

# **Internet Protocol Television (IPTV) Market Forecast to 2028 - Covid-19 Impact and Global Analysis - by IPTV Subscription Type (Subscription-based IPTV, Subscription free IPTV) and Geography**

<https://marketpublishers.com/r/I9EB2C1B24C3EN.html>

Date: November 2023

Pages: 150

Price: US\$ 5,190.00 (Single User License)

ID: I9EB2C1B24C3EN

## **Abstracts**

Unlike broadcast TV, cable TV, or satellite signals, IPTV (Internet Protocol television) is a service that uses the Transmission Control Protocol/Internet Protocol (TCP/IP) suite to deliver television programming and other multimedia information.

A controlled or dedicated network, such as Digital Subscriber Line connectivity, is frequently used to deliver IPTV content. A private network allows network operators greater control over video traffic than the public internet does. This control enables them to guarantee quality of service, uptime, capacity, and reliability.

## **MARKET SCOPE**

The 'Global IPTV Market Analysis to 2030' is a specialized and in-depth study of the IPTV Market with a special focus on the global market trend analysis. The report aims to provide an overview of IPTV market with detailed market segmentation by type and industry vertical. The global IPTV market expected to witness high growth during the forecast period. The report provides key statistics on the market status of the leading IPTV market player and offers key trends and opportunities in the IPTV market.

## **MARKET SEGMENTATION**

Based on the component, the market is segmented into hardware, software, and services. By device type, market is segmented into smartphones and tablets, smart TVs, and laptops and desktops. Based on End Users, market is categorized into

commercial and residential.

## MARKET DYNAMICS

### Drivers:

Technological advancements in smart devices.

Rising usage of smart home devices allowing users to access their content on various devices.

Rising demand and level of customization in TV services which allow user to pay only for channel which they are watching.

### Restraint:

The market growth is restrained by factors such as, need of supporting technologies and high-speed internet.

## REGIONAL FRAMEWORK

The report provides a detailed overview of the industry including both qualitative and quantitative information. It provides overview and forecast of the global IPTV market based on various segments. It also provides market size and forecast estimates from year 2022 to 2030 with respect to five major regions, namely, North America, Europe, Asia-Pacific (APAC), Middle East and Africa (MEA) and South America. The IPTV market by each region is later sub-segmented by respective countries and segments. The report covers analysis and forecast of 18 countries globally along with current trend and opportunities prevailing in the region.

The report analyzes factors affecting IPTV Market from both demand and supply side and further evaluates market dynamics effecting the market during the forecast period i.e., drivers, restraints, opportunities, and future trend. The report also provides exhaustive PEST analysis for all five regions namely, North America, Europe, APAC, MEA and South America after evaluating political, economic, social and technological factors effecting the IPTV market in these regions.

## IMPACT OF COVID-19 ON IPTV MARKET

COVID-19 first began in Wuhan (China) during December 2019 and since then it has spread at a fast pace across the globe. The US, India, Brazil, Russia, France, the UK, Turkey, Italy, and Spain are some of the worst affected countries in terms confirmed cases and reported deaths. The COVID-19 has been affecting economies and industries in various countries due to lockdowns, travel bans, and business shutdowns. Shutdown of various plants and factories has affected the global supply chains and negatively impacted the manufacturing, delivery schedules, and sales of products in global market. Many companies have already started recovering in product deliveries and future sales of their products. Further, the global travel bans imposed by countries in Europe, Asia-Pacific, and North America are affecting the business collaborations and partnerships opportunities.

## MARKET PLAYERS

The reports cover key developments in the IPTV market organic and inorganic growth strategies. Various companies are focusing on organic growth strategies such as product launches, product approvals and others such as patents and events. Inorganic growth strategies activities witnessed in the market were acquisitions, and partnership & collaborations. These activities have paved way for expansion of business and customer base of market players. The market players from IPTV market are anticipated to lucrative growth opportunities in the future with the rising demand for IPTV market. Below mentioned is the list of few companies engaged in the IPTV market.

The report also includes the profiles of key IPTV market companies along with their SWOT analysis and market strategies. In addition, the report focuses on leading industry players with information such as company profiles, components and services offered, financial information of last 3 years, key development in past five years.

