

# **Europe Video Streaming Software Market Segmented by Component (Solutions (Transcoding & Processing, Video Delivery & Distribution, Video Analytics, Video Management, Video Security, Other), Services (Professional, Managed)), By Streaming Type (Video On-demand Streaming, Live Streaming), By Deployment Type (On-Premise, Cloud), By End User (Broadcaster, Operators & Media, Enterprises, Education, Healthcare, and Others), By Country, By Competition, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Europe Video Streaming Software market was valued at USD 1.89 Billion in 2022 and growing at a CAGR of 17.78% during the forecast period. The Europe Video Streaming Software market is a dynamic and rapidly evolving sector within the broader digital entertainment industry. With the proliferation of high-speed internet connectivity, widespread adoption of smartphones and smart TVs, and changing consumer preferences, video streaming has become an integral part of European households. This market encompasses a wide range of services and solutions, including streaming platforms, content delivery networks (CDNs), video encoding and transcoding software, and analytics tools. One of the key drivers behind the growth of the European video streaming software market is the shift in consumer behavior towards on-demand and personalized content consumption. Viewers increasingly expect a seamless and personalized experience, where they can access a vast library of movies, TV shows, documentaries, and live events at their convenience. Streaming platforms, both global giants and local players, are competing to meet these demands by investing in original

content production, enhancing content recommendation algorithms, and expanding their reach across the diverse European market.

The European video streaming software market is characterized by a highly competitive landscape, with international giants like Netflix, Amazon Prime Video, and Disney+ vying for market share alongside regional players such as BBC iPlayer, Sky Go, and Now TV. These platforms are constantly innovating to differentiate themselves, offering a blend of international and locally sourced content, including critically acclaimed series and films produced in Europe. Additionally, live sports streaming, especially football (soccer), holds significant sway in the European market, with platforms securing broadcasting rights to major sporting events, further intensifying the competition. The COVID-19 pandemic accelerated the already growing trend of digital entertainment consumption in Europe. As lockdowns and social distancing measures came into play, more people turned to video streaming for their entertainment, education, and work-related needs. This surge in demand prompted streaming platforms to adapt and enhance their services to meet the increased load and provide features like group viewing, offline downloads, and virtual watch parties to keep viewers engaged.

Moreover, Europe's diverse cultural landscape poses both opportunities and challenges for the video streaming software market. While it offers a rich tapestry of content preferences and languages, it also requires platforms to navigate complex licensing agreements and adapt to the varying regulations across different European countries. The implementation of the European Union's Digital Single Market strategy has been instrumental in streamlining some of these challenges, fostering cross-border access to content within the EU. Looking ahead, the Europe Video Streaming Software market is poised for further growth and innovation. With ongoing investments in content production, technological advancements like 4K and 8K streaming, and the rise of interactive and immersive content experiences, viewers in Europe can expect an even more engaging and personalized streaming landscape. As streaming platforms continue to shape the future of entertainment across the continent, competition will remain fierce, ultimately benefiting consumers with a wealth of choices and evolving content offerings.

## Key Market Drivers

### Increasing Demand for On-Demand Content

The Europe Video Streaming Software market is being significantly driven by the increasing demand for on-demand content. With the advent of high-speed internet connectivity, the preference for traditional linear television is waning, and consumers

are increasingly seeking the flexibility and convenience offered by on-demand streaming services. Viewers want to access their favorite movies, TV shows, documentaries, and live events whenever and wherever they choose. Streaming platforms have capitalized on this demand by offering extensive libraries of content that can be streamed on various devices, from smartphones to smart TVs. This shift in consumer behavior towards on-demand viewing is propelling the growth of the video streaming software market in Europe.

As traditional cable and satellite TV subscriptions decline, streaming services are gaining ground. These platforms provide viewers with the ability to pause, rewind, fast-forward, and even download content for offline viewing, giving them greater control over their entertainment experiences. Furthermore, the appeal of not being tied to rigid broadcasting schedules has made on-demand streaming an attractive proposition for a wide range of audiences, from busy professionals to families with diverse viewing habits. To meet the increasing demand for on-demand content, streaming platforms are continually investing in expanding their content libraries, enhancing user interfaces, and improving recommendation algorithms. The convenience and personalized experience offered by on-demand streaming are driving the continued growth of the Europe Video Streaming Software market.

