



China Video Streaming 2016 Global Market Expected to Grow at CAGR of 29.74% and Forecast to 2020

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China has the largest broadband user base in the world, with the majority of users accessing the internet through mobile devices. Despite high broadband penetration, China has one of the slowest broadband speeds globally. This trend is expected to change, following the network architecture improvements such as the completion of the two-year project to increase the number of nationwide internet traffic hubs from three to ten. DSL was the initial driving force for the growth of fixed broadband in China, which was followed later by Ethernet passive optical network (EPON) fiber and gigabit passive optical network (GPON) fiber.

China will be investing an estimated \$22 billion by 2020 to expand broadband internet to remote and underserved parts of the country. More than 20 million households will gain better internet services as part of the plan. The plan covers 98% the country's villages and includes 50,000 villages that currently do not have access to broadband.

The analysts forecast the [video streaming](#) market in China to grow at a CAGR of 29.74% during the period 2016-2020

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Covered in this report

The report covers the present scenario and the growth prospects of the video streaming market in China for 2016-2020. To calculate the market size, the report considers revenue generated from advertisements, copyright distribution, value-added services, and others.

The report, Video Streaming Market in China 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Cntv.cn
- iQIYI
- Kankan
- PPTV
- Sohu

- Tencent
- Youku Tudou

Other prominent vendors

- 360 Kan
- 56.com
- Baidu Video
- M1905
- pps.tv
- V.qq
- Video Sina

Market driver

- Demand for affordable entertainment
- For a full, detailed list, view our report

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Market challenge

- Government restrictions
- For a full, detailed list, view our report

Market trend

- Ban on international television series
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

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Contact Us:

NORAH TRENT

Partner Relations & Marketing Manager

sales@wiseguyreports.com

www.wiseguyreports.com

Ph: +1-646-845-9349 (US)

Ph: +44 208 133 9349 (UK)

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

16468459349

email us here

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