

Middle East & Africa Playout Solutions Market Forecast to 2028 -Regional Analysis by Component (Hardware, Software, and Services) and Application (Sports, News, Entertainment, Lifestyle and Fashion, and Others)

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Abstracts

The Middle East & Africa playout solutions market is expected to grow from US\$ 128.06 million in 2023 to US\$ 180.76 million by 2028. It is estimated to grow at a CAGR of 7.1% from 2023 to 2028.

Demand for Terrestrial Television Fuels Middle East & Africa Playout Solutions Market

The enthusiasm toward video-on-demand (VOD) services among the population is growing exponentially in today's fast and technologically advanced world. With the availability of unlimited choices, such as Amazon Prime, Netflix, YouTube, Hotstar, and Disney plus, and on-demand channels of the broadcasters, the viewers have more variety than ever before. Despite the dominance of these networks, terrestrial television continues to assert its position as a basic service to viewers worldwide. The terrestrial broadcast network has become an important connection to news and current affairs, live sport and culture, and general programming between broadcasters and their viewers. Thus, increasing demand for terrestrial television will require more and more playout solution and will drive the market growth in coming future.

Middle East & Africa Playout Solutions Market Overview

The Middle East & Africa playout solutions market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The UAE is the most advanced country in this region, and its government focuses on adopting several

technologically advanced solutions to uplift its global image. With the increasing acceptance of innovative technologies in the MEA, the adoption of technologically advanced playout solutions is growing in the broadcasting industry in the region. This factor is encouraging various new players to invest in the regional market.

Middle East & Africa Playout Solutions Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Playout Solutions Market Segmentation

The Middle East & Africa playout solutions market is segmented into component, application and country.

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

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

Based on country, the Middle East & Africa playout solutions market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. The Saudi Arabia dominated the share of the Middle East & Africa playout solutions market in 2023.

Amagi; Belden Incorporated (Grass Valley); Evertz; Florical Systems; Harmonic Inc; Imagine Communications; and Playbox Technology are the leading companies operating in the Middle East & Africa playout solutions market.

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