

United Kingdom OTT Media Services Market, By Type (SVOD, AVOD, TVOD), By Video Quality (HD, Full HD, and Ultra HD), By Number of Screens (1, 2-3, more than 3), By Region, By Company, Forecast and Opportunities, 2018-2028F

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Abstracts

United Kingdom OTT media services market is anticipated to be driven by shifting consumer trend towards streaming services from paid TV and increasing varieties of content with new information.

Technology is playing an important role in increasing the importance of over-the-top (OTT) services throughout the country. Cloud-based streaming services, support for live content with Video-on-demand (VOD), a large content data base, zero-buffering, adaptive bitrate streaming, and intuitive content discovery make over-the-top (OTT) systems simple to use.

Similarly, several VOD providers have made significant progress in developing their own audience protection policies and procedures, such as Netflix's voluntary age ratings. Netflix, in collaboration with the British Board of Film Classification, provides BBFC age ratings and ratings information on its service (BBFC). Examples include Disney's devotion to family protections on Disney+. However, this is only done sometimes and voluntarily. Different platforms use different audience protection procedures, like pin codes and warnings. Age ratings vary considerably and are occasionally absent. Although there are some regulations that VoD providers must go by various compliances to protect kids from harmful content. Therefore, since content security has increased, the industry has grown in the projected years.

Increasing Emergence of Video-on-Demand Services Boost the Market Growth

The rapid growth of video-on-demand (VoD) services like BBC iPlayer, ITV Hub, and Disney+, particularly during the pandemic, has highlighted the gap between traditional audience protection available on linear television such as free view, satellite, or cable to newer video-on-demand services. VoD services have seen a significant rise in popularity in the UK, with viewers now having instant access to hundreds of hours of programme content, which has accelerated the market growth during the forecast period. For instance, according to the Secretary of State for Digital, Culture, Media, and Sport, in 2021, over 75% of UK households estimate to have used at least one subscription VoD service.

Similarly, the most widely used platform for user-generated videos online is still YouTube. According to the Ofcom (The Office of Communications), the total number of YouTube videos viewed by UK adults online in Q1 2021 was 22% higher than in Q1 2020. As of March 2021, it has reached 31% of adult internet users in the UK.

Changing Audience Viewing Habits Boost the Market Growth

Fundamental changes in viewing patterns and industry structures are being fueled by the development of international content providers. The availability of content for UK consumers has significantly grown as a result of the rapid shift occurring in the broadcasting and broader on-demand industries. A new approach to watch television programs and 'catch-up' on missed scheduled programmes was heralded by advancements in technology and the increased accessibility of quicker internet connections, further leading to increase in the market demand during the projected period.

Increasing Subscription Streaming Users Boost the Market Growth

The main reason for the rise in popularity of subscription streaming platforms such as Netflix, Amazon Prime Video, Disney+, Sky's Now is that users have instant access to original and high-quality content. With 17.1 million households subscribed, Netflix continues to be the most popular SVoD (Subscription Video on Demand) provider in the UK. Amazon Prime Video (46%) and Disney+ (23%) are the next-largest providers. 7% of households have Sky's Now TV, and 6% have Apple TV in 2022. According to the Ofcom (The Office of Communication), it was discovered that 5.2 million households spend about ?300 annually on the three services. The SVoD (Subscription Video on Demand) sector experienced robust revenue growth in 2021, with a 27% year-over-year increase to ?2.7 billion, almost matching the impressive 28% growth in 2020. This

growth was driven by increase in pricing along with the increase in subscriber numbers. Increasing subscription numbers have resulted in increased market growth during the projected period.

Market Segmentation

The United Kingdom OTT Media Services Market is segmented based on type, video quality, number of screens, region, and company. Based on type, the market is further segmented into SVOD, AVOD, and TVOD. Based on video quality, the United Kingdom OTT media services market is segmented into HD, Full HD and Ultra HD. Based on number of screens, the market is further segmented into 1, 2-3, and more than 3.

Company Profiles

Netflix Inc., Amazon.com, Inc., Apple, Inc., Sky UK Limited, The Walt Disney Company Limited, The British Broadcasting Company Ltd (BBC iPlayer), Setplex LLC, MUBI UK Limited, Rakuten TV Europe, S.L.U., Alphabet Inc., are among the top players operating in the United Kingdom OTT media services market.

Report Scope:

In this report, United Kingdom OTT media services market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

United Kingdom OTT Media Services Market, By Type:

AVOD

SVOD

TVOD

United Kingdom OTT Media Services Market, By Video Quality:

HD

Full HD

Ultra HD

United Kingdom OTT Media Services Market, By Number of Screens

1

2-3

More Than 3

United Kingdom OTT Media Services Market, By Region:

England

Scotland

Wales

Northern Ireland

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United Kingdom OTT media 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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