

Middle East & Africa Payout Automation and Channel-in-a-Box Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The Middle East & Africa payout automation and channel-in-a-box market size is expected to reach US\$ 3,399.42 million by 2031 from US\$ 1,399.95 million in 2023. The market is estimated to record a CAGR of 11.7% from 2023 to 2031.

Executive Summary and Middle East & Africa Payout Automation and Channel-in-a-Box Market Analysis:

Based on country, the Middle East & Africa (MEA) payout automation and channel-in-a-box market 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. Government bodies in the MEA countries have been proactively taking initiatives to promote the adoption of digital technologies across all industry sectors, including media & entertainment, to enhance efficiency and compete in the global market. Digitalization in broadcasting helps provide better signal quality and improves robustness to obstruction and picture degradation. A shift toward digital platforms fuels the demand for broadcasting solutions to seamlessly transmit high-quality content over channels. It helps the broadcasters to reach more consumers. Moreover, the media & entertainment industry is expanding in the MEA due to increased internet penetration, digitalization, and changing consumer preference for OTT platforms. According to the UAE Ministry of Economy report on "INVESTING IN MEDIA AND ENTERTAINMENT IN THE UAE," the entertainment industry in the UAE is projected to expand at a CAGR of 9.0% from 2021 to 2028; nearly 50% of the Middle East and North Africa (MENA) users stream music daily via digital streaming platforms. These digital streaming platforms also stream live sports, news, live TV channels, and events, driving the demand for efficient broadcast solutions, including payout automation and channel-in-a-box

systems. A few of the major players in the broadcasting industry are Abu Dhabi Media (ADM), Shahid, and Dubai Media Inc.

Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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.

Middle East & Africa Playout Automation and Channel-in-a-Box Market Outlook

The integration of artificial intelligence (AI) and machine learning (ML) technologies into tools, solutions, or processes employed in the broadcasting industry can have a positive impact on workflow flexibility and efficiency. AI has been used in closed captioning systems, where the system is trained to become proficient at accurately captioning words that people say, even those that are typically hard for some people to understand. AI systems translate inflections, accents, and pronunciations for their conversion into a readable text. Thus, various AI implementations have the potential to enhance workflow in the media and broadcasting industry.

The 2023 NAB Show exhibitors showcased ways to improve accuracy and efficiency in the broadcasting industry by using various AI and ML-based solutions. Further, TV

broadcasters can find ways to economize operations while maintaining the quality of services provided to their customers. The AI and ML implementation in the playout automation and channel-in-a-box can help companies understand and predict viewer preferences that can maximize audience engagement. Moreover, ML models can help market players with efficient scheduling by learning from the historical data of customers or audiences. Thus, the adoption of AI and ML technologies can help the playout automation and channel-in-a-box market players gain more customers, thereby creating growth opportunities in the coming years.

Middle East & Africa Playout Automation and Channel-in-a-Box Market Country Insights

Based on country, the Middle East & Africa playout automation and channel-in-a-box market comprises South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. Saudi Arabia held the largest share in 2023.

Through its Vision 2030, Saudi Arabia aims to diversify its economy beyond oil. These initiatives have a potential impact on the media and broadcasting industry. With Vision 2030, the country emphasizes cultural and entertainment avenues for the growth of tourism, benefitting both citizens and visitors. The introduction of cinemas and an increase in local content production are signs of a thriving market for both traditional and digital broadcasting. Due to this, the global playout automation and channel-in-a-box market players are expanding their businesses in the country. For example, in May 2023, Pebble designed, built, and supplied its playout solutions for a new facility for Intigral, a leading Saudi digital entertainment company. The facility combines Pebble Automation, Integrated Channel, and Pebble Remote for multichannel ingest, content management, and playout.

Middle East & Africa Playout Automation and Channel-in-a-Box Market Company Profiles

Some of the key players operating in the market include Harmonic Inc; 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.

Middle East & Africa 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 Middle East & Africa payout 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 Middle East & Africa 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 Middle East & Africa 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

Harmonic Inc

Grass Valley Canada

Avid Technology, Inc.

Imagine Communications

Amagi

Playbox Technology

Aveco s.r.o.

ENCO Systems, Inc.

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