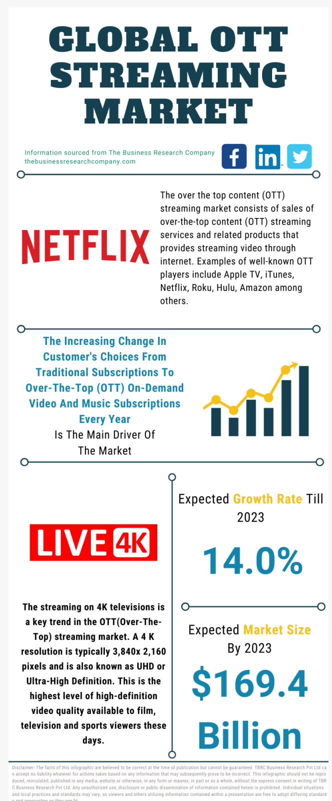
Global OTT Streaming Market Trends, Strategies, And Opportunities In The OTT Streaming Market 2021-2030

The Business Research Company's OTT Streaming Global Market Report 2021: COVID-19 Growth And Change

OTT Streaming Global Market Report 2021: COVID-19 Growth And Change



OTT Streaming Global Market Report

LONDON, GREATER LONDON, UK, September 3, 2021 /EINPresswire.com/ -- According to the new market research report 'OTT Streaming Global Market Report 2021 - COVID-19 Growth And Change' published by The Business Research Company, the global [OTT streaming market](#) is expected grow from $121.11 billion in 2020 to $141.17 billion in 2021 at a compound annual growth rate (CAGR) of 16.6%. The growth is mainly due to the companies resuming their operations and adapting to the new normal while recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The market is expected to reach $257.37 billion in 2025 at a CAGR of 16%. The increasing change in customers' social behavior, which is shifting from traditional subscriptions to broadcasting services and to over-the-top (OTT) on-demand video and music subscriptions every year, the over-the-top streaming market in the forecast period is expected to grow at a very fast pace.

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The over-the-top content streaming market consists of sales of OTT content streaming services and related products that provides streaming video through internet. Examples of well-known OTT players include Apple TV, iTunes, Netflix, Roku, Hulu, Amazon among others.

Trends In The Global OTT Streaming Market
Streaming on 4K televisions is a key trend in the OTT (Over-The-Top) streaming market. A 4K resolution is typically 3,840x 2,160 pixels and is also known as UHD or Ultra-High Definition. This is the highest level of high-definition video quality available to film, television, and sports viewers these days. Nowadays, most of the latest TVs are 4 K compliant. They are extremely costly but for under $1,000 (or even under $500) we can find a decent 4 K TV. Major streaming services such as Netflix, Disney+ and Amazon Prime Video have included premium 4 K and 4 K content in their services. FuboTV launched first live- TV to provide coverage in 4 K with HDR. The only sports that take advantage of this improved visual quality were World Cup matches, but later the company added some NCAA football matches in 4 K.

Global OTT Streaming Market Segments:
The global OTT streaming market is further segmented:

By Device Type: Smartphones, Smart TVs, Laptops, Desktops And Tablets, Gaming Consoles, Set-Top Box, Others

Revenue Source: Avod, Svod, Tvod, Others

By User Type: Commercial, Personal

By End User: E-Commerce, Media And Entertainment, Education And Training, It And Telecom, Health And Fitness, Others

By Geography: The global OTT streaming market is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa.

Read More On The Report For The Global OTT Streaming Market At:
https://www.thebusinessresearchcompany.com/report/ott-streaming-market-global-report-2020-30-covid-19-growth-and-change

OTT Streaming Global Market Report 2021 is one of a series of new reports from The Business Research Company that provides OTT streaming market overviews, analyzes and forecasts market size and growth for the global OTT streaming market, OTT streaming market share, OTT streaming market players, OTT streaming market segments and geographies, OTT streaming market's leading competitors' revenues, profiles and market shares. The OTT streaming market report identifies top countries and segments for opportunities and strategies based on market trends and leading competitors’ approaches.

Read OTT Streaming Global Market Report 2021 from The Business Research Company for information on the following:

Data Segmentations: Market Size, Global, By Region And By Country; Historic And Forecast Size, And Growth Rates For The World, 7 Regions And 12 Countries

OTT Streaming Market Organizations Covered: Facebook, Netflix, Amazon, Microsoft, Google, Apple, Hulu, Tencent, Rakuten, YouTube, Roku, IndieFlix, Vudu, Kakao, Line, Home Box Office, HBO, Telestra, Alphabet Inc., The Walt Disney Co.

Regions: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.

Countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

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