

North America Playout Solutions Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Component (Hardware, Software, and Services) and Application (Sports, News, Entertainment, Lifestyle and Fashion, and Others)

<https://marketpublishers.com/r/N3CCEEF351B5EN.html>

Date: May 2023

Pages: 116

Price: US\$ 3,000.00 (Single User License)

ID: N3CCEEF351B5EN

Abstracts

The North America playout solutions market is expected to grow from US\$ 379.52 million in 2023 to US\$ 581.22 million by 2028. It is estimated to grow at a CAGR of 8.9% from 2023 to 2028.

Increase in Demand for Personalized Broadcasting Services Fuels North America Playout Solutions Market

The broadcasting industry is undergoing revolutionary technological innovations to provide a better user experience. Emerging technologies and innovative workflows such as playout are transforming live news and sports production. The transition is mainly driven by standalone streaming services, linear over-the-top (OTT) providers, and companies such as Amazon, and Twitter bidding for streaming rights. In the US, the increasing shift toward digital video platforms, along with increasing bidding from Amazon for streaming rights, is changing the streaming landscape in the country. According to Digital Studio, customer demand for personalized TV services is spurring, due to which over half of broadcasters are investing up to 20% of their budget in trialing new customer content or services. Personalizing broadcasting creates opportunities to meet viewer expectations for relevant and regional content and gain new revenues from targeted ads. On-demand video has radically changed consumer behavior. Consumers increasingly expect relevant and engaging TV and video content that can be accessed anytime, anywhere, and in the format that best suits their immediate needs. As the demand for personalized services increases, broadcasters seek playout solutions to

distribute high-quality content in a flexible and scalable way. Hence, the increasing demand for personalized broadcasting services drives the North America playout solutions market.

North America Playout Solutions Market Overview

The playout solutions market in North America is segmented into the US, Canada, and Mexico. The region has the world's most advanced Information Technology (IT) sector. Digitalization amongst cable operators has created opportunities to expand the regional market. Due to technological developments, old televisions with an antenna have been replaced with smart televisions. Digitalization of air TV channels has increased the number of new TV stations in different cities. Abilene/Sweetwater, Alexandria, Billings, and Binghamton are among the new channels that started in Texas, Louisiana, Montana, and New York, respectively. Rising number of such channels across different cities is likely to create enormous opportunities for the playout solutions market in North America in the coming years. The TV & video industry in North America is highly vibrant and is driven by various factors such as digitalization, new product launches, and business expansion of foreign companies in the region.

Exhibit: North America Playout Solutions Market Revenue and Forecast to 2028 (US\$ Million)

North America Playout Solutions Market Segmentation

The North America playout solutions market is segmented into component, application and country.

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

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

Based on country, the North America playout solutions market is segmented into the US, Canada, and Mexico. The US dominated the share of the North America playout solutions market in 2023.

Amagi; Belden Incorporated (Grass Valley); BroadStream Solutions; Evertz; Florical Systems; Harmonic Inc; Imagine Communications; Pebble Beach Systems; Pixel Power; and Playbox Technology are the leading companies operating in the North America playout solutions market.

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