

Over The Top (OTT) Market to 2025 - Global Analysis and Forecasts by Content Type (VoIP, Text & Image, Video), Platform (Smart Devices, Gaming Consoles, Set Top Box and Laptop, tablet & desktop) and Revenue Model (Digital Advertisement, Subscription, Rentals and Others)

<https://marketpublishers.com/r/O46A4C777A76EN.html>

Date: June 2017

Pages: 179

Price: US\$ 4,550.00 (Single User License)

ID: O46A4C777A76EN

Abstracts

OTT market is expected to grow US\$ 158.4 Bn by 2025 from US\$ 36.7 Bn in 2015. The growth in the market is highly influenced by the rising trend of cord cutting and increasing penetration of smart devices across the globe. OTT services have enabled its users to access their desirable content anywhere and anytime with the help of internet. Such transformations in the digital content sharing technology is anticipated to break the barriers of expensive and inflexible content sharing techniques.

Key trend which will predominantly effect the market in coming year original content creation by the OTT players. Original content creation by leading OTT players, such as Amazon and Netflix have proved to be successful. These market leaders by creating their own proprietary content are expected to continue their investment in production of more attractive original content.

OTT market by content type is segmented into Voice over Internet Protocol (VoIP), text & images and video. Large number of population across the globe are using the OTT in form of text, images, VoIP and Videos. However the video stream and video content sharing are popularizing rapidly across the globe.

The overall market size has been derived using both primary and secondary source. The research process begins with an exhaustive secondary research using internal and

external sources to obtain qualitative and quantitative information related to the market. Also, primary interview were conducted with industry participants and commentators in order to validate data and analysis. The participants who typically take part in such a process include industry expert such as VPs, business development managers, market intelligence managers and national sales managers, and external consultant such as valuation experts, research analysts and key opinion leaders specializing in the OTT industry.

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