



Online Video Platforms Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2018-2025

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Executive Summary

Global Online video platforms Market valued approximately USD XXX billion in 2016 is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2017-2025. Key factors which gives growth to the Online video platforms market are demand for online advertising among the organizations. Over past few years, organizations have increased their expenditure on online video advertisement to attract consumers, which fuels the market growth. Furthermore, growth in demand and penetration of mobile devices drive the demand for online advertisement. However, presence of open-source platform is expected to hinder the growth of the market. Increase in internet penetration in emerging economies such as India, Brazil, Russia, and South Africa is expected to offer ample growth opportunities for the market.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By End user:

Media & entertainment

E-learnings

Others

By Application:

Video sharing

Commercial video platform

Others

By Type:

Video analytics

Video hosting

Video content management

Mobile video
Live streaming
Others
By Regions:

North America
S.
Canada
Europe
UK
Germany
Asia Pacific
China
India
Japan
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015
Base year – 2016
Forecast period – 2017 to 2025

Some of the key manufacturers involved in the market ooyala Inc., mediamelon Inc., akamai technologies, kaltura Inc., panopto, brightcovo Inc., frame IO Inc., limelights networks, ensemble video, amobee. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and continuous technological innovations are the key strategies adopted by the major players.

Target Audience of the Global Online video platforms Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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Table of Contents

Chapter 1. Global Online video platforms Market Definition and Scope
1.1. Research Objective
1.2. Market Definition
1.3. Scope of The Study
1.4. Years Considered for The Study

- 1.5. Currency Conversion Rates
- 1.6. Report Limitation

Chapter 2. Research Methodology

- 2.1. Research Process
 - 2.1.1. Data Mining
 - 2.1.2. Analysis
 - 2.1.3. Market Estimation
 - 2.1.4. Validation
 - 2.1.5. Publishing
- 2.2. Research Assumption

Chapter 3. Executive Summary

- 3.1. Global & Segmental Market Estimates & Forecasts, 2015-2025 (USD Billion)
- 3.2. Key Trends

Chapter 4. Global Online video platforms Market Dynamics

- 4.1. Growth Prospects
 - 4.1.1. Drivers
 - 4.1.2. Restraints
 - 4.1.3. Opportunities
- 4.2. Industry Analysis
 - 4.2.1. Porter's 5 Force Model
 - 4.2.2. PEST Analysis
 - 4.2.3. Value Chain Analysis
- 4.3. Analyst Recommendation & Conclusion

Chapter 5. Global Online video platforms Market, By End user

- 5.1. Market Snapshot
- 5.2. Market Performance - Potential Model
- 5.3. Global Online video platforms Market, Sub Segment Analysis
 - 5.3.1. Media & entertainment
 - 5.3.1.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 5.3.1.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 5.3.2. E-learnings
 - 5.3.2.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 5.3.2.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)
 - 5.3.3. Others
 - 5.3.3.1. Market estimates & forecasts, 2015-2025 (USD Billion)
 - 5.3.3.2. Regional breakdown estimates & forecasts, 2015-2025 (USD Billion)

Chapter 6. Global Online video platforms Market, By Application

Chapter 7. Global Online video platforms Market, By Type

Chapter 8. Global Online video platforms Market, by Regional Analysis

Chapter 9. Competitive Intelligence

- 9.1. Company Market Share (Subject to Data Availability)
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Ooyala Inc.

- 9.3.1.1. Overview
- 9.3.1.2. Financial (Subject to Data Availability)
- 9.3.1.3. Product Summary
- 9.3.1.4. Recent Developments
- 9.3.2. Mediamelon Inc.
- 9.3.3. Akamai technologies
- 9.3.4. Kaltura Inc.
- 9.3.5. panopto
- 9.3.6. brightcovo Inc.
- 9.3.7. Frame IO Inc.
- 9.3.8. Limelights networks
- 9.3.9. Ensemble video
- 9.3.10. Amobee

Continuous...

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