

Middle East & Africa 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 Middle East & Africa live IP broadcasting equipment market is expected to grow from US\$ 82.84 million in 2022 to US\$ 211.57 million by 2030. It is estimated to grow at a CAGR of 12.4% from 2022 to 2030.

Increasing demand for Live Streaming from Numerous Industries in Middle East & Africa Live IP Broadcasting Equipment Market

Broadcasting has traditionally required an enormous investment in equipment and resources, including recorders and cameras, editing, broadcasting solutions, playback and recording equipment, infrastructure, and a large workforce to supervise the complete process. With the rapid shift of viewers from television to digital world, remaining competitive in broadcast media is challenging but essential for long-term viability. Providing broadcasters with the tools to provide UHD/HDR content more efficiently across several platforms is now necessary. Over the past few years, live streaming existed across numerous consumer platforms. For instance, the fitness industry is emerging as a prominent live-streaming user. The pandemic-induced quarantines in 2020 saw a sharp uptick in usage. Live broadcasts can also improve and

grow direct engagement with customers and community-based partnerships, further propelling the Middle East & Africa live IP broadcasting equipment market growth. Thus, the demand for live streaming from numerous industries is likely to increase during the forecast period.

Middle East & Africa Live IP Broadcasting Equipment Market Overview

The live IP broadcasting equipment market in the Middle East & Africa (MEA) is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of MEA. The region has experienced a rapid penetration of Internet connectivity over the years. Various government bodies have also increased their initiatives to promote the adoption of digital technologies across all industry sectors, including media & entertainment, to boost their efficiency and propel their competitiveness in the global market. Digitalization in broadcasting helps provide better signal quality, increasing resistance to obstruction and picture degradation. A shift toward digital platforms fuels the demand for broadcasting equipment to seamlessly transmit high-quality content over IP networks, which helps broadcasters extend their consumer reach.

The media & entertainment (M&E) industry in the MEA is expanding due to increased Internet penetration, digitalization, and changing consumer preference for OTT platforms. According to a report by the UEA Ministry of Economy on “INVESTING IN MEDIA AND ENTERTAINMENT IN THE UAE,” the UAE entertainment industry is projected to expand at a CAGR of 9.0% from 2021 to 2028, and ~50% of users in the Middle East and North Africa (MENA) stream music daily via digital streaming platforms. These digital streaming platforms also stream live sports, news, live TV channels, and events, which indicates the high demand for broadcast equipment in this industry. A few of the major players in the broadcasting industry in this region are Abu Dhabi Media (ADM), Shahid, and Dubai Media Inc. Thus, a strong M&E industry in the region demands high-quality content and live broadcasting, generating the need for equipment and components to deliver the content over several networks, which fuels the demand for live IP broadcasting equipment in the MEA.

Middle East & Africa Live IP Broadcasting Equipment Market Revenue and Forecast To 2030 (Us\$ Million)

Middle East & Africa Live IP Broadcasting Equipment Market Segmentation

The Middle East & Africa live IP broadcasting equipment market is segmented into product type, application, and country.

Based on product type, the Middle East & Africa 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 Middle East & Africa live IP broadcasting equipment market in 2022.

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

Based on country, the Middle East & Africa live IP broadcasting equipment market is segmented into the UAE, Saudi Arabia, South Africa, and the Rest of Middle East & Africa. UAE dominated the Middle East & Africa live IP broadcasting equipment market in 2022.

AJA Video Systems Inc, Imagine Communications, Harmonic Inc, Grass Valley Canada, Sony Group Corp, EVS Broadcast Equipment SA, Evertz Technologies Ltd, Cisco Systems Inc, and Belden Inc, are some of the leading companies operating in the Middle East & Africa live IP broadcasting equipment market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Middle East & Africa Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. MIDDLE EAST & AFRICA LIVE IP BROADCASTING EQUIPMENT MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Middle East & Africa PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers:
 - 4.3.2 Manufacturers:
 - 4.3.3 Distributors or Suppliers:
 - 4.3.4 End-Users:
 - 4.3.5 List of Vendors in the Value Chain

5. MIDDLE EAST & AFRICA LIVE IP BROADCASTING EQUIPMENT MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Middle East & Africa Live IP Broadcasting Equipment Market - Key Industry Dynamics
- 5.2 Market Drivers
 - 5.2.1 Advancements in IP Technology
 - 5.2.2 Growth in Media and Entertainment Industry
 - 5.2.3 Surge in Live Gaming and Sports Broadcasting

