

South & Central America Payout Automation and Channel-in-a-Box Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

<https://marketpublishers.com/r/SB92BFCD089CEN.html>

Date: July 2025

Pages: 94

Price: US\$ 3,450.00 (Single User License)

ID: SB92BFCD089CEN

Abstracts

The South & Central America payout automation and channel-in-a-box market size is expected to reach US\$ 1,749.62 million by 2031 from US\$ 825.72 million in 2023. The market is estimated to record a CAGR of 9.8% from 2023 to 2031.

Executive Summary and South & Central America Payout Automation and Channel-in-a-Box Market Analysis:

The South America (SAM) payout automation and channel-in-a-box market is segmented into Brazil, Argentina, and the Rest of SAM. Economies in SAM have progressed at a faster pace on average than the economies of developed countries. With the rising digitalization in Brazil, Argentina, Colombia, Chile, El Salvador, Guatemala, Peru, and so on, South America has become a prime contributor to the payout automation and channel-in-a-box market. The growing demand for online content and increasing internet penetration are the prominent factors propelling the media & entertainment industry in SAM, which in turn catalyzes the payout automation and channel-in-a-box market in the region. According to the International Trade Administration (ITA), Brazil has thousands of radio stations and hundreds of TV channels, both of which are influential media with highly concentrated ownership and tight government regulations. These radio and TV channels create the demand for the technology required for high-quality and real-time content delivery over the internet and channels and on various OTT platforms, which contributes to the growth of the payout automation and channel-in-a-box market.

South & Central America Playout Automation and Channel-in-a-Box Market Segmentation Analysis:

Key segments that contributed to the derivation of the playout automation and channel-in-a-box market analysis are offering, coverage, vertical, and application.

Based on offering, the South & Central America playout automation and channel-in-a-box market is bifurcated into solution and services. The solution held a larger share of the market in 2023.

By coverage, the South & Central America playout automation and channel-in-a-box market is bifurcated into national broadcasters and international broadcasters. The national broadcasters segment held a larger share of the market in 2023.

By vertical, the South & Central America playout automation and channel-in-a-box market is segmented into media and entertainment, telecommunications, education and corporate sector, and others. The media and entertainment segment held the largest share of the market in 2023.

By application, the South & Central America playout automation and channel-in-a-box market is segmented into broadcast, cable, streaming, and others. The streaming segment held the largest share of the market in 2023.

South & Central America Playout Automation and Channel-in-a-Box Market Outlook

Media companies need solutions to operate their channels efficiently from any place. There is a need for a system where the controller can control the playout and live integration from anywhere. This factor can help media companies to seamlessly coordinate across linear and connected TV (CTV) channels. A common control system ensures consistent and uninterrupted on-air operations. Unified on-premises and cloud playout solutions can enable multisite and multimodal channel origination. The on-premises and cloud playout workflow foster operational continuity by supporting playout engines situated in different buildings, different cities, or split between on-premises and the public cloud. In March 2024, imagine enabled unified control of hybrid on-premises and cloud playout with the launch of aviator automation. This unified solution helps media companies to grow channel count, consolidate facilities, or merge broadcast and digital workflows. It can further help them achieve economies of scale and operational savings. The multisite and multimodal operations provide the media companies with the lowest total cost of ownership. Thus, the preference for unified solutions is expected to

emerge as a significant trend in the playout and channel-in-a-box market in the future.

South & Central America Playout Automation and Channel-in-a-Box Market Country Insights

Based on country, the South & Central America playout automation and channel-in-a-box market comprises Brazil, Argentina, and the Rest of South & Central America. Brazil held the largest share in 2023.

The playout automation and channel-in-a-box market in Brazil is growing with the demand for high-quality live streaming services, the surging popularity of OTT platforms, and the rising focus on digitization and automation in the broadcasting industry. Aamgi and Imagine Communications are among the key players in the Brazilian playout automation and channel-in-a-box market. These players focus on expanding their product portfolios, investing in research and development, and partnering with local players to gain a competitive edge in the market. In August 2023, Amagi (a global leader in cloud-based SaaS technology for broadcast and connected TV) and AD Digital (its strategic and technical partner in Brazil) announced a partnership with Newco to launch and distribute Newco's Free Ad-supported Streaming TV (FAST) channels. Newco is a part of the communication group Bandeirantes and one of the media leaders in the Brazilian market. New Brasil and Empreender were the new FAST channels launched on Samsung TV Plus' TVP Brazil platform. Amagi CLOUDPORT, Amagi's cutting-edge cloud-playout solution, is the technology backbone behind Newco's transition to FAST.

