

Online Video Platform Market is Expected to Reach USD 915 Million by 2025 | Top Players such as -Ooyala, Kaltura & YouTube

Increasing adoption of video content for advertisement & branding activities over traditional marketing campaigns across sectors/industries driving the market.

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/EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Online Video Platform Market](#) is Expected to Reach USD 915 Million by 2025 | Top Players such as -Ooyala, Kaltura and YouTube." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's

Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global online video platform in media and entertainment market size was USD 218 million in 2016, and is projected to reach at USD 915 million by 2025, growing at a CAGR of 17.50% from 2018 to 2025.

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Rise in popularity of the online video among viewers, proliferation of mobile phones, and increased expenditure on online video advertisement are the major drivers of the global online video platform market in media & entertainment. However, presence of open-source online video platform hampers the market growth. On the contrary, rise in scope for live streaming of videos is expected to create lucrative opportunities in the near future.



Online Video Platform Market

The global online video platform market in media & entertainment is divided into type, application, end user, and geography. Based on type, the market is segmented into video analytics, video content delivery network, video content management, mobile video live streaming, and others. The video content delivery network segment held the largest market share, contributing about one-fifth of the total market in 2017. However, the live streaming segment is expected to manifest the fastest CAGR of 22.3% during the forecast period.

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On the basis of end user, the market is segmented into individual, content creator, and brand & enterprises. The brands and enterprises segment held the largest share in 2017, contributing more than half of the total market. However, the individual segment is estimated to manifest the fastest CAGR of 20.4% during the forecast period.

Based on application, the market is divided into video sharing, commercial video platform, and others. The video-sharing segment dominated the market in 2017, contributing more than half of the market. However, the commercial video platforms segment is projected to manifest the fastest CAGR of 19.3% during the study period.

Based on type, the video content management segment dominated the online video platform market in media and entertainment in 2016. However, the live streaming segment is expected to witness the highest growth rate of 22.30%, owing to increase in demand for informative and interactive videos.

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Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and Latin America Middle East and Africa (LAMEA).

Some of the key players operating in the online video platform market media and entertainment include, Ooyala Inc., MediaMelon Inc., Akamai technologies, Kaltura Inc., Panopto, Brightcove Inc., Frame.io, Inc., Limelight Networks Inc., YouTube, and Comcast Technology Solutions.

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Key Findings of the Online Video Platform Market :

□ The individual segment is expected to exhibit significant increase in terms of growth during the forecast period.

□ In 2016, video sharing segment of the online video platform in media and entertainment market accounted for the highest revenue and is expected to remain dominant in the application

segment of online video platform in media and entertainment market.

□ Asia-Pacific is projected to exhibit substantial growth during the forecast period.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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