

Media Gateway - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Media Gateway Market size is estimated at USD 2.84 billion in 2024, and is expected to reach USD 3.53 billion by 2029, growing at a CAGR of 4.46% during the forecast period (2024-2029).

A media gateway is a device or service that converts media streams into digital data communications to provide video, audio, fax, and other services across various digital technology interfaces.

Key Highlights

- The demand for functional, scalable, resilient, and affordable communication solutions is rising due to the development of communication technology and increasing internet subscriber penetration globally, and these factors are anticipated to support the growth of the media gateway market throughout the anticipated period.
- Additionally, most businesses and service providers employ wired media gateways to handle data flow with improved control, security, dependability, and speed. The market for media gateways based on wireline technology is driven by the uptake of VoIP access. Therefore, these gateways are projected to hold the most significant share of the entire media gateway market during the forecast period.
- The need for media gateways is anticipated to increase significantly as IP telephony usage increases among SMEs and large businesses. Media gateways are one of the essential parts of this infrastructure.
- However, the expansion of the media gateway market is constrained by its use in VoIP. Since VoIP service cannot be given without power, additional power generator installations are needed to ensure uninterrupted service. Additionally, in the event of a network outage, the media gateway loses contact with the controller, which causes subscribers to experience service interruptions.
- The swift adoption of COVID-19 and the rise in nations adopting travel restrictions greatly influenced the telecom industry by

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forcing people to spend more time at home and use data more frequently for business and enjoyment. Additionally, COVID-19 harmed consumers' anticipated investments, particularly in 5G. It decreased network resilience and reliability for them, which has had an adverse effect on the growth of the media gateway business.

Media Gateway Market Trends

Telecommunication to Witness the Growth

- A media gateway is a piece of hardware used in a telecom network provider's core network to enable transformation and interoperability between media streams that utilize diverse network standards, communication protocols, codecs, and physical connections.
- Telecom network providers use this technology for networking and transformation or alteration between two media streams that use unique network standards like codes, communication protocols, and physical associations.
- Moreover, the telecommunications sector held the most significant market share in the worldwide media gateway market. This is because there are more and more client bases and business data centers worldwide. Due to decreased latency and the availability of portable data for clients due to advancements in telecom technology, it is anticipated to lead the market throughout the forecast period.
- The major purpose of media gateways, frequently used to connect various networks (including 2G, 3G, 4G, and LTE), is to convert multiple coding and transmission techniques to permit communication between the networks.
- A media gateway controls data flow over a network by sending a network packet to one or more devices it was designed for. By using the network address of each connected device to the gateway, the switch may direct traffic to maximize network security and effectiveness.

Market in Asia-Pacific to witness Significant Growth During Forecast Period

- The Asia-Pacific region anticipates the market for media gateways to grow positively during the anticipated time. Cloud-based services are becoming more popular among large, small, and medium-sized businesses to cut infrastructure expenses and streamline operations. The current shift in consumer preference for cloud-based services will impact the market expansion.
- Due to the growing requirement for media transcoding for next-generation networks and the demand for transcoding devices, APAC is a significant market share leader globally. The development of 5G and factors like the interdependence of the Internet and telecommunications services provide lucrative growth opportunities for the media gateway industry throughout the Asia-Pacific region.
- Emerging 4G and 5G technologies, such as cloud computing, and an increase in smartphone users are blamed for the market's growth in the area. Market expansion in the area has been spurred by cloud deployment and increased adoption of digital platforms for portability and accessibility.
- Even though IP telephony is currently one of the feasible options for connectivity in several developing countries throughout this region, it is projected that the growing markets in this region will contribute the most significantly to the extensive long-term growth of media gateways.
- Countries such as India, Australia, Japan, Singapore, and China intensely depend on the Internet and telecommunication services. The approval and adoption of these services enable businesses to focus on their core business goals.

Media Gateway Industry Overview

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The media gateway market is competitive and consists of some prominent members. Regarding market share, some of those big players currently dominate the market. These market leaders with significant market shares are concentrating on growing their consumer base internationally. These firms have supported several initiatives to expand and develop in the media gateway market, including product launches and developments, partnerships, acquisitions, and collaborations.

In March 2023, Avaya announced to launch of the Avaya Experience Platform (AXP) in Australia and New Zealand (A/NZ) to deliver flexible and productive hybrid work for employees and create seamless experiences for customers, where AXP is an AI-powered, contact center-as-a-service (CCaaS) collaboration platform and a vital component of the Avaya Experience Platform, which offers comprehensive workstream collaboration and unified communications technologies.

In March 2023, Nokia Corporation announced it would enhance NTT DOCOMO, INC.'s (DOCOMO). As it introduces new 5G mobile services, it will also enable a nationwide IP core backbone and transport network slicing. DOCOMO used Nokia's revolutionary FP routing silicon in its 7750 SR-14s core routers. With a 75 percent reduction in power consumption over earlier generations, FP5 line cards enable 800GE capability, boost capacity by more than three times, and streamline network evolution with simultaneous line rate FP5 and FP4 line card operation in the same system.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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