

Over The Top (OTT) - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Over The Top Market size is estimated at USD 0.58 trillion in 2024, and is expected to reach USD 1.99 trillion by 2029, growing at a CAGR of 28.19% during the forecast period (2024-2029).

The Over-the-Top (OTT) market refers to delivering video, audio, and other media content over the Internet directly to users, bypassing traditional distribution channels like cable or satellite television. OTT platforms provide on-demand access to a wide range of content, including movies, TV shows, live events, and original programming.

Key Highlights

- Over the top (OTT) is a film and television content platform provided via a high-speed internet connection instead of a cable or satellite provider-based platform. OTT adoption has significantly aided the video, music, podcast, and audio streaming category. Increasing adoption can be attributed to narrow genre choices, packaging flexibility, wider device availability, internet penetration, and lower costs. Furthermore, the rising demand for customized content led to significant adoption rates of OTT devices.
- The ongoing shift towards commoditizing sporting and entertainment services and growing competition among OTT providers are expected to drive the Over-the-Top (OTT) market. In recent years, there has been a significant shift in how sporting events and entertainment content are consumed. Traditionally, these services were primarily delivered through cable and satellite TV subscriptions, with limited options for customization and on-demand viewing. However, the rise of OTT platforms has disrupted this model by offering a wide range of sporting events, live broadcasts, and entertainment content directly to consumers.
- The increasing adoption of Subscription Video on Demand (SVOD) services in emerging markets is expected to drive the Over-the-Top (OTT) market. Due to several factors, SVOD services have gained significant popularity worldwide, including in emerging markets. The expanding middle class and rising disposable incomes in many emerging economies have contributed to

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

the growth of SVOD services. As more individuals have the financial means to afford subscriptions, there is an increased demand for access to a wide variety of content through OTT platforms.

-Video content piracy is a significant issue affecting the OTT market. Piracy involves the unauthorized distribution and consumption of copyrighted content, leading to revenue losses for content creators and legitimate streaming platforms. It undermines the business models of OTT providers, who rely on subscription fees or advertising revenue to sustain their operations and fund content creation.

-The COVID-19 pandemic has significantly impacted the Over-the-Top (OTT) market. The global health crisis and associated lockdown measures led to a surge in demand for streaming services and accelerated the growth of the OTT industry in several ways. With people staying at home due to restrictions and seeking entertainment options, the demand for streaming services skyrocketed. Many individuals turned to OTT platforms for movies, TV shows, documentaries, and other forms of content. This surge in demand resulted in a significant increase in subscriptions for established streaming services and the launch of new platforms.

Over The Top (OTT) Market Trends

Adoption of Smart Devices & higher Internet Speeds is Expected to Drive Over the Top (OTT) Market

- The growth in the adoption of smart devices and greater access to higher internet speeds are key factors driving the growth of the Over-the-Top (OTT) market. The increasing penetration of smartphones, tablets, smart TVs, and other connected devices has provided users with more avenues to access OTT services. These devices come equipped with internet connectivity and support streaming applications, making it easier for consumers to watch their favorite shows, movies, and other content on demand.

- Furthermore, the availability of high-speed internet connections, such as broadband and 4G/5G mobile networks, has played a crucial role in enabling seamless streaming experiences. While the increase in Internet users is a worldwide trend, regional variances exist.

- According to Cisco Systems, North America is likely to have the greatest internet adoption rate during the projection period (followed by Western Europe), but the Middle East and Africa are expected to have the quickest growth (10 % CAGR from 2018 to 2023). Faster internet speeds allow for smoother playback, reduced buffering times, and the ability to stream high-definition (HD) and ultra-high-definition (UHD) content. This has greatly improved the overall user experience and contributed to the growing popularity of OTT services.

- The combination of smart devices and high-speed internet has also led to increased personalization and convenience. OTT platforms leverage data analytics and recommendation algorithms to understand users' preferences and provide personalized content recommendations. Additionally, users can access content whenever and wherever they want, as long as they have an internet connection.

