

Cloud TV Market By Deployment Type (Public Cloud, Private Cloud, Hybrid Cloud), By Device (STB, Mobile Phones, Connected TV), By Application (Telecom, Media and Entertainment, Consumer Television, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-12-01 | 280 pages | Allied Market Research

AVAILABLE LICENSES:

- Cloud Access License \$3110.40
- Business User License \$5157.00
- Enterprise License \$8640.00

Report description:

The cloud TV market refers to the industry that delivers television services through cloud-based technologies rather than traditional cable or satellite methods. It includes the streaming of live and on-demand content, including TV shows, movies, and sports events, over the internet. Further, cloud TV services provide users with the flexibility to access their favorite programs on various devices, such as smartphones, tablets, smart TVs, and computers. This shift to cloud-based TV solutions is driven the surge in demand for personalized and convenient viewing experiences. Furthermore, key players in the market include streaming platforms, content providers, and telecommunications companies, each vying to capture a share of the rapidly evolving and competitive landscape. As technology advances and consumer preferences continue to change, the cloud TV market is expected to expand, offering innovative features, and shaping the future of television consumption. Moreover, cloud TV services often include features such as on-demand streaming, the ability to pause, rewind, or fast-forward content, and personalized recommendations based on user preferences. Popular examples of cloud TV services include streaming platforms such as Netflix, Hulu, Amazon Prime Video, and various live TV streaming services. The shift to cloud TV has been driven by the increasing availability of high-speed internet, the proliferation of connected devices, and the desire for more flexible and personalized viewing experiences.

The increasing adoption of high-speed internet globally has paved the way for seamless streaming, enabling users to access a vast array of content conveniently. As internet infrastructure continues to improve, more regions and demographics are gaining access to reliable broadband, expanding the potential user base for cloud TV services. Further, the proliferation of smart devices, such as smart TVs, smartphones, and tablets, has transformed how audiences consume content. This shift toward a more connected and digitally inclined consumer base has led to a surge in demand for flexible, on-the-go entertainment options

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

provided by cloud TV platforms. However, lack of high-speed network and concerns about piracy of digital content is expected to hamper the growth of the market. On the contrary, the shift toward digital transformation and the increasing prevalence of high-speed internet connectivity is expected to boost the market in coming years. Furthermore, the rising trend of on-the-go entertainment and the proliferation of connected devices is expected to create lucrative opportunities for the market to grow in upcoming years. Moreover, the continuous evolution of technology, including advancements in streaming quality, virtual reality integration, and interactive features, presents an opportunity for cloud TV platforms to enhance user engagement and satisfaction.

The cloud TV market is segmented into deployment type, device, application, and region. On the basis of deployment type, it is categorized into public cloud, private cloud, and hybrid cloud. On the basis of device, it is classified into STB, mobile phones, and connected TV. By application, the market is segregated into telecom, media & entertainment, consumer television, and others. On the basis of region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyzes the profiles of key players operating in the cloud TV such as Brightcove Inc., Amino Communications, Oracle, Kaltura Inc., Muvi, Amagi, Comcast Technology Solutions, dacast, MatrixStream Technologies, Inc., and MediaKind. These players have adopted various strategies to increase their market penetration and strengthen their position in the cloud TV industry.

Key Benefits for Stakeholders

- The study provides in-depth analysis of the global cloud TV along with the current & future trends to illustrate the imminent investment pockets.
- Information about key drivers, restrains, & opportunities and their impact analysis on the global cloud TV size are provided in the report.
- Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.
- The quantitative analysis of the global cloud TV from 2022 to 2032 is provided to determine the market potential.

