon.Com, Inc, Dacast, Empire Video Productions LLC, Facebook Inc., Flux Broadcast, Google Inc., Huya Inc., IBM Corporation, Instagram Inc., Microsoft

Corporation, Periscope, Twitch Interactive Inc., and Vimeo.

Components Covered:

Platforms

Services

Streaming Types Covered:

Live Video Streaming

Nonlinear Video Streaming

Solutions Covered:

Internet Protocol TV (Television)

Over the Top (OTT)

Pay TV (Television)

Deployment Types Covered:

Cloud

On-Premise

Revenue Models Covered:

Advertising

Rental

Subscription

Applications Covered:

E-Learning (Electronic Learning)

Social Networking

Web Browsing

Real-Time Sports

Gaming

End Users Covered:

Banking, Financial Services and Insurance (BFSI)

Consumer

Corporate Communications

Education

Enterprise

Esports

Events

Government

Healthcare

Knowledge Sharing & Collaborations

Marketing & Client Engagement

Media & Realtime Entertainment

Retail

Telecommunications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025 and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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