Tripleplay Services Ltd.

Akamai Technologies

Verizon Communications Inc.

Huawei Technologies Co., Ltd.

Cisco Systems Inc.

Deutsche Telekom AG

AT&T Inc.

Ericsson

Airtel India.

Broadcom Inc.

The Insight Partner's dedicated research and analysis team consist of experienced professionals with advanced statistical expertise and offer various customization options in the existing study.

## Contents

### **1. INTRODUCTION**

#### 1.1. SCOPE OF THE STUDY

#### 1.2. THE INSIGHT PARTNERS RESEARCH REPORT GUIDANCE

#### 1.3. MARKET SEGMENTATION

##### 1.3.1 Internet Protocol Television (IPTV) Market - By IPTV Subscription Type

##### 1.3.2 Internet Protocol Television (IPTV) Market - By Region

###### 1.3.2.1 By Country

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

### **4. INTERNET PROTOCOL TELEVISION (IPTV) MARKET LANDSCAPE**

#### 4.1. OVERVIEW

#### 4.2. PEST ANALYSIS

##### 4.2.1 North America - Pest Analysis

##### 4.2.2 Europe - Pest Analysis

##### 4.2.3 Asia-Pacific - Pest Analysis

##### 4.2.4 Middle East and Africa - Pest Analysis

##### 4.2.5 South and Central America - Pest Analysis

#### 4.3. ECOSYSTEM ANALYSIS

#### 4.4. EXPERT OPINIONS

### **5. INTERNET PROTOCOL TELEVISION (IPTV) MARKET - KEY MARKET DYNAMICS**

#### 5.1. KEY MARKET DRIVERS

#### 5.2. KEY MARKET RESTRAINTS

#### 5.3. KEY MARKET OPPORTUNITIES

#### 5.4. FUTURE TRENDS

#### 5.5. IMPACT ANALYSIS OF DRIVERS, RESTRAINTS & EXPECTED INFLUENCE OF COVID-19 PANDEMIC

## **6. INTERNET PROTOCOL TELEVISION (IPTV) MARKET - GLOBAL MARKET ANALYSIS**

6.1. INTERNET PROTOCOL TELEVISION (IPTV) - GLOBAL MARKET OVERVIEW

6.2. INTERNET PROTOCOL TELEVISION (IPTV) - GLOBAL MARKET AND FORECAST TO 2028

6.3. MARKET POSITIONING/MARKET SHARE

## **7. INTERNET PROTOCOL TELEVISION (IPTV) MARKET - REVENUE AND FORECASTS TO 2028 - IPTV SUBSCRIPTION TYPE**

7.1. OVERVIEW

7.2. IPTV SUBSCRIPTION TYPE MARKET FORECASTS AND ANALYSIS

7.3. SUBSCRIPTION-BASED IPTV

7.3.1. Overview

7.3.2. Subscription-based IPTV Market Forecast and Analysis

7.4. SUBSCRIPTION FREE IPTV

7.4.1. Overview

7.4.2. Subscription free IPTV Market Forecast and Analysis

## **8. INTERNET PROTOCOL TELEVISION (IPTV) MARKET REVENUE AND FORECASTS TO 2028 - GEOGRAPHICAL ANALYSIS**

8.1. NORTH AMERICA

8.1.1 North America Internet Protocol Television (IPTV) Market Overview

8.1.2 North America Internet Protocol Television (IPTV) Market Forecasts and Analysis

8.1.3 North America Internet Protocol Television (IPTV) Market Forecasts and Analysis - By IPTV Subscription Type

8.1.4 North America Internet Protocol Television (IPTV) Market Forecasts and Analysis - By Countries

8.1.4.1 United States Internet Protocol Television (IPTV) Market

8.1.4.1.1 United States Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.1.4.2 Canada Internet Protocol Television (IPTV) Market

8.1.4.2.1 Canada Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.1.4.3 Mexico Internet Protocol Television (IPTV) Market

