

# Europe Playout Automation and Channel-in-a-Box Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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## Abstracts

The Europe playout automation and channel-in-a-box market size is expected to reach US\$ 14,911.90 million by 2031 from US\$ 4,814.16 million in 2023. The market is estimated to record a CAGR of 15.2% from 2023 to 2031.

Executive Summary and Europe Playout Automation and Channel-in-a-Box Market Analysis:

The playout automation and channel-in-a-box market is witnessing significant growth in Europe, driven by factors such as the burgeoning demand for high-definition and ultrahigh-definition content, the rising popularity of over-the-top services, and the escalating demand for video content across different industries. The region is further expected to benefit significantly from collaborations between different market players. Moreover, the eminent need for improved channel presentation, greater productivity, improved accuracy, and cost reduction to compete against other regional players bolsters the demand for playout automation and channel-in-a-box solutions in the region.

The playout automation and channel-in-a-box market in Europe is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. European Broadcasting Union (EBU) is a strong alliance of public service media (PSM) with 113 member organizations in 56 countries and an additional 31 associates from countries in Asia, Africa, Australasia, and the Americas. Its members manage ~2,000 television, radio, and online channels as well as services and offer a wealth of content across other platforms. It broadcasts the content in 153 languages to provide consumers with world-class content, from news to sports and music. Thus, the EBU continuously engages in

effective practices to reach more audiences, along with expanding its business. Despite challenges posed by the Russia–Ukraine war, international uncertainty, and an economic crisis, EBU has won back media rights for the Olympic Games (2026–2032). Thus, the flourishing EBU business fuels the demand for advanced technological solutions for the efficient broadcasting of consistent and high-quality content, thereby fueling the playout automation and channel-in-a-box market in Europe.

The European Union Delegations and its partners focus on organizing many live events in the region. In addition, the live broadcasting of sports and news generates a significant demand for playout automation and channel-in-a-box. The region has a broad presence of global playout automation and channel-in-a-box market players. In June 2023, the European League of Football and Qvest entered into a partnership for a full-service FAST channel playout solution. With free ad-supported streaming television (FAST) channels, the European League of Football plans to reach a broader base of sports fans worldwide.

#### Europe Playout Automation and Channel-in-a-Box Market Segmentation Analysis:

Key segments that contributed to the derivation of the playout automation and channel-in-a-box market analysis are offering, coverage, vertical, and application.

Based on offering, the Europe playout automation and channel-in-a-box market is bifurcated into solution and services. The solution held a larger share of the market in 2023.

By coverage, the Europe playout automation and channel-in-a-box market is bifurcated into national broadcasters and international broadcasters. The national broadcasters segment held a larger share of the market in 2023.

By vertical, the Europe playout automation and channel-in-a-box market is segmented into media and entertainment, telecommunications, education and corporate sector, and others. The media and entertainment segment held the largest share of the market in 2023.

By application, the Europe playout automation and channel-in-a-box market is segmented into broadcast, cable, streaming, and others. The streaming segment held the largest share of the market in 2023.

#### Europe Playout Automation and Channel-in-a-Box Market Outlook

The demand for high-definition (HD) and ultrahigh-definition (UHD) content is growing continuously across the world as viewers seek high-quality visual experiences. In addition to this, a rise in the popularity of over-the-top (OTT) services, delivering video content over the internet, has fueled the demand for effective and reliable playout solutions. Industries other than entertainment, such as news, sports, and lifestyle, are utilizing video content to engage their audiences. The burgeoning viewership of live broadcasting and technological advancements such as the incorporation of IP-based technologies also contribute to the expansion of the playout and channel-in-a-box market. Broadcasters increasingly focus on customized content distribution, hybrid broadcast delivery models, improving analytics and monitoring processes, and adherence to next-generation standards, thereby catering to the evolving preferences and expectations of viewers.

