

North America Playout Automation and Channel-in-a-Box Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The North America playout automation and channel-in-a-box market size is expected to reach US\$ 16,149.46 million by 2031 from US\$ 5,794.81 million in 2023. The market is estimated to record a CAGR of 13.7% from 2023 to 2031.

Executive Summary and North America Playout Automation and Channel-in-a-Box Market Analysis:

The playout automation and channel-in-a-box market in North America is experiencing significant growth. Factors such as the inclination toward superior-quality channel presentation, the need for simplified operations, and efforts made by small and medium-sized businesses to establish themselves in the broadcasting industry have resulted in the development of advanced playout automation and channel-in-a-box technologies in the region. The playout automation and channel-in-a-box market in North American countries is highly influenced by various government and regulatory bodies. These solutions present promising opportunities for broadcasters and TV operators in North America to deliver seamless cross-platform campaigns.

The US, Canada, and Mexico are the key countries in North America, which is an early adopter of digital technologies. US Digital Government Strategy brings digital revolution across the region to pioneer economic growth and technology adoption. In May 2020, the US Agency for International Development (USAID) released a digital strategy to provide humanitarian assistance and aid in development in the world's rapidly evolving digital landscape. This digital strategy was built to strengthen various industries contributing to the region's economic growth. In addition, Canada announced its first digital government strategy to modernize IT systems, advance technology adoption, and

improve service delivery, subsequently coordinating digital operations. Thus, the rising digitalization fuels the adoption of high-tech solutions in the media & entertainment industry across the region to broadcast digital content; for example, playout automation and channel-in-a-box solutions are adopted for easy scheduling and high-quality content delivery. The Global Media & Entertainment (M&E) Team of the International Trade Administration (ITA) has export offices in over 100 cities and at 80 embassies across the US, through which it provides licensing and trade services to help its clients from the media and entertainment industry expand the reach of their digital media and broadcast, live video games and e-sports, streaming, and television content in international markets. A strong media and entertainment industry in the US also provides support to the industries in Canada and Mexico to facilitate their growth under the US-Canada-Mexico trade agreement. Thus, a robust M&E industry fuels the playout automation and channel-in-a-box market in North America.

There is a rise in the demand for playout automation and channel-in-a-box solutions to facilitate the live streaming of sports, news, and events. According to the World Bank Group, the share of internet users in the US rose by 91% in 2020 to 92% in 2021, whereas the share in Canada surged by 92% in 2020 to 93% in 2021; the share of internet users in Mexico increased by 71% in 2020 to 76% in 2021. The growing number of internet users can be correlated to the demand for online streaming and OTT content, which further benefits the playout automation and channel-in-a-box market in North America.

North America 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 North America 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 North America 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 North America 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 North America 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.

North America Playout Automation and Channel-in-a-Box Market Outlook

The adoption of playout automation and channel-in-a-box solutions is revolutionizing the education sector landscape by improving content delivered for online education and e-learning practices. As online content delivery increasingly relies on digital platforms, educators (as well as educational institutions) are seeking streamlined solutions to enhance the production and distribution of educational material. Playout automation systems offer efficient scheduling, playback, and management of educational content, ensuring seamless and engaging teaching and learning experiences. The demand for innovative content delivery solutions, along with the need for cost-effective and scalable broadcasting infrastructure, renders playout automation a key tool for addressing the evolving requirements of educational institutions. As the e-learning landscape continues to expand, the integration of channel-in-a-box solutions becomes crucial for optimizing workflows, reducing operational complexities, and providing educators with a powerful tool to deliver quality content to a growing online audience. Automation removes barriers associated with the geographic location of educators and learners, making quality education accessible to students in remote areas or to those with limited mobility. Additionally, channel-in-a-box solutions enable content delivery across diverse platforms, from smartphones to smart TVs, ensuring that all learners have access to educational materials. This integration allows for a more inclusive and immersive learning experience, catering to the needs and preferences of a diverse range of learners. Thus, the growing inclination toward online education and e-learning fuels the demand for playout and channel-in-a-box solutions and services.

North America Playout Automation and Channel-in-a-Box Market Country Insights

Based on country, the North America playout automation and channel-in-a-box market comprises the US, Canada, and Mexico. The US held the largest share in 2023.

OTT platforms such as Amazon and Netflix are gaining significant popularity worldwide. Consumers can also watch events and show broadcasts on these platforms. The US has substantial TV audiences inclined toward watching sports events, as millions tune in

to watch live games. According to the Think with Google, there are ~57.5 million digital viewers of live sports in the US in 2021; the figure is expected to climb to more than 90 million by 2025. Playout automation and channel-in-a-box are essential for delivering this content on various platforms. Furthermore, these solutions are widely used for broadcasting media content in the country, as it is one of the technically advanced nations. The US is home to a majority of playout automation and channel-in-a-box market players, including Harmonic Inc., Avid Technology, Inc., Imagine Communications, and Amagi.

North America Playout Automation and Channel-in-a-Box Market Company Profiles

Some of the key players operating in the market include Evertz Technologies Ltd; Harmonic Inc; Pebble Beach Systems; 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.

North America 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 North America playout 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 North America 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 North America 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

Evertz Technologies Ltd

Harmonic Inc

Pebble Beach Systems

Grass Valley Canada

Avid Technology, Inc.

Imagine Communications

Amagi

Playbox Technology

Aveco s.r.o.

ENCO Systems, Inc.

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