8.1.4.3.1 Mexico Internet Protocol Television (IPTV) Market by IPTV Subscription Type

## 8.2. EUROPE

8.2.1 Europe Internet Protocol Television (IPTV) Market Overview

8.2.2 Europe Internet Protocol Television (IPTV) Market Forecasts and Analysis

8.2.3 Europe Internet Protocol Television (IPTV) Market Forecasts and Analysis - By IPTV Subscription Type

8.2.4 Europe Internet Protocol Television (IPTV) Market Forecasts and Analysis - By Countries

8.2.4.1 Germany Internet Protocol Television (IPTV) Market

8.2.4.1.1 Germany Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.2.4.2 France Internet Protocol Television (IPTV) Market

8.2.4.2.1 France Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.2.4.3 Spain Internet Protocol Television (IPTV) Market

8.2.4.3.1 Spain Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.2.4.4 United Kingdom Internet Protocol Television (IPTV) Market

8.2.4.4.1 United Kingdom Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.2.4.5 Russia Internet Protocol Television (IPTV) Market

8.2.4.5.1 Russia Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.2.4.6 Rest of Europe Internet Protocol Television (IPTV) Market

8.2.4.6.1 Rest of Europe Internet Protocol Television (IPTV) Market by IPTV Subscription Type

## 8.3. ASIA-PACIFIC

8.3.1 Asia-Pacific Internet Protocol Television (IPTV) Market Overview

8.3.2 Asia-Pacific Internet Protocol Television (IPTV) Market Forecasts and Analysis

8.3.3 Asia-Pacific Internet Protocol Television (IPTV) Market Forecasts and Analysis - By IPTV Subscription Type

8.3.4 Asia-Pacific Internet Protocol Television (IPTV) Market Forecasts and Analysis - By Countries

8.3.4.1 Australia Internet Protocol Television (IPTV) Market

8.3.4.1.1 Australia Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.3.4.2 China Internet Protocol Television (IPTV) Market

8.3.4.2.1 China Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.3.4.3 India Internet Protocol Television (IPTV) Market

8.3.4.3.1 India Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.3.4.4 Japan Internet Protocol Television (IPTV) Market

8.3.4.4.1 Japan Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.3.4.5 South Korea Internet Protocol Television (IPTV) Market

8.3.4.5.1 South Korea Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.3.4.6 Rest of Asia-Pacific Internet Protocol Television (IPTV) Market

8.3.4.6.1 Rest of Asia-Pacific Internet Protocol Television (IPTV) Market by IPTV Subscription Type

## 8.4. MIDDLE EAST AND AFRICA

8.4.1 Middle East and Africa Internet Protocol Television (IPTV) Market Overview

8.4.2 Middle East and Africa Internet Protocol Television (IPTV) Market Forecasts and Analysis

8.4.3 Middle East and Africa Internet Protocol Television (IPTV) Market Forecasts and Analysis - By IPTV Subscription Type

8.4.4 Middle East and Africa Internet Protocol Television (IPTV) Market Forecasts and Analysis - By Countries

8.4.4.1 South Africa Internet Protocol Television (IPTV) Market

8.4.4.1.1 South Africa Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.4.4.2 Saudi Arabia Internet Protocol Television (IPTV) Market

8.4.4.2.1 Saudi Arabia Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.4.4.3 U.A.E Internet Protocol Television (IPTV) Market

8.4.4.3.1 U.A.E Internet Protocol Television (IPTV) Market by IPTV Subscription Type

8.4.4.4 Rest of Middle East and Africa Internet Protocol Television (IPTV) Market

8.4.4.4.1 Rest of Middle East and Africa Internet Protocol Television (IPTV) Market by IPTV Subscription Type

## 8.5. SOUTH AND CENTRAL AMERICA

8.5.1 South and Central America Internet Protocol Television (IPTV) Market Overview

8.5.2 South and Central America Internet Protocol Television (IPTV) Market Forecasts and Analysis

8.5.3 South and Central America Internet Protocol Television (IPTV) Market Forecasts and Analysis - By IPTV Subscription Type