In April 2023, Google announced to bring together over 800 live-streaming channels, including news channels from NBC, CBS ABC, and Fox, into a novel guide in the Google TV interface. Thus, growth in demand for live streaming channels and constant developments in cloud-based OTT services play an instrumental role in the playout automation and channel-in-a-box market growth. The upgraded solution was delivered in collaboration with PT Interindo Multimedia by replacing legacy infrastructure and introducing advanced features to ensure seamless broadcasting for Trans TV and Trans 7 channels. Thus, the flourishing broadcasting industry propels the demand for playout and channel-in-a-box solutions, thereby contributing to the market.

### Europe Playout Automation and Channel-in-a-Box Market Country Insights

Based on country, the Europe playout automation and channel-in-a-box market comprises Germany, the UK, France, Italy, Russia, and the Rest of Europe. Germany held the largest share in 2023.

Germany is one of the most technologically advanced countries in Europe. The broadcasting sector constantly experiences the need for solutions that allow them to deliver enhanced video and audio quality. Companies in the playout automation and channel-in-a-box market players are launching new advanced solutions for media and entertainment content streaming and sports broadcasting. In May 2024, Gei?end?rfer & Leschinsky GmbH (G&L) announced the first deployments of its innovative G&L Playout Manager, a state-of-the-art, multi-tenant platform designed to transform live streaming event management for OTT delivery. This managed service employs the Norsk Media SDK from id3as in its key component, the Compositor, enhancing the integration of

HTML5 overlays with video signals for seamless-quality broadcasts and streams. Two large German public broadcasters, including Westdeutscher Rundfunk (WDR), would be among the first end users of the G&L Playout Manager. Such developments fuel the playout automation and channel-in-a-box market in Germany.

## Europe Playout Automation and Channel-in-a-Box Market Company Profiles

Some of the key players operating in the market include Evertz Technologies Ltd; Harmonic Inc; Pebble Beach Systems; Grass Valley Canada; Avid Technology, Inc.; Imagine Communications; Amagi; Playbox Technology; Aveco s.r.o.; and ENCO Systems, Inc. among others. These players are adopting various strategies such as expansion, product innovation, and mergers and acquisitions to provide innovative products to their consumers and increase their market share.

## Europe Playout Automation and Channel-in-a-Box Market Research Methodology :

The following methodology has been followed for the collection and analysis of data presented in this report:

**Secondary Research** The research process begins with comprehensive secondary research, utilizing both internal and external sources to gather qualitative and quantitative data for each market. Commonly referenced secondary research sources include, but are not limited to:

Company websites , annual reports, financial statements, broker analyses, and investor presentations. Industry trade journals and other relevant publications. Government documents , statistical databases, and market reports. News articles , press releases, and webcasts specific to companies operating in the market. Note: All financial data included in the Company Profiles section has been standardized to USD. For companies reporting in other currencies, figures have been converted to USD using the relevant exchange rates for the corresponding year.

**Primary Research** The Insight Partners' conducts a significant number of primary interviews each year with industry stakeholders and experts to validate its data analysis, and gain valuable insights. These research interviews are designed to:

Validate and refine findings from secondary research. Enhance the expertise and market understanding of the analysis team. Gain insights into market size, trends, growth patterns, competitive dynamics, and future prospects. Primary research is

conducted via email interactions and telephone interviews, encompassing various markets, categories, segments, and sub-segments across different regions. Participants typically include:

Industry stakeholders : Vice Presidents, business development managers, market intelligence managers, and national sales managers  
External experts : Valuation specialists, research analysts, and key opinion leaders with industry-specific expertise

### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe playout automation and channel-in-a-box market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in Europe playout automation and channel-in-a-box market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Europe market trends and outlook coupled with the factors driving the playout automation and channel-in-a-box market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

### Companies

Evertz Technologies Ltd

Harmonic Inc

Pebble Beach Systems

Grass Valley Canada

Avid Technology, Inc.

Imagine Communications

Amagi

Playbox Technology

Aveco s.r.o.

ENCO Systems, Inc.

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