

Europe 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 Europe playout solutions market is expected to grow from US\$ 340.77 million in 2023 to US\$ 505.90 million by 2028. It is estimated to grow at a CAGR of 8.2% from 2023 to 2028.

Rise in Cloud-Based Playout Solutions Fuels Europe Playout Solutions Market

In the internet and over-the-top (OTT) delivery era, traditional in-house hardware and customized software solutions are expensive. The change involves migrating from the traditional broadcasting model to digital distribution platforms. In the competitive broadcasting industry, the cloud is expected to play a pivotal role in offering content-rich services on multiple platforms. Advancements in technology and shift in consumer behavior are revolutionizing streaming services. The demand for scalability and agility is triggering the adoption of cloud playout solutions in the broadcasting industry. The increasing demand for video or interactive viewing has led to the approval of cloud-based solutions. For instance, CLOUDPORT, offered by Amagi, is an award-winning cloud-based playout platform that can be used to deliver channels across satellite, fiber, and IP.

Furthermore, with the rising mobile video consumption, the cloud plays an important role in handling transcoding system interoperability. Consumers worldwide expect access to live events, and rights holders are determined to monetize by expanding their reach across borders. As the need for cloud-based playout solutions in the broadcast

industry for low cost and high scalability increases, the demand for market players who provide cost-effective and efficient streaming is rising, driving the Europe playout solutions market.

Europe Playout Solutions Market Overview

Europe comprises several developed and developing economies, including Germany, France, Italy, the UK, and Russia. Countries in this region have been the early adopters of playout solutions to leverage their abilities such as error handling, result quality improvement, process simplification, and redundancy elimination. Playout centers in Europe are fully managed, purpose-built high-tech suites that utilize industry-proven technologies to provide an enhanced viewing experience to end users.

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

Europe Playout Solutions Market Segmentation

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

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

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

Based on country, the Europe playout solutions market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. The Germany dominated the share of the Europe playout solutions market in 2023.

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

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