

Playout Automation & Channel-in-a-Box Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Offering (Solution and Services), Coverage (National Broadcasters and International Broadcasters), Vertical (Media & Entertainment, Telecommunications, Education & Corporate Sector, and Other), and Application (Broadcast, Cable, Streaming, and Others)

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Abstracts

The playout automation & channel-in-a-box market size was valued at US\$ 20.6 billion in 2023 and is expected to reach US\$ 63.3 billion by 2031; it is estimated to record a CAGR of 15.1% from 2023 to 2031.

Playout automation and channel-in-a-box technologies play a crucial role in enhancing the visual and content quality delivered to the audience by facilitating cutting, mixing, scheduling, ingesting, and SD to HD conversion. These technologies offer a comprehensive solution where broadcasters can import video, overlays, and advertisements, create content by incorporating logos, and then schedule and play it for broadcasting. Additionally, channel-in-a-box solutions provide advertising billing functionality, enabling broadcasters to monetize their content effectively. This all-inclusive package encompasses input interfaces for video intake, storage interfaces for content retrieval, output interfaces for seamless video playback, real-time video processing for digital video effects, and comprehensive management of payments and business operations. The growing demand for enhanced content quality, efficient content management, and streamlined revenue generation are driving factors behind

the adoption of playout automation and channel-in-a-box technologies in the broadcasting industry.

The future trends of the playout automation & channel-in-a-box market indicate significant growth and advancements in the industry. One key trend is the increasing adoption of playout automation solutions to streamline content delivery and ensure seamless broadcasting and distribution. These solutions offer efficiency gains and cost-effectiveness, making them appeal to meet the escalating demands for video content across various industries. Another trend is the expansion of Channel-in-a-Box solutions, which provide a turnkey playout server solution for broadcasting private TV channels. These solutions offer accessibility in both standard definition (SD) and high definition (HD), catering to the evolving needs of broadcasters. The playout automation & channel-in-a-box market is also witnessing the integration of advanced technologies such as high-definition (HD) and ultra-high-definition (UHD) content consumption, over-the-top (OTT) services, and the growing demand for video content across different industries. These factors are driving the demand for playout automation and channel-in-a-box solutions.

The playout automation & channel-in-a-box market in the Middle East and Africa (MEA) is experiencing significant growth and is expected to contribute to the overall market expansion. The region is witnessing advancements in playout automation and channel-in-a-box technologies, driven by factors such as the need for improved channel presentation, ease of procedures, and the entry of small and medium-sized businesses into the broadcasting industry. The MEA region is anticipated to witness significant growth in the global market. The expansion can be attributed to the rapid development in the region, including the Middle East, and the increasing adoption of advanced playout automation solutions. The playout automation & channel-in-a-box market in the MEA region is influenced by various regulatory bodies, government agencies, and organizations that play a role in shaping the industry landscape. Overall, the playout automation & channel-in-a-box market in the Middle East and Africa presents promising opportunities for broadcasters and TV operators to enhance their operations and deliver seamless cross-platform campaigns.

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