

India OTT Video Services Market, By Streaming Type (Video-on-Demand and Live), By Region, Competition, Forecast & Opportunities FY2016-FY2026

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Abstracts

India OTT Video Services Market is forecast to reach USD5.12 billion by 2026 growing at a CAGR of 29.52% from FY2021 to FY2026. Growth in the market can be attributed to rapid advancements in online platforms and increasing need for quality experience across many devices. The consumers are progressively using multi-screen video platforms which allow cable operators and telecommunication network providers to reach a larger subscriber base with cost-effective video services at varied locations that will directly push the demand for the market in India over the upcoming years.

OTT Video Services Market in India can be segmented based on the streaming type and region. Based on the region, the market can be segmented into North, West, South and East. North region leads the overall market owing to its rising usage of smartphones, tablet and laptop users coupled with rapid urbanization in the region. Moreover, the increasing demand for smart televisions, along with the continuous need for better pictures and excellent viewing experience is predicted to drive the demand for OTT video services in India during the forecast period. Increasing focus towards high-resolution broadcasting and localization of the international contents with less usage of the data is another major factor driving the growth of the OTT video services market.

Some of the key players in the OTT Video Services Market of India include Novi Digital Entertainment Pvt Ltd (Disney+Hotstar), Amazon Development Center India Pvt Ltd (Amazon Prime), Netflix Entertainment Services India LLP (Netflix), Zee Entertainment Enterprises (Zee 5), Sony Pictures Networks India Pvt Ltd (Sony Liv), Reliance Jio Infocomm Limited (Jio Cinema & JioTV), Times Group (MX Player), Eros International plc (Eros Now), ALT Digital Media Entertainment Limited (ALT Balaji), Viacom18 Media Pvt. Ltd. (Voot) and others. The companies operating in the market are focusing on

higher quality content, in-house entertainment and expansion of sources to increase their shares in the market.

Years considered for this report:

Historical Years: FY2016-FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022-FY2026

Objective of the Study:

To analyze historical growth in market size of India OTT Video Services Market from FY2016 to FY2020.

To estimate and forecast the market size of India OTT Video Services Market from FY2021 to FY2026 and growth rate until FY2026.

To classify and forecast India OTT Video Services Market based on streaming type, company and regional distribution.

To analyze and forecast the market size, in terms of streaming type which are Video on Demand and Live OTT Video Services.

To analyze and forecast the market size, in terms of region which are North, West, South and East.

To identify drivers, challenges and trends for India OTT Video Services Market.

To examine competitive developments such as expansions, new platform launches, mergers & acquisitions, etc., in India OTT Video Services Market.

To conduct pricing analysis for India OTT Video Services Market.

To identify and analyze the profile of leading service providers in India OTT

Video Services Market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of online platforms across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the online platforms which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, and presence of all major online platforms across the country.

TechSci Research calculated the market size of India OTT Video Services market using a top-down approach, where in data for various categories across various streaming types was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these streaming types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

OTT video service providers and other stakeholders

Organizations, forums and alliances related to OTT Video Services market

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India OTT Video Services Market has been segmented into following

India OTT Video Services Market, By Streaming Type (Video-on-Demand and Live), By Region, Competition, Forecas...

categories, in addition to the industry trends which have also been detailed below:

India OTT Video Services Market, By Streaming Type:

Video-on Demand

Live

India OTT Video Services Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India OTT Video Services market.

Available Customizations:

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).

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