

South America 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 South America playout solutions market is expected to grow from US\$ 87.56 million in 2023 to US\$ 120.49 million by 2028. It is estimated to grow at a CAGR of 6.6% from 2023 to 2028.

Increase in Demand for Personalized Broadcasting Services Fuels South 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. 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 South America playout

solutions market.

South America Playout Solutions Market Overview

The South America playout solutions market is segmented into Brazil, Argentina, and the rest of South America. According to the World Bank, Brazil, Argentina, Chile, and Uruguay are considered the most developed countries in South America. With the help of playout solutions such as the IP delivery system, it is easy to expand the reach and media influence cost-effectively. With the IP delivery system, the audience can view content on any platform, through online web streaming, on any device anywhere across the region on a 24/7 basis. It also enables a fully flexible viewing experience with maximum reach.

South America Playout Solutions Market Revenue and Forecast to 2028 (US\$ Million)

South America Playout Solutions Market Segmentation

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

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

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

Based on country, the South America playout solutions market is segmented into Brazil, Argentina, and the Rest of South America. The Brazil dominated the share of the South America 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 South America playout solutions market.

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