8.5.4 South and Central America Internet Protocol Television (IPTV) Market Forecasts and Analysis - By Countries



#### 8.5.4.1 Brazil Internet Protocol Television (IPTV) Market

##### 8.5.4.1.1 Brazil Internet Protocol Television (IPTV) Market by IPTV Subscription

Type

#### 8.5.4.2 Argentina Internet Protocol Television (IPTV) Market

##### 8.5.4.2.1 Argentina Internet Protocol Television (IPTV) Market by IPTV Subscription

Type

#### 8.5.4.3 Rest of South and Central America Internet Protocol Television (IPTV) Market

##### 8.5.4.3.1 Rest of South and Central America Internet Protocol Television (IPTV)

Market by IPTV Subscription Type

## 9. INDUSTRY LANDSCAPE

### 9.1. MERGERS AND ACQUISITIONS

### 9.2. AGREEMENTS, COLLABORATIONS AND JOIN VENTURES

### 9.3. NEW PRODUCT LAUNCHES

### 9.4. EXPANSIONS AND OTHER STRATEGIC DEVELOPMENTS

## 10. INTERNET PROTOCOL TELEVISION (IPTV) MARKET, KEY COMPANY PROFILES

### 10.1. ARRIS INTERNATIONAL LIMITED

#### 10.1.1. Key Facts

#### 10.1.2. Business Description

#### 10.1.3. Products and Services

#### 10.1.4. Financial Overview

#### 10.1.5. SWOT Analysis

#### 10.1.6. Key Developments

### 10.2. ATANDT INC

#### 10.2.1. Key Facts

#### 10.2.2. Business Description

#### 10.2.3. Products and Services

#### 10.2.4. Financial Overview

#### 10.2.5. SWOT Analysis

#### 10.2.6. Key Developments

### 10.3. CENTURY LINK, INC

#### 10.3.1. Key Facts

#### 10.3.2. Business Description

#### 10.3.3. Products and Services

#### 10.3.4. Financial Overview

- 10.3.5. SWOT Analysis
- 10.3.6. Key Developments
- 10.4. CISCO SYSTEMS, INC.
  - 10.4.1. Key Facts
  - 10.4.2. Business Description
  - 10.4.3. Products and Services
  - 10.4.4. Financial Overview
  - 10.4.5. SWOT Analysis
  - 10.4.6. Key Developments
- 10.5. DEUTSCHE TELEKOM AG
  - 10.5.1. Key Facts
  - 10.5.2. Business Description
  - 10.5.3. Products and Services
  - 10.5.4. Financial Overview
  - 10.5.5. SWOT Analysis
  - 10.5.6. Key Developments
- 10.6. FOXTEL
  - 10.6.1. Key Facts
  - 10.6.2. Business Description
  - 10.6.3. Products and Services
  - 10.6.4. Financial Overview
  - 10.6.5. SWOT Analysis
  - 10.6.6. Key Developments
- 10.7. HUAWEI TECHNOLOGIES CO., LTD.
  - 10.7.1. Key Facts
  - 10.7.2. Business Description
  - 10.7.3. Products and Services
  - 10.7.4. Financial Overview
  - 10.7.5. SWOT Analysis
  - 10.7.6. Key Developments
- 10.8. MATRIXSTREAM TECHNOLOGIES, INC
  - 10.8.1. Key Facts
  - 10.8.2. Business Description
  - 10.8.3. Products and Services
  - 10.8.4. Financial Overview
  - 10.8.5. SWOT Analysis
  - 10.8.6. Key Developments
- 10.9. NECRO IPTV
  - 10.9.1. Key Facts

- 10.9.2. Business Description
- 10.9.3. Products and Services
- 10.9.4. Financial Overview
- 10.9.5. SWOT Analysis
- 10.9.6. Key Developments
- 10.10. ZTE CORPORATION
  - 10.10.1. Key Facts
  - 10.10.2. Business Description
  - 10.10.3. Products and Services
  - 10.10.4. Financial Overview
  - 10.10.5. SWOT Analysis
  - 10.10.6. Key Developments

## **11. APPENDIX**

- 11.1. ABOUT THE INSIGHT PARTNERS
- 11.2. GLOSSARY OF TERMS

## I would like to order

Product name: Internet Protocol Television (IPTV) Market Forecast to 2028 - Covid-19 Impact and Global Analysis - by IPTV Subscription Type (Subscription-based IPTV, Subscription free IPTV) and Geography

Product link: <https://marketpublishers.com/r/I9EB2C1B24C3EN.html>

Price: US\$ 5,190.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I9EB2C1B24C3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970