

## **Video Processing Platform Market by Component (Hardware, Platform, Services), Application (Video Upload & Ingestion, Dynamic Ad Insertion, Video Transcoding & Processing, Video Hosting), Content Type, Vertical and Region - Global Forecast to 2028**

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### **Report description:**

The video processing platform market size is expected to grow from USD 7.6 billion in 2023 to USD 13.5 billion by 2028 at a Compound Annual Growth Rate (CAGR) of 12.1% during the forecast period. The rise in online education and e-learning to improve learning experiences and need for video streaming services with growing online video consumption to offer opportunities for the growth of video processing platform market. Integrating video processing platform with existing systems represents a significant challenge for the growth of the video processing platform market.

"As per content type, the on-demand segment is projected to witness a higher CAGR during the forecast period. "

With on-demand video, users have the freedom to choose and watch their preferred videos on their TVs, computers, or smart devices. This platform offers a wide range of content, giving users the ability to pick and choose what they want to watch.

Video-on-demand (VOD) platforms host and provide pre-recorded videos for on-demand consumption. They offer services such as video ingestion, storage, content organization, metadata management, transcoding, and content delivery. These platforms come equipped with features like personalized recommendations, user authentication, and monetization options such as pay-per-view or subscription models. On-demand video content allows viewers to access video content immediately via their PCs or TVs. This content spans various domains, including sports, entertainment, educational programs, and feature films, and can be consumed on TVs, computers, smartphones, and advanced digital media devices, both on the cloud and on-premises. One of the significant benefits of on-demand video services is that content remains available for months or even years, enabling a broader audience reach. Archived content can also be accessed later for other purposes, such as lead generation for specific events.

"As per vertical, the education vertical to hold second largest market share in 2023."

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Recently, there has been a significant increase in the demand for video processing platforms in the education sector. This surge is due to various changes and adaptations made within the industry. The consumption of video content, including live classes, educational videos, and educational broadcasting, has skyrocketed. Therefore, there is a need for a strong video processing platform that can handle the load and fulfill diverse video processing requirements. Video is an increasingly popular medium in education, being widely used in universities, middle schools, businesses, and online courses, and is highly effective.

According to a survey conducted by Kaltura, a significant majority of respondents (88%) believe that video has a positive impact on student achievement. Live streaming and on-demand video offer numerous advantages to students, such as next-generation digital learning and collaborative education through digital classrooms. Video processing platforms are designed to meet the diverse needs of the education sector, offering processing capabilities for live video and video-on-demand facilities. These platforms are highly flexible and scalable, providing an all-in-one solution for all video processing requirements.

As per region, the Middle East & Africa region is projected to witness the second highest CAGR during the forecast period. The Middle East & Africa region has seen a significant improvement in internet infrastructure thanks to technological advancements, resulting in increased connectivity and higher broadband speeds. As a result, the region has experienced a surge in mobile connectivity and smartphone usage, leading to a higher demand for video content on mobile devices. Governments and organizations in the region are actively promoting digital transformation initiatives, emphasizing technological innovation and ICT developments. These initiatives encourage the adoption of advanced video processing platforms as part of a broader digital strategy to enhance various sectors such as media and entertainment, education, e-commerce, and more. Key countries like the UAE, KSA, South Africa, Qatar, Kuwait, Oman, and Turkey are taking measures to encourage investment in broadband infrastructure, which would ultimately enhance the penetration and quality of video processing platforms.

The breakup of the profiles of the primary participants is given below:

-□By Company: Tier I: 37%, Tier II: 27%, and Tier III: 36%

-□By Designation: C-Level Executives: 29%, Director Level: 36%, and Others: 35%

-□By Region: North America: 35%, Europe: 24%, Asia Pacific: 21%, Rest of World: 20%

Note: Others include sales managers, marketing managers, and product managers

Note: Rest of the World includes the Middle East & Africa and Latin America

Note: Tier 1 companies have revenues more than USD 100 million; tier 2 companies' revenue ranges from USD 10 million to USD 100 million; and tier 3 companies' revenue is less than 10 million

Source: Secondary Literature, Expert Interviews, and MarketsandMarkets Analysis

Some of the major vendors offering video processing platform across the globe include Akamai Technologies (US), MediaKind (US), Imagine Communications (US), Harmonic (US), Synamedia (UK), Avid Technology (US), Evertz (Canada), Edgio (US), Brightcove (US), AWS Elemental (US), Kaltura (US), Haivision (US), Telestream (US), NVIDIA (US), Ateme (France), Wowza Media Systems (US), SeaChange (US), Mux (US), Bitmovin (US), Amagi (US), Panopto (US), SSIMWave (Canada), Mediamelon (US), Vantrix (Canada), M2A Media (UK), Pixel Power (UK), InPixal (France), Beamr (Israel), Lightcast.com (US), and base (UK).

Research coverage:

The market study covers the video processing platform market across segments. It aims at estimating the market size and the growth potential of this market across different segments, such as component, application, content type, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall video processing platform market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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The report provides insights on the following pointers:

-□Analysis of key drivers (increase in demand for video content across industries, advancements in video compression technologies to manage video traffic, need for distribution of video content across multiple channels and platforms, growing mobile video consumption through social media platforms), restraints (cost of implementation of video processing platform to hinder the market growth) opportunities (growing adoption of edge computing infrastructure for real-time data processing, rise in online education and e-learning to improve learning experience, need for video streaming services with growth in online video consumption), and challenges (poor internet service degrading video quality, integrating video processing platforms with existing systems) influencing the growth of the video processing platform market.

-□Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the video processing platform market.

-□Market Development: Comprehensive information about lucrative markets - the report analyses the video processing platform market across varied regions.

-□Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the video processing platform market.

-□Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Akamai Technologies (US), MediaKind (US), Imagine Communications (US), Harmonic (US), Synamedia (UK), Avid Technology (US), Evertz (Canada), Edgio (US), Brightcove (US), AWS Elemental (US), among others in the video processing platform market.

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**Video Processing Platform Market by Component (Hardware, Platform, Services), Application (Video Upload & Ingestion, Dynamic Ad Insertion, Video Transcoding & Processing, Video Hosting), Content Type, Vertical and Region - Global Forecast to 2028**

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