

OTT Devices and Services Market 2017 Global Share, Trend, Segmentation and Forecast to 2021

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

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/EINPresswire.com/ --

Global [OTT Devices and Services Market](#)

Description

WiseGuyReports.Com adds" Global OTT Devices and Services Market 2016-2020 "Research To Its Database.

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.

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.

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

- Americas



- APAC
- EMEA

The 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

Market driver

- High demand for time-shifted TV
- For a full, detailed list, view our report

Market challenge

- Low scope of customer retention
- For a full, detailed list, view our report

Market trend

- Emergence of video streaming devices
- 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?

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Table of Contents -Major Key Points

PART 01: Executive summary

- Highlights

PART 02: Scope of the report

- Market overview
- Base year and forecast period
- Vendor segmentation

PART 03: Market research methodology

- Research methodology
- Economic indicators

PART 04: Introduction

- Key market highlights

PART 05: Market landscape

- Market overview
- Global OTT devices and services market
- Five forces analysis

PART 06: Market segmentation by revenue model

- Global OTT devices and services market by revenue model
- Global OTT devices and services market by AVOD model
- Global OTT devices and services market by SVOD model
- Global OTT devices and services market by TVOD model
- OTT market attractiveness by revenue model
- Segment comparison analysis

PART 07: Market segmentation by type

- Global OTT devices and services market by type
- Global OTT devices and services market by videos
- Global OTT devices and services market by VoIP
- Global OTT devices and services market by text and images
- OTT market attractiveness by type
- Segment comparison analysis

PART 08: Geographical segmentation

- Global OTT devices and services market by geography
- OTT devices and services market in Americas
- OTT devices and services market in EMEA
- OTT devices and services market in APAC
- OTT market attractiveness by geography
- Segment comparison analysis

PART 09: Key leading countries

- Key leading countries in global OTT devices and services market

PART 10: Market drivers

- Increased time spent on OTT
- Growing production of in-house web series

- Increasing use of OTT on mobile devices
- High demand for time-shifted TV

PART 11: Impact of drivers

PART 12: Market challenges

- High popularity of free online video streaming
- Low scope of customer retention
- Reluctance of customers to spend on OTT services
- Less number of long-term subscriptions

PART 13: Impact of drivers and challenges

PART 14: Market trends

- Emergence of video streaming devices
- Increased adoption of RTB
- Increased use of multiple DRMs in web browsers

PART 15: Vendor landscape

- Competitive scenario
- Amazon
- Apple
- Facebook
- Hulu
- Netflix
- Other prominent vendors

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