

# **Live IP Broadcast Equipment Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Routers and Switches, Transmitters and Gap Fillers, Encoders and Converters, IP Synchronization Equipment, PTP Servers, Video Servers, Antennas, Amplifiers, Modulators and Repeaters, and Others), Application (Broadcast Production Centers, Broadcast Stadiums, and Outside Broadcast Vans), and Geography**

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## **Abstracts**

The live IP broadcast equipment market size was valued at US\$ 1.84 billion in 2024 and is expected to reach US\$ 5.66 billion by 2031; it is estimated to register a CAGR of 17.6% during 2025–2031.

The live IP broadcast equipment market is segmented into five major regions—North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. Asia Pacific dominated the live IP broadcast equipment market in 2024. North America is the second-largest contributor to the global live IP broadcast equipment market, followed by Europe.

The live IP broadcast equipment market in APAC is segmented into China, India, Japan, Australia, South Korea, and the Rest of APAC. According to the GSM Association, the IT industry has been instrumental in improving connectivity across the world. By the end of 2023, mobile internet penetration in the region reached 51% of the

population, translating to over 1.4 billion users, nearly three times the number recorded ten years prior. The percentage of subscribers in APAC is projected to rise from 59% in 2021 to up to 62% by 2025. An upsurge in the penetration of the Internet is directly linked to increasing internet usage. The rollout of 5G networks is expected to boost internet usage by enabling faster data speed, lower latency, and higher data device density. According to the GSM Association, the count of 5G users in APAC is projected to increase from 4% in 2022 to increase up to 41% by 2030. The internet penetration and 5G rollout in broadcasting help market players deliver seamless live video/audio quality content to their consumers. The demand for online content and live streaming has increased with the spike in the number of people gaining access to the Internet. This demand encourages broadcasters to use amplifiers and transmitters to reach more consumers and fuel their businesses, which fosters live IP broadcasting equipment adoption.

According to information on the World Football Summit (WFS) website, increased video quality, cloud technologies, and global Internet consumption are bolstering the broadcasting landscape and switching over-the-top (OTT) streaming services in APAC. The burgeoning popularity of football in India and China is leading to a rise in broadcasting channels in these countries. According to BB Media, APAC has the highest number of viewers of live sports content, with football gathering the most viewership. Thus, the rising popularity of watching live sports, especially football, is benefiting the broadcasting industry in the region, which catalyzes the market growth in APAC.

Based on application, the live IP broadcasting equipment market is segmented into broadcast stadiums, outside broadcast vans, and broadcast production centers. The broadcast production centers segment held the largest live IP broadcast equipment market share. Live IP broadcasting equipment allows broadcasters to produce high-quality live content that can be delivered to traditional television, OTT, and social media. This feature contrasts with traditional broadcast equipment, which is often limited to a specific platform or format. OTT platforms allow viewers to watch live content on demand, which is a major trend in the broadcast industry. Live IP broadcasting equipment makes it easier for broadcasters to deliver live content to OTT platforms. Traditional broadcast equipment is often not flexible and can be difficult to scale up or down as needed. Live IP broadcasting equipment is more flexible and scalable, making it a better choice for broadcasters adapting to changing market conditions.

Belden Inc.; Cisco Systems, Inc.; Evertz; EVS Broadcast Equipment; Sony Corporation; Harmonic Inc.; Grass Valley; Ross Video LTD; AJA Video Systems, Inc.; and Imagine

Communications are among the key live IP broadcast equipment market players that are profiled in this market study.

The overall live IP broadcast equipment market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the live IP broadcast equipment market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the live IP broadcast equipment market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the live IP broadcasting equipment market

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

The key findings and recommendations such as specific country and segmental insight highlights crucial progressive industry trends in the live IP broadcasting equipment 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 market trends and outlook coupled with the factors driving the market, as well as those hindering it

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

## The List of Companies - Live IP Broadcast Equipment Market

Belden Inc

Cisco Systems Inc

Evertz Technologies Ltd

EVS Broadcast Equipment SA

Sony Group Corp

Grass Valley Canada

Harmonic Inc

ROSS VIDEO LTD

Imagine Communications

AJA Video Systems Inc

Meinberg Funkhrehn GmbH & Co. KG

TEKTRONIX, INC.

Blackmagic Design Pty. Ltd.

Brandywine Communications

NetTimeLogic GmbH

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