

Asia Pacific Playout Solutions Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Component (Hardware, Software, and Services) and Application (Sports, News, Entertainment, Lifestyle and Fashion, and Others)

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Abstracts

The Asia Pacific playout solutions market is expected to grow from US\$ 313.43 million in 2023 to US\$ 503.90 million by 2028. It is estimated to grow at a CAGR of 10.0% from 2023 to 2028.

Introduction of 5G Technology Fuels Asia Pacific Playout Solutions Market

Automation holds the key to a prosperous future in every industry, and the introduction of 5G technology acts as an automation propeller. The deployment of 5G networks will enhance the broadcaster's business, whose linear channels need live viewing experiences. As the demand for buffer-free video streaming and high-quality content rises, the 5G technology drives the OTT viewer experience to the next level. 5G ensures possibilities like a seamless live stream experience that does not keep buffering or lag annoyingly. 5G unlocked bandwidths of over 1 GHz giving a massive boost to both live streaming and VOD with a 10x decrease in end-to-end latency, 20X faster speed, and higher bandwidth. 5G is expected to help increase viewer engagement in linear channels, allowing for the coverage of a wider variety of live events.

Broadcasters and service providers are increasingly using the capabilities of AR, VR, and AI technologies to understand user behavior and deliver customized and effective services. Such innovations are expected to add value to the consumer experience and are vital to digital ads. As digital content rendering will depend on the speed of the

internet connectivity, the implementation of 5G technology will remain integral to the adoption of playout solutions for digital content broadcasting.

Thus, 5G offers massive network capacity, allowing broadcasters to provide more than 100 Mbps bandwidth per user and serve more sessions at scale regarding video streaming. 5G brings dramatically faster access to network speed and the network infrastructure. 5G is expected to provide new opportunities for video and cable providers to grow their reach, thereby boosting Asia Pacific playout solutions market growth.

Asia Pacific Playout Solutions Market Overview

The Asia Pacific playout solutions market is segmented into Australia, China, Japan, India, South Korea, and the Rest of Asia Pacific. Rapid development of technologies, digitalization of economies, and adequate support of governments are among the factors contributing to the smooth evolution of these economies from a developing to a developed stage. The demand for playout solutions is expected to grow substantially in Asia Pacific during the forecast period due to the growing penetration of Internet-based and HD services (majorly in East Asian countries). Increasing inclination toward new viewing experiences and growing popularity of digital platforms such as Netflix, Amazon Prime, and Hotstar among people are driving the market growth in Asia Pacific.

Asia Pacific Playout Solutions Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Playout Solutions Market Segmentation

The Asia Pacific playout solutions market is segmented into component, application and country.

Based on component, the Asia Pacific playout solutions market is segmented into hardware, software, and services. The software segment held the largest share of the Asia Pacific playout solutions market in 2023.

Based on application, the Asia Pacific playout solutions market is segmented into sports, news, entertainment, lifestyle and fashion, and others. The entertainment segment held the largest share of the Asia Pacific playout solutions market in 2023.

Based on country, the Asia Pacific playout solutions market is segmented into China, Japan, South Korea, India, Australia, and the Rest of Asia Pacific. The China dominated the share of the Asia Pacific playout solutions market in 2023.

Amagi; Belden Incorporated (Grass Valley); BroadStream Solutions; Evertz; Florical Systems; Harmonic Inc; Imagine Communications; and Playbox Technology are the leading companies operating in the Asia Pacific playout solutions market.

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