

Over the Top - Global Market Outlook (2016-2022)

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Abstracts

According to Statistics MRC, the Global OTT Market accounted for \$27.51 billion in 2015 and is expected to reach \$85.87 billion by 2022 growing at a CAGR of 17.6% from 2015 to 2022. Prospective growth in content demand, rising need for compliance and verification, wide accessibility of broadband infrastructure and customization of technology are some of the key factors fueling Over The Top (OTT) market growth. Moreover, ease of broadband technology is supporting the growth of over the top (OTT). The benefit of using over the top (OTT) service is that it is less costly when compared to other established modes.

On-premise segment commanded the market but cloud-based over the top (OTT) is projected to exceed the former owing to the increased adoption rate of cloud technologies. North America is the significant market for OTT due to the presence of better connectivity in countries such as U.S. and Canada. Moreover, owing to this improved broadband connectivity across the globe, other devices such as smart TVs, STBs, and gaming consoles can also be used for the provision of over the top (OTT) services. APAC is anticipated to grow at faster pace owing to increasing connectivity of broadband across regions and demand across large scale organisations.

Some of the key players in the market are Akamai Technologies, Apple, Inc., Facebook, Inc., Google, Inc., Limelight Networks, Inc., Microsoft Corporation, Netflix, Tencent Holdings Ltd., Yahoo Inc., Nimbuzz, Activevideo, Brightcove, Flixfling, Hulu and Roku.

Revenue model Covered

Advertisement

Procurement

Rental

Subscription

Platforms Covered

Smart Devices

Set Top Box

Laptops, Desktops and Tablets

Gaming Consoles

Content Type Covered

Voice Over Ip

Text and Image

Video

Deployment Model Covered

On-Premises

Cloud

Service Type Covered

Training and Support

Managed Services

Installation and Maintenance

Consulting

User Types Covered

Small Office and House Office (SOHO)

Large Enterprise

Small and Medium Enterprise (SME)

Industries Covered

BFSI

Retail

Media and Entertainment

Digital Marketing

Filmed Entertainment

IT and Telecom

Healthcare

Government

Education

Other Industries

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

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

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