Additional benefits you will get with this purchase are:

- Quarterly Update and* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
- Free Upcoming Version on the Purchase of Five and Enterprise User License.
- 16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)
- 15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)
- Free data Pack on the Five and Enterprise User License. (Excel version of the report)
- Free Updated report if the report is 6-12 months old or older.
- 24-hour priority response*
- Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Investment Opportunities
- Upcoming/New Entrant by Regions
- Market share analysis of players by products/segments
- Regulatory Guidelines
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Market share analysis of players at global/region/country level
- SWOT Analysis

Key Market Segments

By Deployment Type

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Public Cloud
- Private Cloud
- Hybrid Cloud
- By Device
- STB
- Mobile Phones
- Connected TV
- By Application
- Telecom
- Media and Entertainment
- Consumer Television
- Others
- By Region
- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Oracle
- Muvi
- MatrixStream Technologies, Inc.
- Mediakind
- Brightcove Inc.
- Amino Communications
- Amagi Media Labs
- Kaltura Inc.
- Dacast
- Comcast Technology Solutions

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
 - 3.3.1. Low bargaining power of suppliers
 - 3.3.2. Low threat of new entrants
 - 3.3.3. Low threat of substitutes
 - 3.3.4. Low intensity of rivalry
 - 3.3.5. Low bargaining power of buyers
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Growing adoption of smart devices
 - 3.4.1.2. Rise in demand for cloud streaming services
 - 3.4.1.3. Growing trend for over-the-top (OTT) services
 - 3.4.2. Restraints
 - 3.4.2.1. Lack of high-speed network
 - 3.4.2.2. Concerns about piracy of digital content
 - 3.4.3. Opportunities
 - 3.4.3.1. Rise in adoption of 5G

CHAPTER 4: CLOUD TV MARKET, BY DEPLOYMENT TYPE

- 4.1. Overview
 - 4.1.1. Market size and forecast
- 4.2. Public Cloud
 - 4.2.1. Key market trends, growth factors and opportunities
 - 4.2.2. Market size and forecast, by region
 - 4.2.3. Market share analysis by country
- 4.3. Private Cloud
 - 4.3.1. Key market trends, growth factors and opportunities
 - 4.3.2. Market size and forecast, by region
 - 4.3.3. Market share analysis by country
- 4.4. Hybrid Cloud
 - 4.4.1. Key market trends, growth factors and opportunities
 - 4.4.2. Market size and forecast, by region
 - 4.4.3. Market share analysis by country

CHAPTER 5: CLOUD TV MARKET, BY DEVICE

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 5.1. Overview
 - 5.1.1. Market size and forecast
- 5.2. STB
 - 5.2.1. Key market trends, growth factors and opportunities
 - 5.2.2. Market size and forecast, by region
 - 5.2.3. Market share analysis by country
- 5.3. Mobile Phones
 - 5.3.1. Key market trends, growth factors and opportunities
 - 5.3.2. Market size and forecast, by region
 - 5.3.3. Market share analysis by country
- 5.4. Connected TV
 - 5.4.1. Key market trends, growth factors and opportunities
 - 5.4.2. Market size and forecast, by region
 - 5.4.3. Market share analysis by country

CHAPTER 6: CLOUD TV MARKET, BY APPLICATION

- 6.1. Overview
 - 6.1.1. Market size and forecast
- 6.2. Telecom
 - 6.2.1. Key market trends, growth factors and opportunities
 - 6.2.2. Market size and forecast, by region
 - 6.2.3. Market share analysis by country
- 6.3. Media and Entertainment
 - 6.3.1. Key market trends, growth factors and opportunities
 - 6.3.2. Market size and forecast, by region
 - 6.3.3. Market share analysis by country
- 6.4. Consumer Television
 - 6.4.1. Key market trends, growth factors and opportunities
 - 6.4.2. Market size and forecast, by region
 - 6.4.3. Market share analysis by country
- 6.5. Others
 - 6.5.1. Key market trends, growth factors and opportunities
 - 6.5.2. Market size and forecast, by region
 - 6.5.3. Market share analysis by country

CHAPTER 7: CLOUD TV MARKET, BY REGION

- 7.1. Overview
 - 7.1.1. Market size and forecast By Region
- 7.2. North America
 - 7.2.1. Key market trends, growth factors and opportunities
 - 7.2.2. Market size and forecast, by Deployment Type
 - 7.2.3. Market size and forecast, by Device
 - 7.2.4. Market size and forecast, by Application
 - 7.2.5. Market size and forecast, by country
 - 7.2.5.1. U.S.
 - 7.2.5.1.1. Market size and forecast, by Deployment Type
 - 7.2.5.1.2. Market size and forecast, by Device
 - 7.2.5.1.3. Market size and forecast, by Application
 - 7.2.5.2. Canada

