

# **Live Event Streaming Services & Solutions Market Size, Share, and Outlook, 2025 Report- By Type (PC-based, Mobile Apps), By Organization Size (Small and Medium Enterprise, Large Enterprise), By Solution (Professional, Managed), By Service (Event management, Highlight Clipping Services, Intelligent Recommendations Services, Others), By End-User (News, Sports, Concerts, Corporate, Government, Others), 2018-2032**

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## **Abstracts**

### **Live Event Streaming Services & Solutions Market Outlook**

The Live Event Streaming Services & Solutions Market size is expected to register a growth rate of 18.9% during the forecast period from \$4.65 Billion in 2025 to \$15.6 Billion in 2032. The Live Event Streaming Services & Solutions market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Live Event Streaming Services & Solutions segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (PC-based, Mobile Apps), By Organization Size (Small and Medium Enterprise, Large Enterprise), By Solution (Professional, Managed), By Service (Event management, Highlight Clipping Services, Intelligent Recommendations Services, Others), By End-User (News, Sports, Concerts, Corporate, Government, Others). Over 70 tables and charts showcase findings from our latest survey report on Live Event Streaming Services & Solutions markets.

## Live Event Streaming Services & Solutions Market Insights, 2025

The live event streaming services and solutions market is witnessing rapid growth as businesses, media organizations, and content creators shift towards digital-first event experiences. With the rise of remote work and globalized audiences, live streaming has become a critical tool for conferences, concerts, sports events, and brand marketing campaigns. Advanced cloud-based streaming platforms with AI-powered video optimization are enabling high-quality, low-latency broadcasts across multiple devices. The integration of interactive features such as real-time chat, live polls, and augmented reality (AR) overlays is enhancing audience engagement. Subscription-based and ad-supported streaming models are helping businesses monetize live events more effectively. However, bandwidth limitations, cybersecurity risks, and digital rights management (DRM) issues remain challenges for content providers. The adoption of 5G technology and edge computing is expected to further improve streaming quality and accessibility. As live content continues to dominate digital engagement, the market for event streaming services is poised for continuous expansion, reshaping the entertainment and corporate event industries.

### Five Trends that will define global Live Event Streaming Services & Solutions market in 2025 and Beyond

A closer look at the multi-million market for Live Event Streaming Services & Solutions identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Live Event Streaming Services & Solutions companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Live Event Streaming Services & Solutions vendors.

What are the biggest opportunities for growth in the Live Event Streaming Services & Solutions industry?

The Live Event Streaming Services & Solutions sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The

chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Live Event Streaming Services & Solutions Market Segment Insights

The Live Event Streaming Services & Solutions industry presents strong offers across categories. The analytical report offers forecasts of Live Event Streaming Services & Solutions industry performance across segments and countries. Key segments in the industry include%li%By Type (PC-based, Mobile Apps), By Organization Size (Small and Medium Enterprise, Large Enterprise), By Solution (Professional, Managed), By Service (Event management, Highlight Clipping Services, Intelligent Recommendations Services, Others), By End-User (News, Sports, Concerts, Corporate, Government, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Live Event Streaming Services & Solutions market size outlook is provided for 22 countries across these regions.

## Market Value Chain

The chapter identifies potential companies and their operations across the global Live Event Streaming Services & Solutions industry ecosystem. It assists decision-makers in evaluating global Live Event Streaming Services & Solutions market fundamentals, market dynamics, and disruptive trends across the value chain segments.

## Scenario Analysis and Forecasts

Strategic decision-making in the Live Event Streaming Services & Solutions industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

## Asia Pacific Live Event Streaming Services & Solutions Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5

billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Live Event Streaming Services & Solutions Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Live Event Streaming Services & Solutions with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Live Event Streaming Services & Solutions market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Live Event Streaming Services & Solutions market Insights%li%Vendors are exploring new opportunities within the US Live Event Streaming Services & Solutions industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Live Event Streaming Services & Solutions companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Live Event Streaming Services & Solutions market.

Latin American Live Event Streaming Services & Solutions market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central

American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

## Middle East and Africa Live Event Streaming Services & Solutions Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Live Event Streaming Services & Solutions markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Live Event Streaming Services & Solutions markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape%li%How Live Event Streaming Services & Solutions companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Brightcove, Contus, Haivision, IBM, Kaltura, Ooyala, Panopto, Qumu Corp, Sonic Foundry, VBrick.

## Live Event Streaming Services & Solutions Market Segmentation

### By Type

PC-based

Mobile Apps

### By Organization Size

Small and Medium Enterprise

Large Enterprise

By Solution

Professional

Managed

By Service

Event management

Highlight Clipping Services

Intelligent Recommendations Services

Others

By End-User

News

Sports

Concerts

Corporate

Government

Others

Leading Companies

Brightcove

Contus

Haivision

IBM

Kaltura

Ooyala

Panopto

Qumu Corp

Sonic Foundry

VBrick

#### Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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**PC-based**

**Mobile Apps**

### **By Organization Size**

**Small and Medium Enterprise**

**Large Enterprise**

### **By Solution**

**Professional**

**Managed**

### **By Service**

**Event management**

**Highlight Clipping Services**

**Intelligent Recommendations Services**

**Others**

### **By End-User**

**News**

**Sports**

**Concerts**

**Corporate**

**Government**  
**Others**

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**Contus**

**Haivision**

**IBM**

**Kaltura**

**Ooyala**

**Panopto**

**Qumu Corp**

**Sonic Foundry**

**VBrick**

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