South & Central America Playout Automation and Channel-in-a-Box Market Company Profiles

Some of the key players operating in the market include Harmonic Inc; Grass Valley Canada; Avid Technology, Inc.; Imagine Communications; Amagi; Playbox Technology; Aveco s.r.o.; and ENCO Systems, Inc. among others. These players are adopting various strategies such as expansion, product innovation, and mergers and acquisitions to provide innovative products to their consumers and increase their market share.

South & Central America Playout Automation and Channel-in-a-Box Market Research Methodology :

The following methodology has been followed for the collection and analysis of data presented in this report:

Secondary Research The research process begins with comprehensive secondary research, utilizing both internal and external sources to gather qualitative and quantitative data for each market. Commonly referenced secondary research sources include, but are not limited to:

Company websites , annual reports, financial statements, broker analyses, and investor presentations. Industry trade journals and other relevant publications. Government documents , statistical databases, and market reports. News articles , press releases, and webcasts specific to companies operating in the market. Note: All financial data included in the Company Profiles section has been standardized to USD. For companies reporting in other currencies, figures have been converted to USD using the relevant exchange rates for the corresponding year.

Primary Research The Insight Partners' conducts a significant number of primary interviews each year with industry stakeholders and experts to validate its data analysis, and gain valuable insights. These research interviews are designed to:

Validate and refine findings from secondary research. Enhance the expertise and market understanding of the analysis team. Gain insights into market size, trends, growth patterns, competitive dynamics, and future prospects. Primary research is conducted via email interactions and telephone interviews, encompassing various markets, categories, segments, and sub-segments across different regions. Participants typically include:

Industry stakeholders : Vice Presidents, business development managers, market intelligence managers, and national sales managers
External experts : Valuation specialists, research analysts, and key opinion leaders with industry-specific expertise

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the South & Central America payout automation and channel-in-a-box market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry

trends in South & Central America playout automation and channel-in-a-box market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth South & Central America market trends and outlook coupled with the factors driving the playout automation and channel-in-a-box market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

Companies

Harmonic Inc

Grass Valley Canada

Avid Technology, Inc.

Imagine Communications

Amagi

Playbox Technology

Aveco s.r.o.

ENCO Systems, Inc.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. SOUTH & CENTRAL AMERICA PLYOUT AUTOMATION AND CHANNEL-IN-A-BOX MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis

5. SOUTH & CENTRAL AMERICA PLYOUT AUTOMATION AND CHANNEL-IN-A-BOX MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Flourishing Broadcasting Industry
 - 5.1.2 Surging Online Education and E-Learning Practice
 - 5.1.3 Technological Advancements Enabling Immersive Experience and Easy Integration
- 5.2 Market Restraints
 - 5.2.1 Network Limitations
- 5.3 Market Opportunities

- 5.3.1 Integration with AI and ML
- 5.4 Future Trends
 - 5.4.1 Implementation of Unified Solution
- 5.5 Impact of Drivers and Restraints:

6. PLAYOUT AUTOMATION AND CHANNEL-IN-A-BOX MARKET - SOUTH & CENTRAL AMERICA ANALYSIS

- 6.1 Playout Automation and Channel-in-a-Box Market Revenue (US\$ Million), 2021-2031
- 6.2 Playout Automation and Channel-in-a-Box Market Forecast Analysis

7. SOUTH & CENTRAL AMERICA PLAYOUT AUTOMATION AND CHANNEL-IN-A-BOX MARKET ANALYSIS - BY OFFERING

- 7.1 Solution
 - 7.1.1 Overview
 - 7.1.2 Solution: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- 7.2 Services
 - 7.2.1 Overview
 - 7.2.2 Services: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

