

Video Streaming Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Streaming Type (Live Video Streaming, Non-Linear Video Streaming), By Delivery Source (Over the Internet, Over the Satellite/Cable), By Platform (Over-the-Top (OTT), Pay-Tv, IPTV), By Revenue Model (Advertising, Transactional, Subscription), By Region and Competition

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Abstracts

Global video streaming's market size is anticipated to grow during the forecast period due to rising adoption of artificial intelligence (AI) & machine learning technologies and increasing demand for on-demand streaming among the users.

Global Video Streaming Market Scope

Video streaming is the process of transmitting video content over the internet and over the satellite/cable in real-time. It relies on data compression techniques to minimize the size of the video file and make it easier to transmit over the internet.

Video streaming over satellite or cable, on the other hand, involves transmitting video content over a closed network of cables or via satellite connection. Traditional cable and satellite TV providers use this approach to deliver live TV programming to their customers.

Global Video Streaming Market Overview

The global video streaming market is anticipated to grow during the forecast period, as streaming services have emerged as a major player in the entertainment industry. The global video streaming market is characterized by intense competition, as a growing number of companies seek to capture market share by offering high-quality content and personalized user experiences. The market is also highly dynamic, with new technologies and trends continually shaping the industry.

The global video streaming market has also witnessed a significant shift from traditional TV broadcasting to digital video streaming. Viewers are increasingly favoring on-demand, non-linear streaming services that offer convenience, flexibility, and a wide variety of content.

Despite the many opportunities presented by the global video streaming market, there are also a number of challenges that companies in the industry must contend with. These include issues such as content piracy. Companies that are able to navigate these challenges and capitalize on the opportunities presented by the market stand to benefit from a growing and lucrative industry.

Global Video Streaming Market Drivers

The global video streaming market has experienced significant growth in recent years, driven by several key factors. Major drivers in the global video streaming market are the increasing availability of high-speed internet connections worldwide. As internet speeds have increased, so too has the ability for consumers to stream high-quality video content from a wide range of providers. This has enabled streaming services to deliver more diverse and high-quality content to consumers, thereby driving demand for their services.

Furthermore, the rising demand for smart TVs has played a significant role in the growth of the video streaming market. Smart TVs allow consumers to access streaming services directly from their television sets, eliminating the need for additional hardware such as set-top boxes or streaming sticks. This has made it easier and more convenient for consumers to access streaming content which fuels the growth of global video streaming market.

Global Video Streaming Market Trends

Major trends in the global video streaming market are the rise of original content produced by streaming services themselves. Companies such as Netflix, Amazon Prime

Video, and Hulu have invested heavily in producing their own content, in an effort to differentiate themselves from competitors and provide consumers with exclusive, high-quality content. This trend is expected to continue, as streaming services seek to become more self-sufficient and less reliant on licensing content from third-party providers.

Additionally, the increasing adoption of artificial intelligence (AI) and machine learning (ML) technologies have become a trend in the global video streaming market. Streaming services are using AI and ML to personalize content recommendations for individual users, based on their viewing history, preferences, and other data. This helps to improve the user experience, making it easier for consumers to discover new content that they may be interested in.

Furthermore, the global video streaming market is seeing an increasing emphasis on interactivity and social features. Streaming services are incorporating social media elements, such as chat rooms, watch parties, and user-generated content, into their platforms, in an effort to increase engagement and build a sense of community among users. This trend is expected to continue, as streaming services seek to create a more immersive and interactive viewing experience for their users.

Global Video Streaming Market Challenges

While the global video streaming market has experienced significant growth in recent years, there are a number of challenges which may hinder the market growth. A major challenge in the global video streaming market is increasing competition in the market. As more and more companies enter the market, it can be difficult for smaller players to gain traction and compete with larger, established players such as Netflix and Amazon Prime Video.

Additionally, the issue of content piracy may hinder the global video streaming market growth. As streaming services have become more popular, so has the illegal distribution of copyrighted content. This not only undermines the profitability of streaming services but poses a threat to the entire entertainment industry. Streaming services are therefore investing in anti-piracy measures, such as digital watermarking and content recognition technology, to combat this issue.

Furthermore, the issue of bandwidth and network capacity can impede the growth of the global video streaming market. As more consumers adopt streaming services, there is a growing strain on internet networks, leading to issues such as buffering and slow load

times. This can be particularly problematic in emerging markets where internet infrastructure may be less developed.

Global Video Streaming Market Opportunities

The global video streaming market offers a number of opportunities for companies in the industry to expand their offerings and grow their customer base. The growing trend of cord-cutting, in which consumers move away from traditional cable and satellite TV subscriptions in favor of streaming alternatives, represents a significant opportunity in the global video streaming market. This trend is expected to continue, providing a significant opportunity for streaming services to capture market share from traditional providers.

Additionally, as smartphones and tablets become more prevalent, streaming services are able to reach a wider audience by providing on-the-go entertainment options. Companies in the industry can capitalize on this trend by developing mobile-friendly platforms and optimizing their content for viewing on smaller screens.

Furthermore, the global video streaming market presents significant opportunities for companies to expand into new foreign markets. As more consumers around the world gain access to high-speed internet, there is a growing demand for streaming services in emerging markets. Companies that are able to successfully tailor their content offerings and user experiences to local markets stand to benefit from this trend.

Company Profiles

International Business Machines Corporation, Alphabet, Inc. (Google), Amazon.com, Inc., Netflix, Inc., Hulu LLC (The Walt Disney Company), Apple, Inc., Roku, Inc., Haivision Systems Inc., Brightcove, Inc., and Kaltura, Inc., etc. are the market players in the global video streaming market during the forecast period.

Market Segmentation

The global video streaming market is segmented into streaming type, delivery source, platform, revenue model, and region. Based on streaming type, the global video streaming market is segmented into live video streaming and non-linear video streaming. Based on the delivery source, the global video streaming market is segmented into over the internet and over the satellite/cable. Based on platform, the global video streaming market is segmented into over-the-top (OTT), pay-tv, and IPTV.

Based on the revenue model, the global video streaming market is segmented into advertising, transactional, and subscription.

Report Scope:

In this report, the global video streaming market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Video Streaming Market, By Streaming Type:

Live Video Streaming

Non-Linear Video Streaming

Video Streaming Market, By Delivery Source:

Over the Internet

Over the Satellite/Cable

Video Streaming Market, By Platform:

Over-the-Top (OTT)

Pay-Tv

IPTV

Video Streaming Market, By Revenue Model:

Advertising

Transactional

Subscription

Video Streaming Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global video streaming 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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