

Global Cloud TV Market 2016 Share, Trend, Segmentation and Forecast to 2020

*Cloud TV Market to Grow at a 9.89% CAGR
Forecast to 2020*

PUNE, INDIA, July 12, 2016 /EINPresswire.com/ -- The [Cloud TV](#) market is poised to grow at a CAGR of 9.89% during the forecast period 2014 to 2020. Cloud TV has the capability of being deployed Over-the-Top (OTT) to the clients, in which there is no contribution of multiple system operators. The software platform can be installed on tablets, smartphones, television sets, media boxes and others. The content is streamed through set-top boxes making use of IP connectivity by combining the content on TV and web into a single stream. It eliminates the role of service providers and provides high definition picture quality. The set-top boxes of the Cloud TV have the capability of video streaming solutions like YouTube in high definition along with internet browsing, social networking, online gaming and hosting video conferences.

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The adoption of smart devices such as smartphones, tablets and smart TV is the major driving factor for the growth of worldwide Cloud TV market. Moreover, increased demand for rich graphics, high definition content, increased number of connected devices, demand for 3D content in broadcasting and flexibility of content viewing are fuelling the growth of cloud TV market. At the same time, the Cloud TV market is influenced by challenges such as distribution regulations in the market, over-hyping the influence of the cloud, lack of high speed network bandwidth and security of the internet networks.

The Global Cloud TV Market is segmented on the basis of Deployment (Public Cloud, Private Cloud, and Hybrid Cloud), Service (SaaS, IaaS, and PaaS), Applications (Telecom, Entertainment and Media, Information Technology, Consumer Television and Others) and Geography (North America, Europe, Asia Pacific and Rest of World).

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This report describes a detailed study of the Porter's five forces analysis of the market. All the five major factors in these markets have been quantified using the internal key parameters governing



each of them. It also covers the market landscape of these players which includes the key growth strategies, geographical footprint, and competition analysis.

The report also considers key trends that will impact the industry and profiles of leading suppliers of Cloud TV Market. Some of the top companies mentioned in the report are Active Video, Phoenix TV, Ziggo, PCCW, T Lab, Time Warner Oceanic, Charter Communications, Cablevision System, Liberty Global, Blinkbox, Comcast, Viaplay, Telia Sonera, Tele2, Conax Verimatrix, Sofia Digital, VisualOn, MTV Group and SoccerHubb.

What the report offers

Market Definition for Global Cloud TV Market along with identification of key drivers and restraints for the market.

Market analysis for the Global Cloud TV Market with region specific assessments and competition analysis on a global and regional scale.

Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

Identification and analysis of the Macro and Micro factors that affect the Global Cloud TV Market on both global and regional scale.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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