### Proliferation of High-Speed Internet Connectivity

The widespread availability of high-speed internet connectivity is a pivotal driver of the Europe Video Streaming Software market. Access to reliable and fast internet connections has become a foundational requirement for seamless streaming experiences. European countries have made substantial investments in internet infrastructure, including fiber-optic networks and 4G/5G connectivity, resulting in improved download speeds and reduced buffering times. High-speed internet has empowered viewers to stream content in high-definition (HD) and even 4K and 8K resolutions, elevating the quality of the streaming experience. The robust internet infrastructure has also facilitated the growth of multiple-device streaming, enabling households to simultaneously stream content on various screens without significant performance degradation.

The COVID-19 pandemic further underscored the importance of high-speed internet as remote work, online education, and video conferencing became the norm. People relied on internet connectivity for both professional and personal purposes, driving increased demand for streaming services. Additionally, the lockdowns and social distancing measures prompted a surge in streaming viewership, as individuals sought

entertainment and connection through digital means. In response to the growing reliance on internet connectivity, streaming platforms and telecommunications providers are collaborating to ensure optimized streaming experiences. As Europe continues to advance its internet infrastructure, the video streaming software market is poised for sustained growth, with more viewers adopting streaming as their primary source of entertainment.

### Growth in Mobile Device Usage

The growth in mobile device usage is another key driver propelling the Europe Video Streaming Software market. Smartphones and tablets have become ubiquitous, providing viewers with the flexibility to watch content on the go. The convenience of mobile streaming has reshaped the way people consume entertainment, making streaming platforms an integral part of daily life. Mobile devices offer portability and accessibility, allowing users to watch their favorite content while commuting, traveling, or waiting. Streaming apps have optimized their interfaces for mobile screens, providing a user-friendly experience tailored to smaller displays. Moreover, the availability of affordable data plans and widespread access to Wi-Fi networks has made it cost-effective for consumers to stream content on their mobile devices.

Streaming platforms have recognized the significance of mobile viewership and have developed dedicated apps that cater to mobile users. These apps often include features like offline downloads, adaptive streaming quality, and personalized recommendations, enhancing the mobile streaming experience. Additionally, mobile-exclusive content and promotions have become strategies to attract and retain subscribers. The growth in mobile device usage has democratized access to streaming services, allowing people from various demographics to enjoy content regardless of their location. As mobile device ownership continues to rise across Europe, the video streaming software market is set to benefit from the increasing demand for mobile-friendly streaming experiences.

### Investment in Original Content Production

The Europe video streaming software market is driven by substantial investments in original content production by streaming platforms. The competition for viewer attention has led platforms to differentiate themselves by creating and licensing exclusive, original content. This strategy has proven successful in attracting subscribers and retaining them over the long term. Original content production encompasses a wide range of genres, including drama series, documentaries, comedy specials, and reality shows. Streaming platforms collaborate with renowned filmmakers, directors, actors,

and production companies to deliver high-quality, engaging content. These productions often appeal to diverse audiences, helping platforms cater to the unique preferences of European viewers. Local content production is a significant focus for streaming platforms as well. European countries have a rich cultural heritage, and viewers appreciate content that reflects their languages, cultures, and societal issues. Streaming platforms invest in creating original content tailored to specific European regions, fostering a sense of local relevance and connection. Furthermore, original content production extends to sports broadcasting, where streaming platforms secure exclusive rights to major sporting events, including football matches, tennis tournaments, and more. This strategy attracts sports enthusiasts and expands the platforms' appeal beyond traditional entertainment content.

## Key Market Challenges

### Content Licensing and Regional Regulations

One of the significant challenges facing the Europe Video Streaming Software market is navigating the complex landscape of content licensing and regional regulations. Europe is a diverse continent with multiple countries, each having its own set of rules and regulations governing the distribution and streaming of content. This fragmentation poses a considerable challenge for streaming platforms seeking to offer a seamless and consistent experience to their viewers across the region. Content licensing agreements can be intricate and vary significantly from one country to another. Streaming platforms often need to negotiate separate deals with content providers for each European country, leading to a fragmented content library. This can result in viewers in some countries having access to a broader range of content than those in others, causing frustration and potentially pushing consumers toward piracy or VPN usage to access content from different regions.

Moreover, Europe's regulatory landscape for streaming services is continuously evolving. Various countries have introduced their own regulations related to content classification, advertising standards, and user data protection. Streaming platforms must navigate these diverse regulatory frameworks, which can lead to additional costs, compliance challenges, and potential fines for non-compliance. The implementation of the European Union's Digital Single Market strategy aimed to address some of these issues by promoting cross-border access to content within the EU. However, challenges persist, particularly concerning licensing agreements for certain content and adherence to local regulations that may diverge from EU-level standards.



