

# Cloud TV Market Growth 2020 Analysis By Leading Key players | Brightcove, Amino Technologies PLC, IntelliMedia Networks

*Cloud TV Market Trends – Increasing adoption of 5G technology*

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The global [cloud TV market](#) size reached USD 2.03 Billion in 2020 and is expected to register a CAGR of 10.8%, during the forecast period, according to latest analysis by Emergen Research. Growing demand for video on demand with high quality user experience is expected to drive global cloud TV market revenue growth over the

forecast period. In addition, growing demand for cloud streaming services is expected to propel global cloud TV market growth in the near future. Furthermore, increasing adoption of 5G technology is further expected to augment revenue growth of the global cloud TV market during the forecast period. Several telecom providers are capitalizing on the progress of 5G technology to reinforce the cloud TV experience, which is expected to continue to boost market growth going ahead.

Factors influencing the growth of the Cloud TV market and impacting the growth of the industry are studied extensively in the report. The report considers the COVID-19 pandemic as one of the key influencing factors of the Cloud TV market. The report discusses in detail the positive and negative impact of the pandemic on the Cloud TV industry. The supply chain disruptions and economic volatility have altered the dynamics of the Cloud TV industry. The report explores the effects of the pandemic on the market and its key segments and regions. It also offers a forecast estimation of the market growth in a post-COVID-19 scenario.

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Some Key Highlights in the Report



- Public cloud segment revenue is expected to expand at a significant CAGR during the forecast period. Increasing adoption of public cloud-based TV is expected to boost revenue growth of this segment.
- In terms of market share, the software as a service (SaaS) segment is expected to register significant growth over the forecast period due to increasing demand for SaaS-based cloud TV offerings.
- Increasing demand for high user experience for on-demand video content is expected to drive revenue growth of the video-on-demand segment, which is expected to lead in terms of revenue contribution to the global cloud TV market during the forecast period.

The Cloud TV research report also includes an insightful study of the prominent players of the industry along with their business overview, strategic planning, and business expansion plans adopted by them. This assists the readers and business owners in formulating strategic expansion and investment plans. The report focuses on mergers and acquisitions, joint ventures, collaborations, partnerships, corporate and government deals, and others. The report also talks about the expansions these prominent players are vying for in the key regions of the market. The report focuses on the detailed analysis of the technological and product developments undertaken by these companies.

Have a look at Report Description and Table of Contents of Market Report @ <https://www.emergenresearch.com/industry-report/cloud-tv-market>

The key companies studied in the Cloud TV report are:

Kaltura Inc, Brightcove, Inc., Amino Technologies PLC, IntelliMedia Networks Inc., Matrix Stream Technologies Inc., CSG Systems International Inc., SimpleStream Limited, ActiveVideo Networks, Inc., SeaChange International Inc., and Amagi Corporation.

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### Regional Segmentation

On the basis of regional analysis, the market is segmented into the following regions: North America, Latin America, Europe, Asia Pacific, and Middle East & Africa. The market is expected to be dominated by North American nations closely followed by European countries. Asia Pacific is expected to show a significant growth owing to recent advancements and rising investments in the R&D sector.

Emergen Research has segmented the global cloud TV market on the basis of cloud type, service, streaming, end-use, and region:

- Cloud Type Outlook (Revenue, USD Billion; 2018–2028)
  - oPrivate Cloud
  - oPublic Cloud
  - oHybrid Cloud

- Service Outlook (Revenue, USD Billion; 2018–2028)
  - oSoftware as a Service (SaaS)
  - oPlatform as a Service (PaaS)
  - oInfrastructure as a Service (IaaS)
- Streaming Outlook (Revenue, USD Billion; 2018–2028)
  - oVideo-on-demand
  - oLive Streaming
- End-use Outlook (Revenue, USD Billion; 2018–2028)
  - oEntertainment & Media
  - oTelecom
  - oInformation Technology
  - oOthers

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The report addresses the following key points:

- The report provides a forecast of market drivers, restraints, and future opportunities for the Cloud TV market
- The report further analyses the changing market dynamics
- Regional analysis and segmentation of the market with analysis of the regions and segments expected to dominate the market growth
- Extensive competitive landscape mapping with profiles of the key competitors
- In-depth analysis of business strategies and collaborations such as mergers and acquisitions adopted by the key companies
- Revenue forecast, country scope, application insights, and product insights

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