

United States OTT Media Services Market, By Revenue Model (SVOD, AVOD), By Device Type ((Mobile Devices & Computers, Smart TVs & Set-Top Box, Gaming Consoles & Fire Tv Devices)), By Region, Competition Forecast and Opportunities, 2028

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Abstracts

United States OTT Media Services Market is projected to grow at impressive rate during the forecast period on account of increasing internet connectivity. According to the data provided by World Bank, more than 90.9% of the total population in the country have access to internet connectivity.

The OTT industry in the United States is witnessing increased demand owing to the availability of smart devices such as smart televisions and smartphones. There are more than 294.15 million smartphones, and more than 90% of the country's households own a television. Among them, 50% of the population have a smart tv, significantly influencing the demand for OTT media services in the country.

The growing popularity of multiple advantages of OTT media services can be attributed to factors such as it frees residents from cable subscriptions, geographical restrictions, and broadcast schedules. Thus, the limited genre options, package flexibility, increased gadget availability, internet usage, and cheaper costs have contributed to increasing popularity. Due to the COVID-19 epidemic, temporary closures of entertainment venues like theatres, box offices, and cinemas have increased demand for over-the-top services in the United States.

Availability of Streaming Services on Various Devices Fuels the Market Growth

OTT media services became more widely available as technology advanced, and they

are now available on smartphones and smart televisions. Furthermore, the availability of streaming platforms on gaming consoles and the advent of firetv sticks launched by several companies such as Amazon.com, Inc which has more than 50 million monthly active users globally who stream OTT platforms with the help of firetv sticks as per the data provided by Business Standard, by which OTT services can be streamed at ease on a non-smart television are fueling the growth of the OTT media services industry. Additionally, Alphabet Inc. launched the Chromecast device, which provides several features such as dedicated remote control, and algorithm-generated recommendations that improve the user experience.

Increasing Availability of Various Subscription Packages to Fuel the Market Growth

OTT media services are witnessing an increasing surge in the country owing to the availability of various subscription packages. Some companies are providing AVOD and SVOD combined models, which help them to attract new subscribers. Additionally, some OTT media service platforms favour the AVOD model for customers who would rather view advertising than pay for an OTT media service platform subscription.

Numerous Cybercrimes are Hampering the Market Growth

In addition, certain OTT Platforms, including HBO, Netflix, and others, put consumers at risk because they could cause them to lose private information while subscribing. Additionally, cybercrime can occur on websites that request users' sensitive information, such as their bank account information. Even if many trustworthy platforms strive to improve security, many still need to tweak it. Therefore, this renders expansion in the country.

Rising Market Competition from New Market Entrants Hinderances the Market Growth

Due to new service providers delivering content at lower pricing than established providers, the OTT media services sector is experiencing significant competition. Additionally, several businesses are implementing AVOD income models to attract potential subscribers and fiercely compete with well-known brands.

Market Segmentation

The United States OTT Media Services Market is segmented based on revenue model, device type, region, and company. Based on revenue model, the market is further segmented into SVOD and AVOD. Based on device type, the United States OTT Media

Services Market is segmented into Mobile Devices & Computers, Smart TVs & Set-Top Box, Gaming Consoles & Fire Tv Devices.

Company Profiles

Netflix, Inc., Amazon.com, Inc, Alphabet Inc., The Walt Disney Company, Hulu, LLC, Apple, Inc., HBO MAX (AT&T INC.), Viacom Inc., XUMO, LLC, Sling TV, etc. are among the top players operating in the United States OTT media services market.

Report Scope:

In this report, United States OTT Media Services Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

United States OTT Media Services Market, By Revenue Model:

AVOD

SVOD

United States OTT Media Services Market, By Device Type:

Mobile Devices & Computers

Smart TVs & Set-Top Box

Gaming Consoles & Fire Tv Devices

United States OTT Media Services Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United States 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).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

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. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
 - 4.2.1. By Gender
 - 4.2.2. By Age
 - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Factors Influencing Purchase Decision for Subscription
- 4.5. Brand Satisfaction
- 4.6. Challenges Faced Post Purchase of Subscription

5. UNITED STATES OTT MEDIA SERVICE MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Revenue Model Market Share Analysis (AVOD, SVOD)

5.2.2. By Device Type Market Share Analysis (Smart TVs & Set-Top Box, Mobile Devices & Computers, Gaming Consoles & Fire Tv Devices)

5.2.3. By Regional Market Share Analysis

5.2.3.1. South Region Market Analysis

5.2.3.2. Midwest Region Market Analysis

5.2.3.3. Northeast Region Market Analysis

5.2.3.4. West Region Market Analysis

5.3. United States OTT Media Services Market Mapping & Opportunity Assessment

5.3.1. By Revenue Model Market Share Analysis

5.3.2. By Device Type Market Share Analysis

5.3.3. By Regional Market Mapping & Opportunity Assessment

6. SOUTH UNITED STATES OTT MEDIA SERVICE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Revenue Model Market Share Analysis

6.2.2. By Device Type Market Share Analysis

7. MIDWEST UNITED STATES OTT MEDIA SERVICE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Revenue Model Market Share Analysis

