

Europe 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 Europe live IP broadcasting equipment market is expected to grow from US\$ 267.59 million in 2022 to US\$ 813.00 million by 2030. It is estimated to grow at a CAGR of 14.9% from 2022 to 2030.

Growth in Media and Entertainment Industry in Europe Live IP Broadcasting Equipment Market

Media & entertainment is one of the rapidly growing industries globally and the key end user of live IP broadcast equipment. Further, IP has sparked a revolution across the overall content broadcasting and production value chain, enabling new ways of creating, contributing, and distributing content. Therefore, the rise in the IP and media & entertainment industries drives the Europe live IP broadcasting equipment market growth.

The increasing demand for affordable and flexible solutions for applications such as remote contribution, live streaming, IP-based production, and AV-over-IP strengthens the live IP broadcasting equipment market outlook. The rising demand for ultra-high

definition (UHD) content and the alteration to cloud-based products, solutions, apps, and open architecture drives the Europe live IP broadcasting equipment market expansion. Additionally, investments in high-speed broadband infrastructure, demand for multi-screen video consumption, and developments in over-the-top (OTT) services and content add to the Europe live IP broadcasting equipment market growth. In mid-March 2020, Google reported a 300–500% increase in searches for live-streaming platforms. Furthermore, data from YouTube revealed that watch time for live streams had increased by 250%. Therefore, increasing initiatives by content providers for live streaming and immense popularity among audiences are factors to further drive the demand for live IP broadcasting equipment.

Europe Live IP Broadcasting Equipment Market Overview

The live IP broadcasting equipment market in Europe is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. Europe has a strong European Broadcasting Union (EBU), a leading alliance of public service media (PSM) with 112 member organizations in 56 countries, as well as additional 30 associates in Asia, Africa, Australasia, and the Americas. Its members operate nearly 2,000 television, radio, and online channels, and offer vast content across other platforms. They broadcast the content in 153 languages with an intent to provide consumers with world-class content from news to sports and music. Thus, EBU is taking continuous efforts to reach more audiences and expand its business. Many live events organized by the European Union Delegations and its partners occur in Europe. Despite the challenges posed by the Russia–Ukraine war, international uncertainties, and economic crises, EBU has again won the media rights for the Olympic Games for the period of 2026–2032. The rise in the EBU business fuels the installation of live IP broadcasting equipment across Europe. In addition, the live broadcasting of sports and news in Europe generates the demand for live IP broadcasting equipment.

Multiple live IP broadcasting equipment market players such as Lynx Technik AG, Broadcast Store Europe (suppliers), and Elenos have presence in European countries. According to Volza's Germany Export data, the country exports most of its broadcasting equipment to India, Vietnam, and the US.

Europe Live IP Broadcasting Equipment Market Revenue and Forecast to 2030 (US\$ Million)

Europe Live IP Broadcasting Equipment Market Segmentation

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

Based on product type, the Europe 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 Europe live IP broadcasting equipment market in 2022.

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

Based on country, the Europe live IP broadcasting equipment market is segmented into the Germany, UK, France, Italy, Russia, and the Rest of Europe. Germany dominated the Europe 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 Europe live IP broadcasting equipment market.

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