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 7.2.5.2.1. Market size and forecast, by Deployment Type
- 7.2.5.2.2. Market size and forecast, by Device
- 7.2.5.2.3. Market size and forecast, by Application
- 7.3. Europe
- 7.3.1. Key market trends, growth factors and opportunities
- 7.3.2. Market size and forecast, by Deployment Type
- 7.3.3. Market size and forecast, by Device
- 7.3.4. Market size and forecast, by Application
- 7.3.5. Market size and forecast, by country
- 7.3.5.1. UK
- 7.3.5.1.1. Market size and forecast, by Deployment Type
- 7.3.5.1.2. Market size and forecast, by Device
- 7.3.5.1.3. Market size and forecast, by Application
- 7.3.5.2. Germany
- 7.3.5.2.1. Market size and forecast, by Deployment Type
- 7.3.5.2.2. Market size and forecast, by Device
- 7.3.5.2.3. Market size and forecast, by Application
- 7.3.5.3. France
- 7.3.5.3.1. Market size and forecast, by Deployment Type
- 7.3.5.3.2. Market size and forecast, by Device
- 7.3.5.3.3. Market size and forecast, by Application
- 7.3.5.4. Italy
- 7.3.5.4.1. Market size and forecast, by Deployment Type
- 7.3.5.4.2. Market size and forecast, by Device
- 7.3.5.4.3. Market size and forecast, by Application
- 7.3.5.5. Spain
- 7.3.5.5.1. Market size and forecast, by Deployment Type
- 7.3.5.5.2. Market size and forecast, by Device
- 7.3.5.5.3. Market size and forecast, by Application
- 7.3.5.6. Rest of Europe
- 7.3.5.6.1. Market size and forecast, by Deployment Type
- 7.3.5.6.2. Market size and forecast, by Device
- 7.3.5.6.3. Market size and forecast, by Application
- 7.4. Asia-Pacific
- 7.4.1. Key market trends, growth factors and opportunities
- 7.4.2. Market size and forecast, by Deployment Type
- 7.4.3. Market size and forecast, by Device
- 7.4.4. Market size and forecast, by Application
- 7.4.5. Market size and forecast, by country
- 7.4.5.1. China
- 7.4.5.1.1. Market size and forecast, by Deployment Type
- 7.4.5.1.2. Market size and forecast, by Device
- 7.4.5.1.3. Market size and forecast, by Application
- 7.4.5.2. Japan
- 7.4.5.2.1. Market size and forecast, by Deployment Type
- 7.4.5.2.2. Market size and forecast, by Device
- 7.4.5.2.3. Market size and forecast, by Application

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 7.4.5.3. India
 - 7.4.5.3.1. Market size and forecast, by Deployment Type
 - 7.4.5.3.2. Market size and forecast, by Device
 - 7.4.5.3.3. Market size and forecast, by Application
- 7.4.5.4. Australia
 - 7.4.5.4.1. Market size and forecast, by Deployment Type
 - 7.4.5.4.2. Market size and forecast, by Device
 - 7.4.5.4.3. Market size and forecast, by Application
- 7.4.5.5. South Korea
 - 7.4.5.5.1. Market size and forecast, by Deployment Type
 - 7.4.5.5.2. Market size and forecast, by Device
 - 7.4.5.5.3. Market size and forecast, by Application
- 7.4.5.6. Rest of Asia-Pacific
 - 7.4.5.6.1. Market size and forecast, by Deployment Type
 - 7.4.5.6.2. Market size and forecast, by Device
 - 7.4.5.6.3. Market size and forecast, by Application
- 7.5. LAMEA
 - 7.5.1. Key market trends, growth factors and opportunities
 - 7.5.2. Market size and forecast, by Deployment Type
 - 7.5.3. Market size and forecast, by Device
 - 7.5.4. Market size and forecast, by Application
 - 7.5.5. Market size and forecast, by country
 - 7.5.5.1. Latin America
 - 7.5.5.1.1. Market size and forecast, by Deployment Type
 - 7.5.5.1.2. Market size and forecast, by Device
 - 7.5.5.1.3. Market size and forecast, by Application
 - 7.5.5.2. Middle East
 - 7.5.5.2.1. Market size and forecast, by Deployment Type
 - 7.5.5.2.2. Market size and forecast, by Device
 - 7.5.5.2.3. Market size and forecast, by Application
 - 7.5.5.3. Africa
 - 7.5.5.3.1. Market size and forecast, by Deployment Type
 - 7.5.5.3.2. Market size and forecast, by Device
 - 7.5.5.3.3. Market size and forecast, by Application