## Intense Competition and Subscriber Churn

Another significant challenge confronting the Europe Video Streaming Software market is the intensifying competition among streaming platforms and the associated issue of subscriber churn. As an increasing number of platforms enter the market, viewers are presented with a plethora of choices, leading to fragmentation of the subscriber base and a higher likelihood of subscriber churn. Streaming platforms are constantly vying for exclusive content, investing in original productions, and enhancing their user interfaces and features to attract and retain subscribers. While competition can drive innovation and improve the quality of services, it also poses a challenge for platforms trying to stand out in a crowded marketplace.

Subscriber churn has become a pressing concern for streaming platforms. Subscribers are no longer committed to a single platform, and many engage in "subscription hopping," where they switch between platforms to access specific content or take advantage of promotional offers. This behavior can result in subscriber fatigue and revenue loss for streaming platforms, as retaining subscribers becomes increasingly challenging. Additionally, the cost of multiple subscriptions can add up for consumers, potentially leading some to cancel services periodically to manage their expenses. This phenomenon puts pressure on streaming platforms to continuously offer compelling content and value-added features to justify subscription fees.

## Key Market Trends

### Emergence of Hybrid Business Models

One prominent trend in the Europe Video Streaming Software market is the emergence of hybrid business models. Streaming platforms are increasingly adopting a combination of subscription-based and advertising-supported models to diversify their revenue streams and cater to a broader audience. This hybrid approach allows platforms to offer both free, ad-supported content and premium, subscription-based services. Ad-supported models have gained traction as they provide viewers with free access to a wide range of content, while advertisers benefit from reaching a large and engaged audience. Streaming platforms are investing in advanced advertising technologies, such as targeted ads and programmatic advertising, to enhance the effectiveness and relevance of ads. This trend aligns with the growing interest in ad-supported video-on-demand (AVOD) services across Europe.

On the other hand, subscription-based models continue to thrive, with platforms offering

exclusive content, ad-free viewing experiences, and premium features to subscribers. Global streaming giants like Netflix and Amazon Prime Video have set the benchmark for subscription-based services, and local players are following suit by producing high-quality original content and optimizing user experiences. The hybrid approach is particularly strategic in regions with diverse economic profiles, as it accommodates viewers with varying willingness and capacity to pay for content. By offering both free and premium tiers, streaming platforms can capture a broader user base and convert free users into paying subscribers over time.

### Localization and Original Content Production

Localization and original content production are gaining prominence in the Europe Video Streaming Software market. Streaming platforms are increasingly recognizing the value of tailoring their content and services to cater to specific European regions and languages. This trend is driven by the desire to provide viewers with culturally relevant and relatable content. Localization efforts involve not only offering content in multiple languages but also adapting user interfaces, subtitles, and dubbing to match regional dialects and nuances. Platforms are investing in local content production, including original series, films, and documentaries that resonate with audiences in specific European countries. These locally produced shows not only showcase regional talent but also explore culturally significant themes and stories.

Furthermore, streaming platforms are forming partnerships with local content providers, broadcasters, and production houses to expand their content libraries. This collaboration allows platforms to offer a diverse range of programming, from sports events to news and entertainment shows, tailored to the preferences of viewers in different European markets. Original content production is another key aspect of this trend. Streaming platforms are investing heavily in creating exclusive content that appeals to European audiences. These productions often feature well-known actors, directors, and writers from the region, enhancing their appeal to local viewers. As a result, streaming platforms are differentiating themselves from global competitors and becoming important contributors to the European creative and entertainment industries.

### Sports Streaming and Exclusive Rights

The streaming of sports content, particularly football (soccer), has become a significant trend in the Europe Video Streaming Software market. Streaming platforms are actively securing exclusive broadcasting rights for major sporting events, leagues, and tournaments, making them go-to destinations for sports enthusiasts. This trend has

been accelerated by the COVID-19 pandemic, which disrupted traditional sports broadcasting and drove viewers to streaming platforms for their sports fix. Football holds a special place in European culture, and streaming platforms have capitalized on this by securing rights to top-tier competitions such as the UEFA Champions League, Premier League, La Liga, and Serie A. These exclusive rights have made streaming platforms indispensable for fans who want to watch live matches and related content.