7.2.2. By Device Type Market Share Analysis

8. NORTHEAST UNITED STATES OTT MEDIA SERVICE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Revenue Model Market Share Analysis

8.2.2. By Device Type Market Share Analysis

9. WEST UNITED STATES OTT MEDIA SERVICE MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Revenue Model Market Share Analysis

9.2.2. By Device Type Market Share Analysis

10. MARKET DYNAMICS

10.1. Drivers

10.1.1. Availability of Streaming Services on Various Devices

10.1.2. Increasing Availability of Various Subscription Packages

10.1.3. Increasing Internet Penetration

10.2. Challenges

10.2.1. Numerous Cybercrimes

10.2.2. Piracy of Videos

11. IMPACT OF COVID-19 ON UNITED STATES OTT MEDIA SERVICES MARKET

11.1.1. Impact Assessment Model

11.1.2. Key Segments Impacted

11.1.3. Key Regions Impacted

12. MARKET TRENDS & DEVELOPMENTS

12.1. 5G is Changing the OTT Media Services Market

12.2. Innovative Monetization Models

12.3. Content Personalization Through Different Algorithms

12.4. User-Friendly Interface

13. SWOT ANALYSIS

13.1. Strength

13.2. Weakness

13.3. Opportunities

13.4. Threats

14. PORTER'S FIVE FORCES MODEL

14.1. Competition Landscape

14.2. Buyer Power

14.3. Supplier Power

14.4. Threat of New Entrants

14.5. Threat of Substitutes

15. COMPETITIVE LANDSCAPE

15.1. Competition Outlook

15.2. Company Profiles

15.2.1. Netflix, Inc.

15.2.1.1. Company Details

15.2.1.2. Products & Services

15.2.1.3. Financial (As Reported)

15.2.1.4. Key Market Focus & Geographical Presence

15.2.1.5. Recent Development

15.2.1.6. Key Management Personnel

15.2.2. Amazon.com, Inc

15.2.2.1. Company Details

15.2.2.2. Products & Services

15.2.2.3. Financial (As Reported)

15.2.2.4. Key Market Focus & Geographical Presence

15.2.2.5. Recent Development

15.2.2.6. Key Management Personnel

15.2.3. Alphabet Inc.

15.2.3.1. Company Details

15.2.3.2. Products & Services

15.2.3.3. Financial (As Reported)

15.2.3.4. Key Market Focus & Geographical Presence

15.2.3.5. Recent Development

15.2.3.6. Key Management Personnel

15.2.4. The Walt Disney Company

15.2.4.1. Company Details

15.2.4.2. Products & Services

15.2.4.3. Financial (As Reported)

- 15.2.4.4. Key Market Focus & Geographical Presence
- 15.2.4.5. Recent Development
- 15.2.4.6. Key Management Personnel
- 15.2.5. Hulu, LLC
 - 15.2.5.1. Company Details
 - 15.2.5.2. Products & Services
 - 15.2.5.3. Financial (As Reported)
 - 15.2.5.4. Key Market Focus & Geographical Presence
 - 15.2.5.5. Recent Development
 - 15.2.5.6. Key Management Personnel
- 15.2.6. Apple, Inc.
 - 15.2.6.1. Company Details
 - 15.2.6.2. Products & Services
 - 15.2.6.3. Financial (As Reported)
 - 15.2.6.4. Key Market Focus & Geographical Presence
 - 15.2.6.5. Recent Development
 - 15.2.6.6. Key Management Personnel
- 15.2.7. HBO MAX (AT&T INC.)
 - 15.2.7.1. Company Details
 - 15.2.7.2. Products & Services
 - 15.2.7.3. Financial (As Reported)
 - 15.2.7.4. Key Market Focus & Geographical Presence
 - 15.2.7.5. Recent Development
 - 15.2.7.6. Key Management Personnel
- 15.2.8. Viacom Inc.
 - 15.2.8.1. Company Details
 - 15.2.8.2. Products & Services
 - 15.2.8.3. Financial (As Reported)
 - 15.2.8.4. Key Market Focus & Geographical Presence
 - 15.2.8.5. Recent Development
 - 15.2.8.6. Key Management Personnel
- 15.2.9. Xumo, LLC
 - 15.2.9.1. Company Details
 - 15.2.9.2. Products & Services
 - 15.2.9.3. Financial (As Reported)
 - 15.2.9.4. Key Market Focus & Geographical Presence
 - 15.2.9.5. Recent Development
 - 15.2.9.6. Key Management Personnel
- 15.2.10. Sling TV

- 15.2.10.1. Company Details
- 15.2.10.2. Products & Services
- 15.2.10.3. Financial (As Reported)
- 15.2.10.4. Key Market Focus & Geographical Presence
- 15.2.10.5. Recent Development
- 15.2.10.6. Key Management Personnel

16. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 16.1. Key Focus Areas
- 16.2. Target Regions & Countries
- 16.3. Target Revenue Model
- 16.4. Target Device Type

17. ABOUT US & DISCLAIMER

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