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top winning strategies
- 8.3. Product mapping of top 10 player
- 8.4. Competitive dashboard
- 8.5. Competitive heatmap
- 8.6. Top player positioning, 2022

CHAPTER 9: COMPANY PROFILES

- 9.1. Brightcove Inc.
 - 9.1.1. Company overview
 - 9.1.2. Key executives
 - 9.1.3. Company snapshot
 - 9.1.4. Operating business segments

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 9.1.5. Product portfolio
- 9.1.6. Business performance
- 9.1.7. Key strategic moves and developments
- 9.2. Amino Communications
 - 9.2.1. Company overview
 - 9.2.2. Key executives
 - 9.2.3. Company snapshot
 - 9.2.4. Operating business segments
 - 9.2.5. Product portfolio
 - 9.2.6. Key strategic moves and developments
- 9.3. Oracle
 - 9.3.1. Company overview
 - 9.3.2. Key executives
 - 9.3.3. Company snapshot
 - 9.3.4. Operating business segments
 - 9.3.5. Product portfolio
 - 9.3.6. Business performance
 - 9.3.7. Key strategic moves and developments
- 9.4. Kaltura Inc.
 - 9.4.1. Company overview
 - 9.4.2. Key executives
 - 9.4.3. Company snapshot
 - 9.4.4. Operating business segments
 - 9.4.5. Product portfolio
 - 9.4.6. Business performance
 - 9.4.7. Key strategic moves and developments
- 9.5. Muvi
 - 9.5.1. Company overview
 - 9.5.2. Key executives
 - 9.5.3. Company snapshot
 - 9.5.4. Operating business segments
 - 9.5.5. Product portfolio
- 9.6. Amagi Media Labs
 - 9.6.1. Company overview
 - 9.6.2. Key executives
 - 9.6.3. Company snapshot
 - 9.6.4. Operating business segments
 - 9.6.5. Product portfolio
 - 9.6.6. Key strategic moves and developments
- 9.7. Comcast Technology Solutions
 - 9.7.1. Company overview
 - 9.7.2. Key executives
 - 9.7.3. Company snapshot
 - 9.7.4. Operating business segments
 - 9.7.5. Product portfolio
 - 9.7.6. Key strategic moves and developments
- 9.8. Dacast

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 9.8.1. Company overview
- 9.8.2. Key executives
- 9.8.3. Company snapshot
- 9.8.4. Operating business segments
- 9.8.5. Product portfolio
- 9.9. MatrixStream Technologies, Inc.
 - 9.9.1. Company overview
 - 9.9.2. Key executives
 - 9.9.3. Company snapshot
 - 9.9.4. Operating business segments
 - 9.9.5. Product portfolio
- 9.10. Mediakind
 - 9.10.1. Company overview
 - 9.10.2. Key executives
 - 9.10.3. Company snapshot
 - 9.10.4. Operating business segments
 - 9.10.5. Product portfolio
 - 9.10.6. Key strategic moves and developments

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Cloud TV Market By Deployment Type (Public Cloud, Private Cloud, Hybrid Cloud), By Device (STB, Mobile Phones, Connected TV), By Application (Telecom, Media and Entertainment, Consumer Television, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-12-01 | 280 pages | Allied Market Research

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
	Cloud Access License	\$3110.40
	Business User License	\$5157.00
	Enterprise License	\$8640.00
		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"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Date

2025-06-24

Signature



Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com