

# Global Video on Demand (VoD) Market Forecasted to be worth US\$ 357.27 Bn by 2020

*The video on demand market will be fuelled by proliferation of connected devices and increase in internet penetration, according to Future Market Insights*

VALLEY COTTAGE, NEW YORK, UNITED STATES, June 25, 2015 /EINPresswire.com/ -- The global video on demand market is anticipated to reach a valuation of US\$ 357.27 Bn by 2020, according to a research report by Future Market Insights. The report titled, "Video on Demand (VoD) Market: Global Industry Analysis and Opportunity Assessment 2015-2020," forecasts the video on demand market to expand at a CAGR of 8.1% during the forecast period 2015-2020.



Changing consumer preferences towards on-demand entertainment, proliferation of internet, and increase in the number of connected devices is anticipated to fuel the VoD market during the forecast period.

"Consumers want to watch their favourite content at their chosen time instead of waiting for the broadcaster or cable company to air it. They have the option of accessing content even when they are on the go, thanks to smartphone and internet penetration," said Future Market Insights' consultant Vineet Kumar.

## Pay TV Accounts for 90% Share of Video on Demand Market

Future Market Insights has segmented the global video on demand market into pay TV services, transactional based services, and subscription based services. Demand for pay TV services is robust in the video on demand market, with the segment accounting for 90% share of the market in 2014.

Browse Full "Video On Demand (VoD) Market: Global Industry Analysis and Opportunity Assessment 2014 - 2020" Report at <http://www.futuremarketinsights.com/reports/details/video-on-demand-market>

Transactional based services accounted for 1.9% share of the global video on demand market in 2014. FMI estimates this segment to witness an increase of 190 BPS by 2020, and account for 3.8% market share of the overall VoD market. Subscription based services segment, on the other hand, is anticipated to expand at a CAGR of 15.8% during the forecast period.

FMI has segmented the dominant pay TV segment into satellite TV, internet protocol (IP) TV, digital cable TV, and analog cable TV. Satellite TV accounted for a 40% share of the pay TV market in 2014, however, FMI estimates digital cable TV to be the dominant segment in 2020. Among all the sub-segments, FMI estimates internet protocol (IP) TV to witness the highest compound annual growth rate (CAGR).

## North America and Europe Most Lucrative Regions for Video on Demand Market

On the basis of regions, FMI has segmented the global video on demand market into seven key regions, including North America, Latin America, Asia Pacific excluding Japan (APEJ), Western Europe, Eastern Europe, and Middle East and Africa (MEA).

FMI's analysis revealed that North America and Europe are the most lucrative regions for the global video on demand market. These two regions collectively accounted for nearly 60% of the total video on demand market in 2014.

For more insights on the Video on Demand Market, you can request a sample at <http://www.futuremarketinsights.com/reports/sample/rep-gb-303>

Asia Pacific excluding Japan (APEJ) is anticipated to witness high growth rate during the forecast period, owing to surge in broadband penetration in the region. Some of the American TV shows are immensely popular in APEJ, but as not all of them are aired by the cable companies, consumers rely on video on demand services to watch them. This trend is also anticipated to boost the video on demand market in the APEJ region during the forecast period.

Key players in the global video on demand market include Motorola Solutions Inc., Netflix Inc., Accenture plc, ZTE Corporation, Amazon.com Inc., Alcatel-Lucent, Cisco Systems Inc., Sky Plc, SeaChange International, Inc., and Vubiquity, Inc. These key players are focusing on mergers and acquisitions (M&A) and partnerships to consolidate their position in this competitive market.

### Related Report:

#### Consumer Electronics Market Forecasted to be worth US\$ 2,976.1 Bn by 2020

"Global consumer electronics market growth is mainly driven by increasing disposable income, expanding urban population, growing internet penetration and availability of strong distribution network. Moreover, increasing adoption of smartphones in the Asia Pacific region, especially in the populous countries of China and India is supporting the growth of global consumer electronics market," said an analyst at Future Market Insights.

For more insights: <http://www.futuremarketinsights.com/reports/details/consumer-electronics-market>

### About Us

Future Market Insights (FMI) is a leading market intelligence and consulting firm. We deliver syndicated research reports, custom research reports and consulting services which are personalized in nature. FMI delivers a complete packaged solution, which combines current market intelligence, statistical anecdotes, technology inputs, valuable growth insights and an aerial view of the competitive framework and future market trends.

Our research services cover global as well as regional emerging markets such as GCC, ASEAN and BRICS. Our offerings cover a broad spectrum of industries including Chemicals, Materials, Energy, Technology, Healthcare and Retail. FMI's operating model blends cross-disciplinary research experience to deploy in-depth, insightful and actionable research.

### Contact

Ms Christina Johnsan

3rd Floor,  
207 Regent Street,  
London - W1B 3HH  
United Kingdom  
T: + 44 (0) 20 7692 8790  
D: +44 (0) 20 3287 4268  
USA Tel: +1-347-918-3531  
Email: [sales@futuremarketinsights.com](mailto:sales@futuremarketinsights.com)  
Website: [www.futuremarketinsights.com](http://www.futuremarketinsights.com)

Christina Johnsan  
Future Market Insights  
13479183531  
[email us here](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.  
© 1995-2015 IPD Group, Inc. All Right Reserved.