5.3 Market Restraints

5.3.1 Government-Imposed Rules and Regulations

5.4 Market Opportunities

5.4.1 Growth in 5G Infrastructure and Increasing Adoption of Smart Devices

5.4.2 Technological Advancement and Increasing Demand for Live-Streaming Channels

5.5 Future Trends

5.5.1 Increasing Demand for Live Streaming from Numerous Industries

5.6 Impact of Drivers and Restraints:

6. MIDDLE EAST & AFRICA LIVE IP BROADCASTING EQUIPMENT MARKET - COUNTRY MARKET ANALYSIS

6.1 Middle East & Africa Live IP Broadcasting Equipment Market Revenue (US\$ Million), 2022 – 2030

6.2 Middle East & Africa Live IP Broadcasting Equipment Market Forecast and Analysis

7. MIDDLE EAST & AFRICA LIVE IP BROADCASTING EQUIPMENT MARKET ANALYSIS - PRODUCT TYPE

7.1 Routers and Switches

7.1.1 Overview

7.1.2 Routers and Switches Market, Revenue and Forecast to 2030 (US\$ Million)

7.2 Transmitter and Gap Fillers

7.2.1 Overview

7.2.2 Transmitter and Gap Fillers Market, Revenue and Forecast to 2030 (US\$ Million)

7.3 Encoders and Converter

7.3.1 Overview

7.3.2 Encoders and Converter Market Revenue and Forecast to 2030 (US\$ Million)

7.4 Video Servers

7.4.1 Overview

7.4.2 Video Servers Market Revenue and Forecast to 2030 (US\$ Million)

7.5 Antennas

7.5.1 Overview

7.5.2 Antennas Market Revenue and Forecast to 2030 (US\$ Million)

7.6 Amplifiers

7.6.1 Overview

7.6.2 Amplifiers Market Revenue and Forecast to 2030 (US\$ Million)

7.7 Modulators and Repeaters

7.7.1 Overview

7.7.2 Modulators and Repeaters Market Revenue and Forecast to 2030 (US\$ Million)

7.8 Others

7.8.1 Overview

7.8.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

8. MIDDLE EAST & AFRICA LIVE IP BROADCASTING EQUIPMENT MARKET ANALYSIS - APPLICATION

8.1 Broadcast Production Centers

8.1.1 Overview

8.1.2 Broadcast Production Centers Market Revenue, and Forecast to 2030 (US\$ Million)

8.2 Broadcast Stadiums

8.2.1 Overview

8.2.2 Broadcast Stadiums Market Revenue, and Forecast to 2030 (US\$ Million)

8.3 Outside Broadcast Vans

8.3.1 Overview

8.3.2 Outside Broadcast Vans Market Revenue, and Forecast to 2030 (US\$ Million)

9. MIDDLE EAST & AFRICA LIVE IP BROADCASTING EQUIPMENT MARKET - COUNTRY ANALYSIS

9.1 Overview

9.1.1 Middle East & Africa Live IP Broadcasting Equipment Market Overview

9.1.2 Middle East & Africa Live IP Broadcasting Equipment Market - Revenue (2022) (US\$ Mn)

9.1.3 Middle East & Africa Live IP Broadcasting Equipment Market Revenue and Forecasts and Analysis - By Country

9.1.3.1 Middle East & Africa Live IP Broadcasting Equipment Market Revenue and Forecasts and Analysis - By Country

9.1.3.2 UAE Live IP Broadcasting Equipment Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.3.2.1 UAE Live IP Broadcasting Equipment Market Breakdown by Product Type

9.1.3.2.2 UAE Live IP Broadcasting Equipment Market Breakdown by Application

9.1.3.3 Saudi Arabia Live IP Broadcasting Equipment Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.3.3.1 Saudi Arabia Live IP Broadcasting Equipment Market Breakdown by Product Type

9.1.3.3.2 Saudi Arabia Live IP Broadcasting Equipment Market Breakdown by Application

9.1.3.4 South Africa Live IP Broadcasting Equipment Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.3.4.1 South Africa Live IP Broadcasting Equipment Market Breakdown by Product Type

9.1.3.4.2 South Africa Live IP Broadcasting Equipment Market Breakdown by Application

9.1.3.5 Rest of MEA Live IP Broadcasting Equipment Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.3.5.1 Rest of MEA Live IP Broadcasting Equipment Market Breakdown by Product Type

9.1.3.5.2 Rest of MEA Live IP Broadcasting Equipment Market Breakdown by Application

10. LIVE IP BROADCASTING EQUIPMENT MARKET – IMPACT OF COVID-19 PANDEMIC

10.1 Pre & Post COVID-19 Impact

11. MIDDLE EAST & AFRICA COMPETITIVE LANDSCAPE

11.1 Middle East & Africa Heat Map Analysis by Key Players

12. INDUSTRY LANDSCAPE

12.1 Overview

12.2 Market Initiative

12.3 Product Development

12.4 Mergers & Acquisitions

13. COMPANY PROFILES

13.1 Belden Inc

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

- 13.1.6 Key Developments
- 13.2 Cisco Systems Inc
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Evertz Technologies Ltd
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 EVS Broadcast Equipment SA
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 Sony Group Corp
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 Grass Valley Canada
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Harmonic Inc
 - 13.7.1 Key Facts
 - 13.7.2 Business Description

- 13.7.3 Products and Services
- 13.7.4 Financial Overview
- 13.7.5 SWOT Analysis
- 13.7.6 Key Developments
- 13.8 Imagine Communications
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 AJA Video Systems Inc
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments

14. APPENDIX

- 14.1 About The Insight Partners
- 14.2 Word Index

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