The convenience of live sports streaming on mobile devices has further fueled the trend. Fans can watch their favorite teams and players in action from anywhere, providing a flexible and engaging viewing experience. Streaming platforms are enhancing their sports offerings with features like real-time statistics, multiple camera angles, and interactive elements, enriching the overall sports-watching experience. Esports is also gaining traction in Europe, with streaming platforms investing in partnerships and exclusive broadcasting rights for esports tournaments. Esports events attract a dedicated and growing fan base, and streaming platforms are positioning themselves as the primary destinations for esports content.

## Segmental Insights

### Solutions Insights

Based on solutions, the video analytics segment asserted its dominance in the Europe video streaming software market, and this dominance is anticipated to endure throughout the forecast period. Video analytics solutions have emerged as pivotal tools for streaming platforms and content providers in the region. These solutions offer an array of capabilities, including audience behavior analysis, content recommendation algorithms, real-time monitoring, and content quality optimization, all of which contribute to enhancing the overall streaming experience.

The importance of video analytics in the European market lies in its capacity to provide actionable insights into viewer preferences, engagement patterns, and content performance. Streaming platforms leverage these insights to fine-tune their content libraries, deliver more personalized recommendations, and improve ad targeting, thereby enhancing user satisfaction and retention. With the growing demand for personalized and immersive streaming experiences across Europe, the dominance of video analytics solutions is poised to persist, stimulating further innovation and advancements in the Europe video streaming software market. As streaming platforms continue to invest in these solutions, they are expected to play a pivotal role in shaping the future of streaming in the region.



## End User Insights

Based on end user, the healthcare emerged as the dominant segment in the Europe video streaming software market, and this dominance is projected to persist throughout the forecast period. The rapid integration of video streaming technology within the healthcare industry has ushered in a transformative era, revolutionizing patient care, medical education, and telemedicine practices across the region. Healthcare providers have increasingly embraced video streaming software to facilitate remote consultations, deliver training and educational content to medical professionals, and empower patients to access healthcare services virtually. This surge in healthcare-related video streaming applications has proven particularly pivotal during the COVID-19 pandemic, allowing healthcare professionals to maintain patient care while minimizing in-person interactions. As the healthcare sector continues to harness the capabilities of video streaming for various applications, including telehealth appointments, medical conferences, and health education, it is poised to remain the dominant end-user segment, profoundly shaping the landscape of digital healthcare in Europe.

## Country Insights

United Kingdom asserted its dominance in the Europe video streaming software market, and this dominance is anticipated to persist throughout the forecast period. The UK's position at the forefront of the European streaming landscape is characterized by a combination of factors, including a mature and tech-savvy consumer base, a thriving media and entertainment industry, and a robust digital infrastructure. The presence of global streaming giants like Netflix and Amazon Prime Video, alongside well-established local players such as BBC iPlayer and Sky Go, has created a highly competitive and innovative market environment. The UK's diverse content preferences, coupled with its high-speed internet penetration, make it an ideal testing ground for new streaming technologies and services. Moreover, the UK's commitment to original content production, including critically acclaimed series and films, further cements its position as a major influencer in the European streaming landscape. As the demand for streaming continues to surge, the UK's dominance in the video streaming software market is set to persist, shaping the future of digital entertainment in Europe.

## Key Market Players

Kaltura Inc.

IBM Corporation

Agile Content S.L.

Haivision Systems Inc.

Vimeo, Inc.

Panopto, Inc.

VBrick Systems, Inc.

Wowza Media Systems LLC

Edgio, Inc.

Akamai Technologies, Inc.

Report Scope:

In this report, the Europe Video Streaming Software Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Europe Video Streaming Software Market, By Component:

Solutions

Transcoding & Processing

Video Delivery & Distribution

Video Analytics

Video Management

Video Security

Other

Services

Professional

Managed

Europe Video Streaming Software Market, By Streaming Type:

Video On-demand Streaming

Live Streaming

Europe Video Streaming Software Market, By Deployment Type:

On-Premise

Cloud

Europe Video Streaming Software Market, By End User:

Broadcaster, Operators & Media

Enterprises

Education

Healthcare

Others

Europe Video Streaming Software Market, By Country:

United Kingdom

Germany

Spain

France

Italy

Netherlands

Sweden

Ireland

Switzerland

Norway

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Europe Video Streaming Software Market.

## Available Customizations:

Europe Video Streaming Software Market report with the given market data, Tech Sci 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).

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