8. SOUTH & CENTRAL AMERICA PLAYOUT AUTOMATION AND CHANNEL-IN-A-BOX MARKET ANALYSIS - BY COVERAGE

- 8.1 National Broadcasters
 - 8.1.1 Overview
 - 8.1.2 National Broadcasters: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- 8.2 International Broadcasters
 - 8.2.1 Overview
 - 8.2.2 International Broadcasters: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

9. SOUTH & CENTRAL AMERICA PLAYOUT AUTOMATION AND CHANNEL-IN-A-BOX MARKET ANALYSIS - BY VERTICAL

9.1 Media and Entertainment

9.1.1 Overview

9.1.2 Media and Entertainment: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

9.2 Telecommunications

9.2.1 Overview

9.2.2 Telecommunications: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

9.3 Education and Corporate Sector

9.3.1 Overview

9.3.2 Education and Corporate Sector: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

10. SOUTH & CENTRAL AMERICA PLOUT AUTOMATION AND CHANNEL-IN-A-BOX MARKET ANALYSIS - BY APPLICATION

10.1 Broadcast

10.1.1 Overview

10.1.2 Broadcast: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

10.2 Cable

10.2.1 Overview

10.2.2 Cable: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

10.3 Streaming

10.3.1 Overview

10.3.2 Streaming: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

10.4 Others

10.4.1 Overview

10.4.2 Others: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

11. SOUTH & CENTRAL AMERICA PLOUT AUTOMATION AND CHANNEL-IN-A-BOX MARKET - COUNTRY ANALYSIS

11.1 South and Central America

11.1.1 South and Central America: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast Analysis - by Country

11.1.1.1 South and Central America: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast Analysis - by Country

11.1.1.2 Brazil: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

11.1.1.2.1 Brazil: Payout Automation and Channel-in-a-Box Market Breakdown, by Offering

11.1.1.2.2 Brazil: Payout Automation and Channel-in-a-Box Market Breakdown, by Coverage

11.1.1.2.3 Brazil: Payout Automation and Channel-in-a-Box Market Breakdown, by Vertical

11.1.1.2.4 Brazil: Payout Automation and Channel-in-a-Box Market Breakdown, by Application

11.1.1.3 Argentina: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

11.1.1.3.1 Argentina: Payout Automation and Channel-in-a-Box Market Breakdown, by Offering

11.1.1.3.2 Argentina: Payout Automation and Channel-in-a-Box Market Breakdown, by Coverage

11.1.1.3.3 Argentina: Payout Automation and Channel-in-a-Box Market Breakdown, by Vertical

11.1.1.3.4 Argentina: Payout Automation and Channel-in-a-Box Market Breakdown, by Application

11.1.1.4 Rest of South and Central America: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

11.1.1.4.1 Rest of South and Central America: Payout Automation and Channel-in-a-Box Market Breakdown, by Offering

11.1.1.4.2 Rest of South and Central America: Payout Automation and Channel-in-a-Box Market Breakdown, by Coverage

11.1.1.4.3 Rest of South and Central America: Payout Automation and Channel-in-a-Box Market Breakdown, by Vertical

11.1.1.4.4 Rest of South and Central America: Payout Automation and Channel-in-a-Box Market Breakdown, by Application

12. COMPETITIVE LANDSCAPE

- 12.1 Company Positioning & Concentration
- 12.2 Heat Map Analysis by Key Players

13. INDUSTRY LANDSCAPE

- 13.1 Overview
- 13.2 Market Initiative
- 13.3 Product Development
- 13.4 Mergers & Acquisitions

14. COMPANY PROFILES

- 14.1 Harmonic Inc
 - 14.1.1 Key Facts
 - 14.1.2 Business Description
 - 14.1.3 Products and Services
 - 14.1.4 Financial Overview
 - 14.1.5 SWOT Analysis
 - 14.1.6 Key Developments
- 14.2 Grass Valley Canada
 - 14.2.1 Key Facts
 - 14.2.2 Business Description
 - 14.2.3 Products and Services
 - 14.2.4 Financial Overview
 - 14.2.5 SWOT Analysis
 - 14.2.6 Key Developments
- 14.3 Avid Technology, Inc.
 - 14.3.1 Key Facts
 - 14.3.2 Business Description
 - 14.3.3 Products and Services
 - 14.3.4 Financial Overview
 - 14.3.5 SWOT Analysis
 - 14.3.6 Key Developments
- 14.4 Imagine Communications
 - 14.4.1 Key Facts
 - 14.4.2 Business Description
 - 14.4.3 Products and Services
 - 14.4.4 Financial Overview
 - 14.4.5 SWOT Analysis

