

# Live Streaming - Global Market Outlook (2020-2028)

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## **Abstracts**

According to Stratistics 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

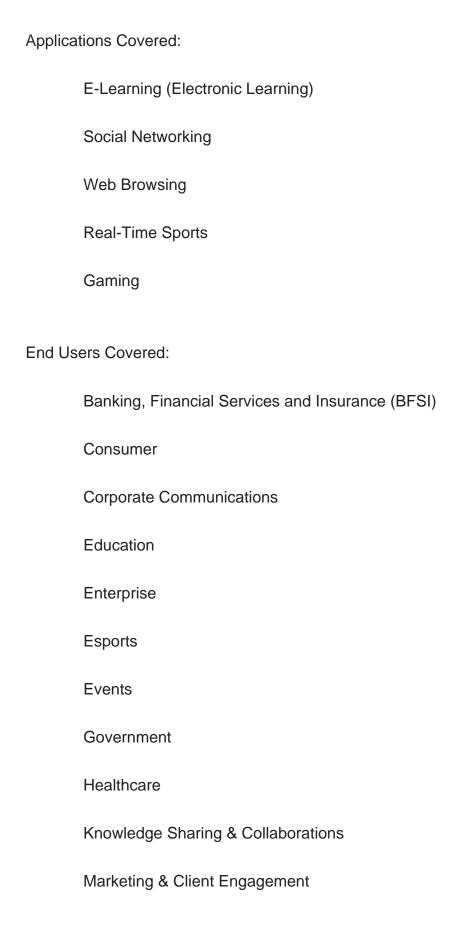


Corporation, Periscope, Twitch Interactive Inc., and Vimeo.

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







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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