

# **Video Streaming Software Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Solution (Transcoding and Processing, Video Delivery and Distribution, Video Management, Video Security, Video Analytics, Others), By Mode (Internet Protocol TV (IPTV), Over the Top (OTT), Pay-TV), By Streaming (Live Video Streaming, Non-Linear Video Streaming), By Platform (Laptops & Desktops, Smartphones & Tablets, Smart TV), By Service Type (Consulting, Managed Services, Training & Support), By Revenue Model (Advertising, Rental, Subscription), By Deployment (Cloud, On-Premises), By End User (E-learning, Media and Entertainment, BFSI, Retail, IT and Communications, Other), By Region, Competition Forecast & Opportunities**

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## **Abstracts**

Global Video Streaming Software Market is predicted to thrive during the forecast period 2024- 2028 owing to the rising popularity of video streaming, smart phone adoption, and online services. The growing demand for specialized processing to distribute videos to the greatest possible number of end users is also boosting the growth of the global video streaming software market. The market for video streaming software has

benefited from the COVID-19 pandemic. Since most people were at home, they required additional security and health safety compliances have led to higher Video and OTT subscription rates. Moreover, the global market for video streaming software is growing in tandem with the rapid expansion of businesses that provide video as a service. The market for on-demand videos is expanding. Moreover buyer reduced ownership, and other factors are also significantly boosting the growth of video streaming software and solutions. Complex network connectivity is thought to be a significant barrier to the expansion of the global market for video streaming software. Given the abundance of application devices, a few elements influence the client sample, venture, and intended usage. As a result, inexpensive, easily installed, and user-friendly video streaming software is needed. By doing this, the consumer no longer needs to wait for the file to install before playing it. Customers can observe genuine information that is transferred throughout the system thanks to video streaming software.

Additionally, it is expected that the initial high cost of content creation, together with a few challenges with network privacy, secure internet access, and production issues for streaming video, will impede the growth of the global video streaming software market. Through the usage of this innovation, staff from various departments inside a bank or other financial institution can communicate quickly, facilitating better decision-making in an actual emergency. Particularly, existing technologies in the market for video streaming software have experienced widespread adoption in terms of organizational communication.

### Rise in Demand for on Demand Streaming and Rapid Growth of Online Video Streaming is Fueling the Market Growth

Globally, there is a sharp rise in the consumption of digital media. High speed internet speeds and the rising demand for devices that can support digital media are enabling users to access media material anywhere in the world. The transition from traditional to digital media has significantly increased media consumption in the U.S. As an illustration, the rise of digital media providers like Amazon, Netflix, Apple TV, and Hulu, among others, is posing a threat to traditional television as the primary entertainment medium. A rise in data consumption has been caused by the rising use of smartphones in conjunction with a wide array of high-speed internet technologies, including 3G, 4G, and LTE. The amount of audio and video traffic on the internet has increased globally. Additionally, there is a rising need for consumer electronics and linked devices that can support digital media and high-speed internet technologies, enabling users to view video content anywhere in the world.

## High-Speed Internet Connectivity Is in High Demand, which is Driving the Market Growth

Growing adoption of smartphones with high-speed internet technologies like 3G, 4G, and LTE has increased data usage and boosted the creation of on-demand content services like gaming and real-time entertainment, among other things. Easy access to video content has been made possible by internet connectivity, including Facebook, FaceTime, Google Hangouts, and Skype. The convenience and easy access to video content offered by video streaming services is anticipated to accelerate industry expansion. Therefore, the market for video streaming software is expanding due to the rising need for high-speed internet connectivity.

### Market Segmentation

The market is segmented into solution, mode, streaming, platform, service type, revenue model, deployment, end user. On the basis of Solution, the market is segmented into Transcoding and Processing, Video Delivery and Distribution, Video Management, Video Security, Video Analytics, Others. Based on the Mode, the market is further divided into Internet Protocol TV (IPTV), Over the Top (OTT), Pay-TV. Based on Streaming the market is divided into Live Video Streaming, and Non-Linear Video Streaming. On the basis of Platform, the market is further split into Laptops & Desktops, Smartphones & Tablets, Smart TV. Based on Service Type the market is segmented into Consulting, Managed Services, Training & Support. Based on Revenue Model the market is segmented into Advertising, Rental, Subscription. Based on Deployment, the market is segmented into Cloud, and On-Premises. Based on End User the market is segmented into E-learning, Media and Entertainment, BFSI, Retail, IT and Communications, Other.

### Company Profiles

Brightcove Inc., International Business Machine Corporation (IBM Cloud Video), Kollektive Technology, Inc., Ooyala, Inc., Plantronics, Inc., Vimeo, Inc., Muvi LLC, Wowza Media Systems, LLC, Apple Inc., Microsoft Corporation, are among the major players that are driving the growth of the global video streaming software market.

### Report Scope:

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

below:

Video Streaming Software Market, By Solution:

Transcoding and Processing

Video Delivery and Distribution

Video Management

Video Security

Video Analytics

Others

Video Streaming Software Market, By Mode:

Internet Protocol TV (IPTV)

Over the Top (OTT)

Pay-TV

Video Streaming Software Market, By Streaming:

Live Video Streaming

Non-Linear Video Streaming

Video Streaming Software Market, By Platform:

Laptops & Desktops

Smartphones & Tablets

Smart TV

Video Streaming Software Market, By Service Type:

Consulting

Managed Services

Training & Support

Video Streaming Software Market, By Revenue Model:

Advertising

Rental

Subscription

Video Streaming Software Market, By Deployment:

Cloud

On-Premises

Video Streaming Software Market, By End User:

E-learning

Media and Entertainment

BFSI

Retail

IT and Communications

Other

Video Streaming Software Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

India

Australia

South Korea

Europe

United Kingdom

Germany

France

Spain

Italy

Middle East & Africa

Israel

Turkey

Saudi Arabia

UAE

South Africa

South America

Brazil

Argentina

Colombia

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Video streaming software market.

### Available Customizations:

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### Company Information

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(Note: The companies list can be customized based on the client requirements.)

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