

OTT Content Market 2022: Industry Size, Share, Trends Analysis and Growth Opportunities Forecast To 2028

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New Research Study "[OTT Content Market](#) 2022 analysis by Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges and Investment Opportunities), Size, Share and Outlook" has been added to Coherent Market insight

global OTT content market is estimated to be valued at US\$ 101.2 billion in 2021 and is expected to exhibit a CAGR of 14.5 % over the forecast period (2021-2028)

Over-the-top (OTT) media service is a streaming media service offered directly to viewers via the internet. The term OTT content is synonymous with subscription-based video-on-demand (SVoD) services that offer access to film and television content. AVOD is an advertisement based revenue model. Here, the users don't need to pay any amount. It gives its users free content to watch online which also contains commercials or advertisements. Transactional VOD lets its users pay only for the content they watch. TVOD is of two types: electronic sell-through (EST) and download to rent (DTR).

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This report includes information on the industry's market growth as well as key segmentation variables that help the global OTT Content Market prosper in today's environment. The report also emphasises the importance of regional classification in the global OTT Content Market. Due to growing demand, the worldwide OTT Content Market will eventually create more revenue and have a higher market size than the previous projected period.

Major Key players in this Market:

- Akamai Technologies
- Apple Inc.
- Google Inc.
- LeEco
- Netflix

- Microsoft Corporation
- Amazon Inc.
- Facebook Inc.
- IBM Corporation
- Limelight Networks

Drivers & Trends

Increasing mobile subscription and adoption of mobile-connected devices, especially smartphones is expected to propel the global OTT content market growth over the forecast period. Mobile devices such as smartphones and tablets are gaining significant traction and become the go-to device for communications and content consumption. This can be attributed to the rapid adoption of 4G services in developed as well as emerging economies. Although high-speed internet is expensive, constant R&D activities and intense competition are expected to minimize the price in the near future. Hence, these factors are expected to drive growth of the global OTT content market growth in the near future. According to statistics of ITU, the number of mobile Internet connections increased from around 200 million in 2008 to 2.2 billion by 2013. According to the same source, by the end of 2015, there are over 7 billion mobile cellular subscriptions, corresponding to a penetration rate of 97%, up from 738 million in 2000.

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Market Segmentattion:

- By Content Type: Voice over IP (audio), Text and Images, Music Streaming, Video, Entertainment and infotainment, Food, Travel and Fashion, Gaming and Spiritual content, Sports & Live events
- By Revenue Model: SVOD, AVOD, TVOD, Others
- By Platform / Device Type: Desktop and Laptop, Gaming Consoles, OTT Streaming Devices, Smartphones and Tablets, Smart TVs, Others

Regional Classification

The OTT Content market report sheds light on the analysis as well as market forecast on the regional and also the global level. Delving deep into the report, it also covers the various growth opportunities and recent trends across five regions, including the Asia Pacific (APAC), North America, Latin America, Europe, and the Middle East & Africa (MEA). An in-depth study has been carried out covering every region with regard to the prevalent trends, outlook, and different opportunities that are likely to impact the market positively in the long run. The report also offers the most up to date information related to the technological developments and growth prospects based on the regional landscape.

Method of Research

The report provides first-hand information performed by key players using quantitative & qualitative assessment as per the parameters of the Porter's Five Force Model. It throws light on the macro-economic indicators, parent market trends, and growth factors. Primary (surveys, interviews, and questionnaires) & secondary researches (SEC filings, white paper references, and published reports) have been carried out to provide a better understanding of the market. The data used in the report has passed multi-step verification to assure both the authenticity as well as the quality of the insight that is provided. Bottom-up & top-down approaches are also used for ensuring the credibility of the valuations and market segments.

Key Takeaways:

- The global OTT content market was valued at US\$ 88.0 Bn in 2020 and is forecast to reach a value of US\$ 276.2 Bn by 2028 at a CAGR of 14.5% between 2021 and 2028.
- The Entertainment and infotainment segment was valued US\$ 27.2 Bn in 2020 and is expected to witness a CAGR of 15.0% over the forecast period. This is owing to rising inclination of customers towards entertainment and infotainment content.

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