

South & Central America Live IP Broadcasting Equipment Market Forecast to 2030 - Regional Analysis - by Product Type (Routers and Switches, Transmitter and Gap Fillers, Encoders and Converter, Video Servers, Antennas, Amplifiers, Modulators and Repeaters, and Others) and Application (Broadcast Production Centers, Broadcast Stadiums, and Outside Broadcast Vans)

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Abstracts

The South & Central America live IP broadcasting equipment market is expected to grow from US\$ 35.53 million in 2022 to US\$ 84.81 million by 2030. It is estimated to grow at a CAGR of 11.5% from 2022 to 2030.

Growth in 5G Infrastructure and Increasing Adoption of Smart Devices Fuel the South & Central America Live IP Broadcasting Equipment Market

Increasing adoption of smart devices and better access to higher internet speeds are anticipated to create lucrative opportunities for the South & Central America live IP broadcasting equipment market. The increasing penetration of tablets, smartphones, smart TVs, and other connected devices has provided users with more avenues to access live streaming services. Thus, the increasing adoption of smart devices is expected to pave growth opportunities for the South & Central America live IP broadcasting equipment market growth during the forecast period.

The availability of high-speed internet connections, such as broadband and 4G/5G mobile networks, is expected to play a vital role in enabling seamless streaming

experiences. Faster internet speeds aid in reduced buffering times, smoother playback, and the ability to stream UHD and HD content. It is expected to significantly enhance the overall user experience and contribute to the growing popularity of live-streaming services during the forecast period. Therefore, growth in 5G infrastructure and increasing adoption of smart devices are expected to supplement South & Central America live IP broadcasting equipment market growth during the forecast period.

South & Central America Live IP Broadcasting Equipment Market Overview

The live IP broadcasting equipment market in South America (SAM) is further segmented into Brazil, Argentina, and the Rest of SAM. Economies in South America have progressed at a faster rate on average than the economies of developed countries. With the rising digitalization in Brazil, Argentina, Colombia, Chile, El Salvador, Guatemala, and Peru, South America has become a prime contributor to the global live IP broadcasting equipment market. The escalating demand for online content and increasing internet penetration are the prominent factors propelling the media and entertainment industry in this region, which eventually catalyzes the live IP broadcasting equipment market.

Brazil is one of the wealthiest nations and is the largest media market in SAM. According to the ITA, Brazil has numerous radio stations (in thousands) and TV channels (in hundreds), which are highly influential media channels with concentrated ownership that is tightly regulated by governments. These radios and TV channels create the demand for the technology required for broadcasting high-quality and real-time content over the Internet, which further fosters the demand for efficient live IP broadcasting equipment in SAM.

South & Central America Live IP Broadcasting Equipment Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America live IP Broadcasting Equipment Market Segmentation

The South & Central America live IP broadcasting equipment market is segmented into product type, application, and country.

Based on product type, the South & Central America live IP broadcasting equipment market is segmented into routers and switches, transmitter and gap fillers, encoders and converter, video servers, antennas, amplifiers, modulators and repeaters, and others. The routers and switches segment held the largest share of the South & Central

America live IP broadcasting equipment market in 2022.

Based on application, the South & Central America live IP broadcasting equipment market is segmented into broadcast production centers, broadcast stadiums, and outside broadcast vans. The broadcast production centers segment held the largest share of the South & Central America live IP broadcasting equipment market in 2022.

Based on country, the South & Central America live IP broadcasting equipment market is segmented into the Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America live IP broadcasting equipment market in 2022.

AJA Video Systems Inc, Imagine Communications, Harmonic Inc, Grass Valley Canada, Sony Group Corp, EVS Broadcast Equipment SA, Cisco Systems Inc, and Belden Inc are some of the leading companies operating in the South & Central America live IP broadcasting equipment market.

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