- These factors have fueled the growth of OTT platforms, attracting many subscribers and driving the revenue generated by subscription fees and advertisements. As a result, traditional media companies and broadcasters have recognized the importance of OTT and have launched their own streaming services or partnered with existing OTT platforms to tap into this expanding market.

North America is Expected to Hold the Significant Market Share

- The North American OTT market has witnessed significant growth in recent years. North America is home to some of the most prominent and established OTT platforms, including Netflix, Amazon Prime Video, Hulu, and Disney+. These platforms have gained a large subscriber base and offer a vast content library, including movies, TV shows, documentaries, and original

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

productions.

- Streaming devices, such as Roku, Apple TV, Amazon Fire TV, and Google Chromecast, have seen widespread adoption in North America. These devices provide easy access to various OTT platforms and allow users to stream content directly on their TVs.
- North America has experienced a significant shift in consumer viewing habits, with an increasing number of individuals opting for OTT services and not subscribing to traditional cable or satellite TV services. OTT platforms' flexibility, cost-effectiveness, and personalized content offerings have contributed to this trend.
- Sports streaming has gained traction in North America, with major sports leagues and organizations launching their own OTT platforms or partnering with existing services. These platforms offer live sports events, exclusive content, and behind-the-scenes coverage to cater to the growing demand for sports content.
- Localization of content is a significant trend in the North American OTT market. Providers invest in original content production specific to the region, targeting local preferences and demographics. This approach helps attract and retain subscribers and differentiate platforms in a competitive market.

Over The Top (OTT) Industry Overview

The Over the Top (OTT) Market is fragmented. With many media and content companies jumping on the streaming TV bandwagon, the marketplace is becoming increasingly competitive, creating even more competition for high-quality content to keep viewers hooked. The companies are focusing on product innovation to gain consumer attention. Major players in the market are Netflix, Inc., Amazon.com Inc.(Prime Video), The Walt Disney Company (Hulu), Tencent Holdings Ltd, and Roku Inc. among others. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

- December 2022 - Netflix has collaborated with Nike Training Club to deliver workout and fitness programming to the OTT platform. Fitness content is being delivered to the video streaming platform through the collaboration between Netflix and Nike Training Club.
- November 2022 - Amazon has introduced a smartphone version of its Prime Video membership, which costs Rs 599 (USD 7.29) annually. This plan would be accessible specifically in India, and clients can purchase an annual subscription for their mobile access using the official website or the Android app.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.1 Market Overview
- 4.2 Industry Ecosystem Analysis
- 4.3 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Adoption of Smart Devices & Greater Access to Higher Internet Speeds
 - 5.1.2 Ongoing Shift Towards Commoditization of Sporting & Entertainment Services Coupled with Growing Competition Among OTT Providers
 - 5.1.3 Increasing Adoption of SVOD (subscription - Based Services) in Emerging Markets
- 5.2 Market Restraints
 - 5.2.1 Growing Threat of Video Content Piracy and Security Threat of User Database Due to Spyware
- 5.3 Impact of COVID -19 on the OTT and TV industry

6 MARKET SEGMENTATION

- 6.1 By Type of Service
 - 6.1.1 SVOD
 - 6.1.2 TVOD
 - 6.1.3 AVOD
- 6.2 By Geography
 - 6.2.1 North America
 - 6.2.2 Europe
 - 6.2.3 Asia Pacific
 - 6.2.4 Latin America
 - 6.2.5 Middle East and Africa

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Netflix, Inc.
 - 7.1.2 Amazon.com Inc. (Prime Video)
 - 7.1.3 The Walt Disney Company (Hulu)
 - 7.1.4 Tencent Holdings Ltd
 - 7.1.5 Roku Inc.
 - 7.1.6 Google LLC (YouTube)
 - 7.1.7 DAZN Group Limited
 - 7.1.8 NBC Universal (Hayu)
 - 7.1.9 PCCW Media Group (Viu)

8 INVESTMENT ANALYSIS

9 FUTURE OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Over The Top (OTT) - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-02"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

