

Broadcast Equipment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Technology (Analog Broadcasting, Digital Broadcasting), By Product (Dish Antennas, Switchers, Video Servers, Encoders, Transmitters and Repeaters), By Region & Competition, 2021-2031F

Market Report | 2026-01-05 | 185 pages | TechSci Research

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Report description:

Market Overview

The Global Broadcast Equipment Market will grow from USD 7.45 Billion in 2025 to USD 10.67 Billion by 2031 at a 6.17% CAGR. The Global Broadcast Equipment Market comprises specialized hardware and software utilized for the acquisition, production, and delivery of audio-visual content, including professional cameras, switchers, encoders, and transmission servers.

Key Market Drivers

Accelerated Transition to IP-Based and Cloud-Native Workflows is fundamentally reshaping the Global Broadcast Equipment Market as broadcasters replace legacy SDI infrastructure with flexible, software-defined networks. This migration allows media organizations to scale operations efficiently and support remote production models that demand robust internet transport protocols. The industry's commitment to this technological overhaul is highlighted by the widespread adoption of the Secure Reliable Transport (SRT) protocol, which is critical for low-latency IP transmission.

Key Market Challenges

The substantial capital expenditure required to implement advanced technologies significantly impedes the Global Broadcast Equipment Market, particularly amidst ongoing economic volatility. Broadcasters are increasingly hesitant to retire legacy systems in favor of modern IP-based infrastructures due to the immense upfront costs involved. This financial caution results in the prolonged utilization of aging hardware and the creation of complex hybrid environments, which, while cost-effective in the short term, stifle the adoption rate of next-generation equipment and limit the revenue potential for manufacturers of new hardware.

Key Market Trends

The Integration of Artificial Intelligence for Automated Media Asset Management is rapidly becoming a critical investment area,

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moving beyond experimental phases into core operational workflows. Broadcasters are deploying AI-driven algorithms to automate the tagging and retrieval of vast video archives, significantly reducing the manual labor required for metadata entry. This technology enhances monetization by allowing rapid identification of specific content for licensing, effectively unlocking the value of dormant assets.

Key Market Players

- Sony Corporation
- Cisco Systems, Inc.
- Grass Valley USA, LLC
- Harmonic Inc.
- Evertz Microsystems Ltd.
- Imagine Communications Corp.
- Blackmagic Design Pty. Ltd.
- Snell Advanced Media Ltd.
- Ross Video Ltd.
- Avid Technology, Inc.

Report Scope:

In this report, the Global Broadcast Equipment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Broadcast Equipment Market, By Technology:

- o Analog Broadcasting
- o Digital Broadcasting

- Broadcast Equipment Market, By Product:

- o Dish Antennas
- o Switchers
- o Video Servers
- o Encoders
- o Transmitters and Repeaters

- Broadcast Equipment Market, By Region:

- o North America
 - United States
 - Canada
 - Mexico
- o Europe
 - France
 - United Kingdom
 - Italy
 - Germany
 - Spain
- o Asia Pacific
 - China
 - India
 - Japan
 - Australia
 - South Korea
- o South America
 - Brazil
 - Argentina

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- Colombia
- o□Middle East & Africa
- South Africa
- Saudi Arabia
- UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Broadcast Equipment Market.

Available Customizations:

Global Broadcast Equipment Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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