



Digital Video Content Market Estimate to Grow at CAGR of 25.7% by 2025: Technological Advancements, Global Innovations

The report takes a close and analytical look at the various companies that strive for a higher share of the global Digital Video Content market.

PUNE, MAHARASHTRA, INDIA, April 18, 2018 /EINPresswire.com/ -- Our analysts forecast the Global [Digital Video Content](#) Market to grow at a CAGR of 25.7% over the period 2018-2025.

The global digital video content market was valued at \$38.71 billion in 2017 and it is expected to grow at a CAGR of 25.7% during the forecast period to reach \$121.47 billion by 2025. Till 2009, digital video content market was limited to content on YouTube, video ads on Facebook, and promotional videos on company websites. Since then, digital video content market has grown exponentially.

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Factors such as an increase in high-speed broadband and mobile networks (3G and 4G) coupled with the ever-increasing usage of electronic devices will positively contribute to the market growth in this region during the forecast period. Moreover, as the region has half of the world's mobile connections, the digital video content services through mobile devices will witness huge surge in the coming years. The market is highly competitive with the presence of many large vendors who compete on the basis of service differentiation, portfolio, and pricing. Vendors in the market are adopting aggressive marketing strategies to keep pace with the rapid technological advancements and frequent changes in consumer preference. Additionally, vendors are offering bundled services such as on-demand content, data/video/voice services, and multi-screen delivery to sustain the competitive environment in the market.

Key Players Profiled in this Report are:

Amazon.com, Comcast, DIRECTV, YouTube, Hulu, Netflix, Apple, AT&T, Blinkbox, British Telecom, CinemaNow, Cox Communications, Crackle, Deutsche Telekom, DirecTV, Google, Indieflix, Popcornflix, Rovi, SnagFilms, Time Warner, Verizon, Vudu, Youtube.

Regions Covered:

United States, North America, China, Europe, Japan, Southeast Asia and India.

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After studying key companies, the report focuses on the startups contributing towards the growth of the market. Possible mergers and acquisitions among the startups and key organizations are identified by the report's authors in the study. Most companies in the Digital Video Content market are currently engaged in adopting new technologies, strategies, product developments, expansions, and long-term contracts to maintain their dominance in this global market.

The cost analysis of the Global Digital Video Content market has been performed while keeping in

view manufacturing expenses, labor cost, and raw materials and their market concentration rate, suppliers, and price trend. Other factors such as industrial chain, downstream buyers, and sourcing strategy have been assessed to provide a complete and in-depth view of the market. Buyers of the report will also be exposed to a study on market positioning with factors such as target client, brand strategy, and price strategy taken into consideration.

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The report also looks into influential external factors likely to affect the development of the Digital Video Content market in the coming years. These include the technological framework of the industry and likely advances expected in the coming years, consumer preference patterns, economic environment, and the demand for alternative technologies and devices. The report presents studied 2018-2025 forecasts for this market.

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