

OTT Devices and Services Market Trends and Industry Forecast 2016 - 2020

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OTT or over-the-top refers to a medium used for delivering diverse media content using the Internet. It is different from video-on-demand where the users need not subscribe to the traditional satellite or cable service such as Comcast and Time Warner Cable. The popularity of OTT services is indirectly affecting the cable companies that prefer to bundle the channel packages and deliver them to the subscribers. It is further affecting their business models where the popular channels are bundled with the less popular channels and are sold at a premium price.

Research analysts forecast the global OTT devices and services market to grow at a CAGR of 20.6% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global OTT devices and services market for 2016-2020. To calculate the market size, the report considers the sales of OTT services globally.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

Global OTT Devices and Services Market 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

- Amazon
- Apple
- Facebook
- Hulu
- Netflix

Other prominent vendors

- Akamai Technologies
- Activevideo
- CinemaNow
- Google
- Indieflix
- Nimbuzz

- Popcornflix
- Roku

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