

# Video on Demand Market Is Expected To Register A CAGR Of 11.5% during Forecasted Period 2023-2033 - By PMI

*The report "Global Video on Demand Market, By Business Model, By Delivery Channel, By Application- Trends, Analysis and Forecast till 2030"*

COVINA, CALIFORNIA, UNITED STATES, March 13, 2023 /EINPresswire.com/ -- According to the latest research study, the demand of "[Video on Demand Market](#)" size was valued at USD 59.62 billion in 2022 and expected to expand to USD 177.35 billion at a compound annual growth rate (CAGR) of 11.5%"



Video on Demand Market - PMI

Video on demand (VoD) is an internet-based service that allows users to watch live streaming concerts or performances, as well as music video content from a variety of digital libraries, and to select the temporal order in which they see information. Traditional television sets are being transformed by video on demand (VoD) services, which provide clients with unique features such as high-quality video and exclusive video material on demand over broadband or mobile networks.

## Key Highlights:

- In 2021, Valhalla Media has announced the introduction of ARIS, a new livestream and video-on-demand platform for performing arts groups, educational institutions, and independent artists, which will be available in early December.
- In 2021, Following a merger deal with Digital World Acquisition Corp., the former president will launch Trump Media & Technology Group, which will result in the company becoming a publicly traded company, subject to regulatory and stockholder approval. Trump Media & Technology Group will be valued at \$875 million at the outset of the transaction.

## Analyst View:

The worldwide video on demand (VoD) business has benefited greatly from the increasing use of the internet in all parts of the world. Due to numerous online facilities and the availability of streaming, there has been an increase in demand for high-quality internet services via mobile networks or landline lines. The growing popularity of video on demand services is due to the availability of high-bandwidth and fast-paced internet connections. The expansion of the global video on demand market will be aided by the adoption of multiscreen services for content streaming and the increasing uptake of smartphones in the coming years.

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Key Market Insights from the report:

The Global Video on Demand Market size was valued at USD 59.62 billion in 2022 and expected to expand to USD 177.35 billion at a compound annual growth rate (CAGR) of 11.5%. The global video on demand market is segmented into business model, delivery channel, application, and region.

- Based on Business Model, Global Video on Demand Market is segmented into TV Video, On Demand Internet Protocol Television (IPTV), Over The Top Service (OTT).
- Based on Delivery Channel, Global Video on Demand Market is segmented into Transactional Video On Demand (TVOD), Subscription Video On Demand (SVOD), Advertisement Video On Demand (AVOD), And Hybrid (SVOD AVOD).
- Based on Application, Global Video on Demand Market is segmented into Entertainment, Education and Training, Network Video Kiosks, and Others (Online Commerce & Digital Libraries).
- By Region, the Global Video on Demand Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

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Competitive Landscape & their strategies of Global Video on Demand Market:

The key players in the video on demand (VOD) market include Amazon Incorp., Hulu LLC corporation, Verizon Communication LLC, Apple Incorp., Netflix Incorp., Telefonaktie bolaget LM Ericsson (Ericsson Television), YouTube, Comcast Corp, Hotstar and Canalplay.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships

along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

#### Scope of the Report:

##### 1. Video on Demand Market, By Business Model

###### o Overview

- Market Value and Forecast (US\$ Bn), and Share Analysis (%), 2022 – 2032
- Y-o-Y Growth Analysis (%), 2022 – 2032
- Segment Trends

###### o TV Video

###### - Overview

- Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032

###### o On Demand Internet Protocol Television (IPTV)

###### - Overview

- Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032

###### o Over The Top Service (OTT)

###### - Overview

- Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032

##### 2. Video on Demand Market, By Delivery Channel, 2022 – 2032, (US\$ Bn)

###### o Overview

- Market Value and Forecast (US\$ Bn), and Share Analysis (%), 2022 – 2032
- Y-o-Y Growth Analysis (%), 2022 – 2032
- Segment Trends

###### o Transactional Video on Demand (TVoD)

###### - Overview

- Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032

###### o Subscription Video on Demand (SVoD)

###### - Overview

- Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032

###### o Advertisement Video on Demand (AVoD)

###### - Overview

- Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032

###### o Hybrid (SVoD AVoD)

###### - Overview

- Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032

##### 3. Video on Demand Market, By Application, 2022 – 2032, (US\$ Bn)

###### o Overview

- Market Value and Forecast (US\$ Bn), and Share Analysis (%), 2022 – 2032
- Y-o-Y Growth Analysis (%), 2022 – 2032
- Segment Trends
  - o Entertainment
    - Overview
    - Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032
  - o Education and Training
    - Overview
    - Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032
  - o Network Video Kiosks
    - Overview
    - Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032
  - o Others (Online Commerce & Digital Libraries)
    - Overview
    - Market Size and Forecast (US\$ Bn), and Y-o-Y Growth (%), 2022 – 2032

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Key Reasons to Purchase Video on Demand Market:

Some potential reasons why someone may consider purchasing the video on demand (VOD) market:

1. Convenience: VOD services provide instant access to a vast library of movies and TV shows that can be watched at any time, from anywhere, on multiple devices. This convenience factor is a major reason why many people prefer VOD services over traditional cable or satellite TV.
2. Personalization: VOD platforms use algorithms to recommend personalized content based on the viewer's watching history, interests, and preferences. This makes it easier for viewers to discover new content that they are likely to enjoy.
3. Cost-effective: VOD services are typically less expensive than traditional cable or satellite TV. Many VOD services offer a range of subscription options, including monthly or yearly plans, and some even offer free trials.
4. Ad-free: Many VOD services offer ad-free viewing, which can be a major selling point for viewers who dislike interruptions during their viewing experience.
5. Variety: VOD services offer a wide range of content, including movies, TV shows, documentaries, and original programming. This variety allows viewers to explore different genres and discover new content.
6. Flexibility: VOD services offer the flexibility to watch content on multiple devices, including smartphones, tablets, and smart TVs. This makes it easier for viewers to consume content on their own terms, without being tied to a specific device or location.
7. Availability: VOD services are available in most countries around the world, making it easier

for viewers to access content from different regions and cultures.

Overall, these factors make the VOD market an attractive option for viewers who value convenience, personalization, cost-effectiveness, variety, flexibility, and availability.

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- [Managed Video Conferencing Service Market](#)

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