

## **Video On Demand: Solutions and Global Markets**

Market Research Report | 2023-05-11 | 110 pages | BCC Research

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### **Report description:**

Description

Report Scope:

In this report, the market has been segmented based on solution, monetization model, vertical, device, and geographical region. The report provides an overview of the global video-on-demand market and analyzes market trends. Using 2021 as the base year, the report provides estimated market data for the forecast period of 2022 through 2027. Revenue forecasts for this period are segmented based on solution, monetization model, vertical, device, and geography.

Based on solution, the market has been categorized into Internet Protocol television (IPTV), Pay TV video on demand, and over-the-top (OTT) service. Based on delivery model, the market has been segmented into subscription video on demand (SVoD), transactional video on demand (TVoD), and advertisement-based video on demand (AVoD). Based on vertical, the market has been segmented into media and entertainment, education and training, health and fitness, and others. Based on device, the market has been segmented into TVs, PCs, smartphones, and others. In addition, the report also offers a major regional analysis of North America, Europe, Asia-Pacific, and the rest of the world (RoW). Market values have been estimated based on the total revenue of video-on-demand solution providers.

COVID-19 has had a massive impact on society since the start of 2020. This report considers the impact of COVID-19 and the economic slowdown that it created. The report covers the market for video on demand regarding the user base across different regions. It also highlights major trends and challenges that will affect the market and the vendor landscape. The report estimates the global market for video on demand in 2021 and provides projections for the expected market size through 2027.

Report Includes:

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- 41 data tables and 17 additional tables
- An up-to-date overview and industry analysis of the global video-on-demand (VoD) market
- Analyses of the global market trends, with historic market revenue (sales figures) for 2021, estimates for 2022, forecasts for 2023, and projections of compound annual growth rates (CAGRs) through 2028
- Highlights of emerging technology trends, opportunities and gaps estimating current and future demand in the market for edge security, and identification of the major regions and countries involved in video-on-demand market developments
- Estimation of the actual market size and revenue forecast for the global video-on-demand market, and corresponding market share analysis based on solution, monetization/delivery model, end user vertical, device type, and region
- Updated information on the recent market dynamics, industry shifts and regulations, and other macroeconomic variables that will shape and influence this market in the coming years (2022-2027)
- A relevant patent analysis with corresponding number of patent applications and patents granted on video-on-demand technologies and solutions
- Insight into the recent industry structure on video-on-demand, competitive aspects of each product segment, increasing investment on R&D activities, market development strategies, and company value share analysis
- Identification of the major stakeholders and analysis of the competitive landscape based on recent developments, products and services offerings, and segmental revenues
- Descriptive company profiles of the leading global players, including Amazon, Alphabet Inc., Apple Inc., Netflix Inc., The Walt Disney Co., and Paramount Global

## Executive Summary

### Summary:

Video on demand (VoD) is a media distribution system that enables users to stream video content at any time for their convenience. With video-on-demand service, viewers can select a video to view from a central server. This capability of video on demand eliminates the constraints of the traditional broadcasting system. Because streaming a video uses a lot of data and takes up a significant amount of bandwidth, many large video-on-demand providers use a content delivery network (CDN) to quickly deliver high-quality streaming. Over the last few years, video-on-demand streaming services have grown in number and popularity. Across many countries, consumers have dropped traditional television providers and instead entirely rely on streaming services for their television entertainment. The most popular use of video on demand is for entertainment purposes, but it is also used as a system for distributing educational and even fitness video content.

The global market for video on demand was estimated to be \$REDACTED billion in 2021. It is projected that the video-on-demand market will grow at a CAGR of REDACTED% to reach \$REDACTED billion by the end of 2027. Some of the major factors driving the growth of the market for video on demand include growing internet penetration, increasing use of smartphones and smart TVs, rising trend of cord shaving and cord cutting, and innovation in streaming platforms. However, video-on-demand market growth is being hampered by increasing video piracy.

In this report, the global market for video on demand is segmented based on solution, monetization model, vertical, device, and geography. The video-on-demand market based on solution is categorized into Internet Protocol television (IPTV), pay TV video on demand, and over-the-top (OTT) services. Internet Protocol television (IPTV) currently dominates the market and was valued at \$REDACTED billion in 2021. It is estimated that the video-on-demand market for IPTV will grow at a CAGR of REDACTED% to reach \$REDACTED billion by the end of 2027. IPTV has become popular over the years because of its features that enable subscribers to watch not only TV shows on their favorite channels but also live broadcasts of their favorite shows and movies, as well as live games such as cricket, football, and so forth.

Based on the monetization model, the global video-on-demand market has been segmented into subscription video on demand

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(SVoD), transactional video on demand (TVoD), and advertisement-based video on demand (AVoD). The SVoD model gives users unlimited access to the entire library of content for a recurring fee, which could be charged weekly, monthly or yearly. SVoD is the most common form of video on demand and has the highest share of the market. Subscription video on demand (SVoD) was valued at \$REDACTED billion in 2021 and is forecast to reach \$REDACTED billion by the end of 2027.

Based on vertical, the global video-on-demand market has been segmented into media and entertainment, education and training, health and fitness, and other, with the last including travel, documentaries, news, and more. Media and entertainment represent the largest segment of the video-on-demand market. It includes movies, TV shows, and other types of entertainment content such as music videos and gaming. The media and entertainment segment was valued at \$REDACTED billion in 2021 and is forecast to reach \$REDACTED billion by the end of 2027, with a CAGR of REDACTED%.

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ALPHABET INC. (GOOGLE INC.)

AMAZON INC.

APPLE INC.

AT&T INC.

COMCAST CORP.

INDIEFLIX GROUP INC.

IQIYI INC.

NETFLIX INC.

PARAMOUNT

ROKU INC.

TENCENT HOLDINGS LTD.

THE WALT DISNEY CO.

VERIZON COMMUNICATIONS INC.

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