

# **Broadcast Equipment Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Technology (Analog Broadcasting, Digital Broadcasting), By Product (Dish Antennas, Switchers, Video Servers, Encoders, Transmitters and Repeaters), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/BE4A92E4A555EN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: BE4A92E4A555EN

## **Abstracts**

The Global Broadcast Equipment Market will grow from USD 7.45 Billion in 2025 to USD 10.67 Billion by 2031 at a 6.17% CAGR. The Global Broadcast Equipment Market comprises specialized hardware and software utilized for the acquisition, production, and delivery of audio-visual content, including professional cameras, switchers, encoders, and transmission servers.

## **Key Market Drivers**

Accelerated Transition to IP-Based and Cloud-Native Workflows is fundamentally reshaping the Global Broadcast Equipment Market as broadcasters replace legacy SDI infrastructure with flexible, software-defined networks. This migration allows media organizations to scale operations efficiently and support remote production models that demand robust internet transport protocols. The industry's commitment to this technological overhaul is highlighted by the widespread adoption of the Secure Reliable Transport (SRT) protocol, which is critical for low-latency IP transmission.

## **Key Market Challenges**

The substantial capital expenditure required to implement advanced technologies significantly impedes the Global Broadcast Equipment Market, particularly amidst

ongoing economic volatility. Broadcasters are increasingly hesitant to retire legacy systems in favor of modern IP-based infrastructures due to the immense upfront costs involved. This financial caution results in the prolonged utilization of aging hardware and the creation of complex hybrid environments, which, while cost-effective in the short term, stifle the adoption rate of next-generation equipment and limit the revenue potential for manufacturers of new hardware.

## **Key Market Trends**

The Integration of Artificial Intelligence for Automated Media Asset Management is rapidly becoming a critical investment area, moving beyond experimental phases into core operational workflows. Broadcasters are deploying AI-driven algorithms to automate the tagging and retrieval of vast video archives, significantly reducing the manual labor required for metadata entry. This technology enhances monetization by allowing rapid identification of specific content for licensing, effectively unlocking the value of dormant assets.

## **Key Market Players**

Sony Corporation

Cisco Systems, Inc.

Grass Valley USA, LLC

Harmonic Inc.

Evertz Microsystems Ltd.

Imagine Communications Corp.

Blackmagic Design Pty. Ltd.

Snell Advanced Media Ltd.

Ross Video Ltd.

Avid Technology, Inc.

**Report Scope:**

In this report, the Global Broadcast Equipment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

**Broadcast Equipment Market, By Technology:**

Analog Broadcasting

Digital Broadcasting

**Broadcast Equipment Market, By Product:**

Dish Antennas

Switchers

Video Servers

Encoders

Transmitters and Repeaters

**Broadcast Equipment Market, By Region:**

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global

*Broadcast Equipment Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Tech...*

Broadcast Equipment Market.

**Available Customizations:**

Global Broadcast Equipment Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL BROADCAST EQUIPMENT MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Technology (Analog Broadcasting, Digital Broadcasting)
  - 5.2.2. By Product (Dish Antennas, Switchers, Video Servers, Encoders, Transmitters and Repeaters)
  - 5.2.3. By Region

- 5.2.4. By Company (2025)
- 5.3. Market Map

## **6. NORTH AMERICA BROADCAST EQUIPMENT MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Technology
  - 6.2.2. By Product
  - 6.2.3. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Broadcast Equipment Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Technology
      - 6.3.1.2.2. By Product
  - 6.3.2. Canada Broadcast Equipment Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Technology
      - 6.3.2.2.2. By Product
  - 6.3.3. Mexico Broadcast Equipment Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Technology
      - 6.3.3.2.2. By Product

## **7. EUROPE BROADCAST EQUIPMENT MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Technology
  - 7.2.2. By Product
  - 7.2.3. By Country

