

Over the Top Global Market Expected To Reach \$85.87 Billion With 17.6% CAGR Forecast To 2022

Over the Top Market Global Key Players Are Akamai Technologies, Apple, Inc., Facebook, Inc., Google, Inc., Limelight Networks, Netflix and Yahoo Inc.

PUNE , MAHARASHTRA, INDIA, June 14, 2017 /EINPresswire.com/ -- [Over the Top](#) Industry

Description

According to Statistics MRC, the Global OTT Market accounted for \$27.51 billion in 2015 and is expected to reach \$85.87 billion by 2022 growing at a CAGR of 17.6% from 2015 to 2022. Prospective growth in content demand, rising need for compliance and verification, wide accessibility of broadband infrastructure and customization of technology are some of the key factors fueling Over The Top (OTT) market growth. Moreover, ease of broadband technology is supporting the growth of over the top (OTT). The benefit of using over the top (OTT) service is that it is less costly when compared to other established modes.

On-premise segment commanded the market but cloud-based over the top (OTT) is projected to exceed the former owing to the increased adoption rate of cloud technologies. North America is the significant market for OTT due to the presence of better connectivity in countries such as U.S. and Canada. Moreover, owing to this improved broadband connectivity across the globe, other devices such as smart TVs, STBs, and gaming consoles can also be used for the provision of over the top (OTT) services. APAC is anticipated to grow at faster pace owing to increasing connectivity of broadband across regions and demand across large scale organisations.

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Some of the key players in the market are Akamai Technologies, Apple, Inc., Facebook, Inc., Google, Inc., Limelight Networks, Inc., Microsoft Corporation, Netflix, Tencent Holdings Ltd., Yahoo Inc., Nimbuzz, Activevideo, Brightcove, Flixfling, Hulu and Roku.

Revenue model Covered

- Advertisement
- Procurement
- Rental
- Subscription

Platforms Covered

- Smart Devices
- Set Top Box
- Laptops, Desktops and Tablets

- Gaming Consoles

Content Type Covered

- Voice Over Ip
- Text and Image
- Video

Deployment Model Covered

- On-Premises
- Cloud

Service Type Covered

- Training and Support
- Managed Services
- Installation and Maintenance
- Consulting

User Types Covered

- Small Office and House Office (SOHO)
- Large Enterprise
- Small and Medium Enterprise (SME)

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Industries Covered

- BFSI
- Retail
- Media and Entertainment
 - o Digital Marketing
 - o Filmed Entertainment
- IT and Telecom
- Healthcare
- Government
- Education
- Other Industries

Regions Covered:

- North America
 - o US
 - o Canada
 - o Mexico
- Europe
 - o Germany
 - o France
 - o Italy
 - o UK
 - o Spain
 - o Rest of Europe
- Asia Pacific
 - o Japan
 - o China

- o India
- o Australia
- o New Zealand
- o Rest of Asia Pacific
- Rest of the World
- o Middle East
- o Brazil
- o Argentina
- o South Africa
- o Egypt

What our report offers:

- Market share assessments for the regional and country level segments
- Market share analysis of the top industry players
- Strategic recommendations for the new entrants
- Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

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