

# Rising Adoption of Smart Devices to Foster the Growth of Asia-Pacific Broadcasting Equipment Market in Future

*Rising Adoption of Smart Devices to Foster the Growth of Asia-Pacific Broadcasting Equipment Market in Future, According to Research Nester.*

BROOKLYN, 11230, UNITED STATES, October 28, 2017 /EINPresswire.com/ -- Asia-Pacific broadcasting equipment market is segmented into system types such as traditional TV broadcast systems, traditional radio broadcast systems, IP converged broadcast systems, asset management systems and others. Among these segments, traditional TV broadcast systems segment is expected to dominate the overall broadcasting equipment market during the forecast period. Moreover, this segment was held at a valuation of USD 1,105.3 Million in 2015. High adoption of TV in the region is expected to drive the growth of broadcasting equipment in Asia-Pacific.

Asia-Pacific broadcasting equipment market is expected to register a CAGR of 8.4% over the forecast period. Moreover, the Asia-Pacific broadcasting equipment market was valued at USD 2,565.2 Million in 2015. Rapid digitization in the region is expected to drive the growth of broadcasting equipment market. Additionally, increasing penetration of smartphones and computers in the region is anticipated to impel the growth of Asia Pacific broadcasting equipment market.

The IP converged broadcast systems by system types grabbed USD 451.9 Million in 2015. Moreover, this segment is projected to witness highest CAGR over the forecast period. Increasing utilization of IP networks for content delivery by broadcasters is expected to intensify the growth of IP converged broadcast systems segment. Moreover, IP converged broadcast systems allows the broadcaster to broadcast real time contents. This factor is also envisioned to bolster the growth of the broadcasting equipment market.

## Increasing Penetration of Smart Devices and Gadgets

Increasing sale of smart devices such as smartphones, tablets and computer is expected to accelerate the growth of Asia Pacific broadcasting equipment market during the forecast period. Further, factors such as rising disposable income are expected to increase the sale of smart gadgets in the next few years. This factor is expected to accelerate the growth of broadcasting equipment market.

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Asia-Pacific Broadcasting Equipment Market

## Enhanced Network Infrastructure

Continuous advancement in IT services and better network infrastructure is increasing the popularity of over the top content broadcasters such as Netflix, Amazon Prime, YouTube and others. Moreover, increasing number of digital channels and HD channels are anticipated to impel the growth of broadcasting equipment market in Asia-Pacific.

Although, slow adoption rate in government institutions, low penetration rate of electricity in undeveloped nations and availability of sub-standardized substitutes are some of the major factors that are likely to hamper the growth of the Asia Pacific broadcasting equipment market in the near future.

The report titled "Asia-Pacific Broadcasting Equipment Market Analysis & Opportunity Outlook 2023" delivers detailed overview of the Asia-Pacific broadcasting equipment market in terms of market segmentation by system type, by product type, by end user and by region.

Further, for the in-depth analysis, the report encompasses the industry growth drivers, restraints, supply and demand risk, market attractiveness, BPS analysis and Porter's five force model.

This report also provides the existing competitive scenario of some of the key players of the Asia-Pacific broadcasting equipment market which includes company profiling of Media Excel Inc., ChyronHego Corporation, TVU Networks Corporation, XOR Media Inc., ORACLE Corporation, Unlimi-Tech Software Inc., Mediaware International Pty Ltd, FOR-A Company, Grass Valley and Cisco Systems, Inc. The profiling enfoldes key information of the companies which encompasses business overview, products and services, key financials and recent news and developments. On the whole, the report depicts detailed overview of the Asia-Pacific broadcasting equipment market that will help industry consultants, equipment manufacturers, existing players searching for expansion opportunities, new players searching possibilities and other stakeholders to align their market centric strategies according to the ongoing and expected trends in the future.

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