- 14.4.6 Key Developments
- 14.5 Amagi
 - 14.5.1 Key Facts
 - 14.5.2 Business Description
 - 14.5.3 Products and Services
 - 14.5.4 Financial Overview
 - 14.5.5 SWOT Analysis
 - 14.5.6 Key Developments
- 14.6 Playbox Technology
 - 14.6.1 Key Facts
 - 14.6.2 Business Description
 - 14.6.3 Products and Services
 - 14.6.4 Financial Overview
 - 14.6.5 SWOT Analysis
 - 14.6.6 Key Developments
- 14.7 Aveco s.r.o.
 - 14.7.1 Key Facts
 - 14.7.2 Business Description
 - 14.7.3 Products and Services
 - 14.7.4 Financial Overview
 - 14.7.5 SWOT Analysis
 - 14.7.6 Key Developments
- 14.8 ENCO Systems, Inc.
 - 14.8.1 Key Facts
 - 14.8.2 Business Description
 - 14.8.3 Products and Services
 - 14.8.4 Financial Overview
 - 14.8.5 SWOT Analysis
 - 14.8.6 Key Developments

15. APPENDIX

- 15.1 Word Index
- 15.2 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. South & Central America Payout Automation and Channel-in-a-Box Market Segmentation

Table 2. Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

Table 3. Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million) - by Offering

Table 4. Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million) - by Coverage

Table 5. Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million) - by Vertical

Table 6. Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million) - by Application

Table 7. South and Central America: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Country

Table 8. Brazil: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Offering

Table 9. Brazil: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Coverage

Table 10. Brazil: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Vertical

Table 11. Brazil: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Application

Table 12. Argentina: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Offering

Table 13. Argentina: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Coverage

Table 14. Argentina: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Vertical

Table 15. Argentina: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Application

Table 16. Rest of South and Central America: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Offering

Table 17. Rest of South and Central America: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Coverage

Table 18. Rest of South and Central America: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Vertical

Table 19. Rest of South and Central America: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million) - by Application

Table 20. Heat Map Analysis by Key Players

Table 21. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. South & Central America Payout Automation and Channel-in-a-Box Market Segmentation, by Country
- Figure 2. PEST Analysis
- Figure 3. Ecosystem Analysis
- Figure 4. Payout Automation and Channel-in-a-Box Market - Key Market Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. Payout Automation and Channel-in-a-Box Market Revenue (US\$ Million), 2021-2031
- Figure 7. Payout Automation and Channel-in-a-Box Market Share (%) - by Offering (2023 and 2031)
- Figure 8. Solution: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 9. Services: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 10. Payout Automation and Channel-in-a-Box Market Share (%) - by Coverage (2023 and 2031)
- Figure 11. National Broadcasters: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 12. International Broadcasters: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 13. Payout Automation and Channel-in-a-Box Market Share (%) - by Vertical (2023 and 2031)
- Figure 14. Media and Entertainment: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 15. Telecommunications: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 16. Education and Corporate Sector: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 17. Others: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 18. Payout Automation and Channel-in-a-Box Market Share (%) - by Application (2023 and 2031)
- Figure 19. Broadcast: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 20. Cable: Payout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 21. Streaming: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 22. Others: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031 (US\$ Million)

Figure 23. South & Central America Playout Automation and Channel-in-a-Box Market, by Key Countries - Revenue (2023) (US\$ Million)

Figure 24. South and Central America: Playout Automation and Channel-in-a-Box Market Breakdown, by Key Countries, 2023 and 2031 (%)

Figure 25. Brazil: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million)

Figure 26. Argentina: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million)

Figure 27. Rest of South and Central America: Playout Automation and Channel-in-a-Box Market - Revenue and Forecast to 2031(US\$ Million)

Figure 28. Company Positioning & Concentration

I would like to order

Product name: South & Central America Payout Automation and Channel-in-a-Box Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

Product link: <https://marketpublishers.com/r/SB92BFCD089CEN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB92BFCD089CEN.html>