### 7.3. Europe: Country Analysis

#### 7.3.1. Germany Broadcast Equipment Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By Technology

###### 7.3.1.2.2. By Product

#### 7.3.2. France Broadcast Equipment Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By Technology

###### 7.3.2.2.2. By Product

#### 7.3.3. United Kingdom Broadcast Equipment Market Outlook

##### 7.3.3.1. Market Size & Forecast

###### 7.3.3.1.1. By Value

##### 7.3.3.2. Market Share & Forecast

###### 7.3.3.2.1. By Technology

###### 7.3.3.2.2. By Product

#### 7.3.4. Italy Broadcast Equipment Market Outlook

##### 7.3.4.1. Market Size & Forecast

###### 7.3.4.1.1. By Value

##### 7.3.4.2. Market Share & Forecast

###### 7.3.4.2.1. By Technology

###### 7.3.4.2.2. By Product

#### 7.3.5. Spain Broadcast Equipment Market Outlook

##### 7.3.5.1. Market Size & Forecast

###### 7.3.5.1.1. By Value

##### 7.3.5.2. Market Share & Forecast

###### 7.3.5.2.1. By Technology

###### 7.3.5.2.2. By Product

## 8. ASIA PACIFIC BROADCAST EQUIPMENT MARKET OUTLOOK

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Technology

#### 8.2.2. By Product

### 8.2.3. By Country

## 8.3. Asia Pacific: Country Analysis

### 8.3.1. China Broadcast Equipment Market Outlook

#### 8.3.1.1. Market Size & Forecast

##### 8.3.1.1.1. By Value

#### 8.3.1.2. Market Share & Forecast

##### 8.3.1.2.1. By Technology

##### 8.3.1.2.2. By Product

### 8.3.2. India Broadcast Equipment Market Outlook

#### 8.3.2.1. Market Size & Forecast

##### 8.3.2.1.1. By Value

#### 8.3.2.2. Market Share & Forecast

##### 8.3.2.2.1. By Technology

##### 8.3.2.2.2. By Product

### 8.3.3. Japan Broadcast Equipment Market Outlook

#### 8.3.3.1. Market Size & Forecast

##### 8.3.3.1.1. By Value

#### 8.3.3.2. Market Share & Forecast

##### 8.3.3.2.1. By Technology

##### 8.3.3.2.2. By Product

### 8.3.4. South Korea Broadcast Equipment Market Outlook

#### 8.3.4.1. Market Size & Forecast

##### 8.3.4.1.1. By Value

#### 8.3.4.2. Market Share & Forecast

##### 8.3.4.2.1. By Technology

##### 8.3.4.2.2. By Product

### 8.3.5. Australia Broadcast Equipment Market Outlook

#### 8.3.5.1. Market Size & Forecast

##### 8.3.5.1.1. By Value

#### 8.3.5.2. Market Share & Forecast

##### 8.3.5.2.1. By Technology

##### 8.3.5.2.2. By Product

## 9. MIDDLE EAST & AFRICA BROADCAST EQUIPMENT MARKET OUTLOOK

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Technology

- 9.2.2. By Product
- 9.2.3. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Broadcast Equipment Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Technology
      - 9.3.1.2.2. By Product
  - 9.3.2. UAE Broadcast Equipment Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Technology
      - 9.3.2.2.2. By Product
  - 9.3.3. South Africa Broadcast Equipment Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By Technology
      - 9.3.3.2.2. By Product

## **10. SOUTH AMERICA BROADCAST EQUIPMENT MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Technology
  - 10.2.2. By Product
  - 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Broadcast Equipment Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Technology
      - 10.3.1.2.2. By Product
  - 10.3.2. Colombia Broadcast Equipment Market Outlook
    - 10.3.2.1. Market Size & Forecast

- 10.3.2.1.1. By Value
- 10.3.2.2. Market Share & Forecast
  - 10.3.2.2.1. By Technology
  - 10.3.2.2.2. By Product
- 10.3.3. Argentina Broadcast Equipment Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Technology
    - 10.3.3.2.2. By Product

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL BROADCAST EQUIPMENT MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Sony Corporation
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel

- 15.1.5. SWOT Analysis
- 15.2. Cisco Systems, Inc.
- 15.3. Grass Valley USA, LLC
- 15.4. Harmonic Inc.
- 15.5. Evertz Microsystems Ltd.
- 15.6. Imagine Communications Corp.
- 15.7. Blackmagic Design Pty. Ltd.
- 15.8. Snell Advanced Media Ltd.
- 15.9. Ross Video Ltd.
- 15.10. Avid Technology, Inc.

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Broadcast Equipment Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Technology (Analog Broadcasting, Digital Broadcasting), By Product (Dish Antennas, Switchers, Video Servers, Encoders, Transmitters and Repeaters), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/BE4A92E4A555EN.html>

Price: US\$ 4,500.00 (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/BE4A92E4A555EN.html>