Smartphone TV Market Research, Industry Size, Competitor Strategy, Trends, Forecast to 2023

Smartphone TV Market, By Usage (Fixed, Nomadic, Mobile), Service (Free-to-Air, Pay TV) and Region - Forecast 2023

Market Research Future

PUNE, MAHARASHTRA, INDIA, July 18, 2017 /EINPresswire.com/ -- Market Highlights
In this rapidly changing world of technology, Smartphone TV Market is projected to show major growth prospects during the forecast period. The continuous developments and increasing technological advancements are major factors leading to rapid adoption of smartphone TV services.

The global smartphone TV as a service market, by geography, has been segmented into North America, Europe, Asia Pacific and Others. In the global smartphone TV market, Asia Pacific has been the leading revenue generator in the global smartphone TV market and is leading the smartphone TV market. Moreover, Asia Pacific region is also expected to grow at the highest CAGR during the forecast period owing to the increasing penetration of smartphones and increasing investments in the smartphone TV market. Within Asia Pacific, smartphone TV market is projected to contribute faster to the growth of revenue backed by increasing number of smartphone users in countries such as Japan, China and India.

Smartphone TV market Players:
• AT&T, Inc. (U.S.)
• Comcast Corporation (U.S.)
• MobiTV, Inc. (U.S.)
• Sky PLC (U.K.)
• Charter Communications (U.S.)
• Verizon Communications, Inc. (U.S.)
• Bell Canada (Canada)
• Orange S.A. (France)
• Bharti Airtel Limited (India)
• Consolidated Communications, Inc. (U.S.)

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Smartphone TV Market Segmentation
The smartphone TV market has been segmented on the basis of usage and service. The pay TV services accounted for more than half of the total market of smartphone TV market. This is owing to the rising availability of high-speed data services such as 3G, 4G, and 5G.

Market Research Analysis:
As compared to other regions, the smartphone TV market in North America is expected to witness significant growth. North America is expected to hold the third largest market share of the smartphone TV market during the forecast period. U.S and Canada are anticipated to drive the growth of smartphone TV market. This is owing to the developed economies in that region. In addition to this, the region also has a well-established infrastructure and allows high penetration of smartphones.

Across Europe, countries including Germany, France and the U.K. are anticipated to drive the growth of smartphone TV market. In Europe, the presence of advanced infrastructure and with the increasing adoption of technology and technological advancements in numerous countries is driving the market growth of smartphone TV market. Early adoption of emerging and advanced technologies and increased business needs are other major factors driving the growth of smartphone TV market.

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Intended Audience
- Technology investors
- Integrated device manufacturers (IDMs)
- Original equipment manufacturers (OEMs)
- Research/Consultancy firms
- Smartphone manufacturers
- Video content providers

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