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Asia Pacific Live IP Broadcasting Equipment Market Forecast to 2030 - Regional Analysis - by Product Type (Routers and Switches, Transmitter and Gap Fillers, Encoders and Converter, Video Servers, Antennas, Amplifiers, Modulators and Repeaters, and Others) and Application (Broadcast Production Centers, Broadcast Stadiums, and Outside Broadcast Vans)

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Abstracts

The Asia Pacific live IP broadcasting equipment market is expected to grow from US$ 392.46 million in 2022 to US$ 1,327.18 million by 2030. It is estimated to grow at a CAGR of 16.5% from 2022 to 2030.

Advancements in IP Technology in Asia Pacific Live IP Broadcasting Equipment Market

Live streaming is considered a form of broadcasting, with media intended for reception by the general public on a worldwide scale. It varies from other forms of online video viewing because video files are neither prerecorded nor stored before being transmitted to audiences. Thus, live streaming provides opportunities for a real-time interface between audience members and streamers. Live streaming is commonly used for professional sports games, conference and webinar presentations, social media events, and video gaming sessions. Over the last few decades, consumers' demand for better-quality audio and video has rapidly propelled the need for broadcast equipment products and technology.

With content produced in 4K and UHD formats, transmission in a similar format for

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enhanced viewing quality has accelerated the demand for IP live-production technology. Whether for remote production, remote collaboration, or remote operation, broadcast professionals leverage IP streaming technology to collaborate in real time. In January 2022, Magewell launched its novel Ultra Encode family of universal live media encoders, providing H.265, H.264, and NDI|HX encoding with multi-protocol support for an extensive range of professional applications, live streaming, remote contribution to IP-based production, and AV-over-IP. Further, at NEP Group's 2022 IBC Show appearance, it launched TFC Flow, a powerful and easy-to-use IP-based "DIVA" tool. TFC Flow offers complete control of intercom, data, and audio and video signal flow within a unified live event network. It is powered by NEP's exclusive, multipurpose control web-based platform, Total Facility Control (TFC). TFC Flow has the power and scalability of IP/2110 while removing the complexity that comes along with it, making network configuration fast, easy, and secure. Therefore, growing advancement in IP technology is fueling the Asia Pacific live IP broadcasting equipment market growth.

Asia Pacific Live IP Broadcasting Equipment Market Overview

The live IP broadcasting equipment market in Asia Pacific (APAC) is sub segmented into Australia, India, China, Japan, South Korea, and the Rest of APAC. With a large population and growing digital economy, APAC has witnessed a significant rise in internet penetration rates, which bolsters total data consumption in the region. According to GSM Association, the IT industry has been instrumental in improving connectivity across the world. In 2021, the number of internet users reached 4.2 billion globally. The percentage of subscribers in APAC is projected to rise from 59% in 2021 to up to 62% by 2025. An upsurge in the penetration of the internet is directly linked to increasing internet usage. Moreover, the rollout of 5G networks is expected to boost internet usage by enabling faster data speed, lower latency, and higher data device density. According to GSM Association, the count of 5G users in APAC is projected to climb up from 8% in 2021 to increase up to 25% by 2025. Therefore, the internet penetration and 5G rollout in broadcasting help the broadcasting market players to deliver seamless live video/audio quality content to their consumers. The demand for online content and live streaming has increased with the spike in the number of people gaining access to the Internet. This encourages broadcasters to use various equipment such as amplifiers and transmitters to reach more consumers and fuel their businesses, which fosters live IP broadcasting equipment adoption.

According to information on the World Football Summit (WFS) website—increased video quality, cloud technologies, and global Internet consumption are the major factors bolstering the broadcasting landscape and switching over-the-top (OTT) streaming

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services in APAC. The burgeoning popularity of football in APAC countries such as India and China are leading to the growing broadcasting channels in these countries. According to BB Media, APAC has the highest number of viewers of live sports content, with football gathering the most viewership. Thus, the rising popularity of watching live sports, especially football, is benefitting the broadcasting industry in the region, which catalyzes the live IP broadcasting equipment market in APAC.

Asia Pacific Live IP broadcasting equipment Market Revenue and Forecast to 2030 (US$ Million)

Asia Pacific Live IP Broadcasting Equipment Market Segmentation

The Asia Pacific live IP broadcasting equipment market is segmented into product type, application, and country.

Based on product type, the Asia Pacific live IP broadcasting equipment market is segmented into routers and switches, transmitter and gap fillers, encoders and converter, video servers, antennas, amplifiers, modulators and repeaters, and others. The routers and switches segment held the largest share of the Asia Pacific live IP broadcasting equipment market in 2022.

Based on application, the Asia Pacific live IP broadcasting equipment market is segmented into broadcast production centers, broadcast stadiums, and outside broadcast vans. The broadcast production centers segment held largest share of the Asia Pacific live IP broadcasting equipment market in 2022.

Based on country, the Asia Pacific live IP broadcasting equipment market is segmented into the China, Japan, South Korea, India, Australia, and the Rest of Asia Pacific. China dominated the Asia Pacific live IP broadcasting equipment market in 2022.

AJA Video Systems Inc, Imagine Communications, Harmonic Inc, Grass Valley Canada, Sony Group Corp, ROSS VIDEO LTD, EVS Broadcast Equipment SA, Evertz Technologies Ltd, Cisco Systems Inc, and Belden Inc are some of the leading companies operating in the Asia Pacific live IP broadcasting equipment market.

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