

OTA Transmission Platform Market to Reach USD 121.54 Billion By 2026, Market Dynamics and Profitable Insights

North America dominated the global market in 2018 and is expected to remain dominant during the forecast period due to presence of major market players.

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/EINPresswire.com/ -- Rise in demand for better picture quality and wireless transmission platforms and increase in need for enhanced channel presentation fuel the growth of the global OTA transmission platform market. On the other hand, dearth of sufficient OTA infrastructure impedes growth to some extent. However, advent of ATSC 3.0 standards, and surge in R&D spending and IT investment in broadcasting industry are expected to create a plethora of opportunities in the industry.



OTA Transmission Platform Market

As per the report, the global OTA transmission platform market was estimated at \$92.50 million in 2018 and is expected to hit \$121.54 million by 2026, registering a CAGR of 3.4% during 2019–2026.

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The application of the upcoming transmission standard, Advanced Television Systems Committee (ATSC) 3.0, is anticipated to influence each part of the transmission platform, such as, encoder, antenna, and others. Moreover, with the advent of Advanced Television Systems Committee (ATSC) 3.0 standard, the televisions antenna is expected to receive upgrades along with sound and 4K resolution upgrades. In addition, the ATSC 3.0 supports high efficiency video coding, which enables less consumption of bits along with broadcasting of more video data.

In addition, the reception signals for channels are enhanced, which further improve the viewer experience. Hence, such factors are expected to provide major opportunities for the OTA

transmission platform market growth in the forthcoming years.

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The over-the-air (OTA) transmission is a digital platform that allows television and radio broadcasters to broadcast wirelessly. The OTA transmission platform is expected to empower broadcasters to broadcast 4k videos along with 3D multichannel sound through wireless transmission platforms. Hence, the increase in demand from users for better picture and higher audio quality drives the demand for OTA transmission platform. Moreover, the combination of Over the Air (OTA) and Over the Top (OTT) is further anticipated to create major growth opportunities for the market, as it is expected to enable users to access content from any platform.

Based on component, the platform segment contributed to more than two-thirds of the global OTA transmission platform market share in 2018, and is expected to rule the roost by 2026. This is due to increase in penetration of smartphones and rise in trend of online streaming devices across the world. The services segment, on the other hand, would showcase the fastest CAGR of 4.7% from 2019 to 2026. The fact that OTA transmission services help users in installing OTA platforms and post installation maintenance & support for the same has boosted the growth of the segment.

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Based on application, the radio segment held the largest share in 2018, accounting for nearly two-fifths of the global OTA transmission platform market. Simultaneously, the mobile segment would cite the fastest CAGR of 6.0% during the estimated period. Increasing need to access services, such as Multimedia Messaging Service (MMS) or Wireless Access Protocol (WAP), distribute system updates, and configure data updates in SIM cards is fueling the demand for OTA transmission among telecommunication third parties as well as mobile operators which, in turn, has driven the segment growth.

Based on geography, North America generated more than two-fifths of the global OTA transmission platform market revenue in 2018, and is projected to lead the trail till 2026. This is due to presence of major market players and on-going developments in OTA transmission platforms in this province. At the same time, Asia-Pacific is anticipated to grow at the fastest CAGR of 6.6% throughout the forecast period, owing to increase in agreement and partnership among telecom operators to build wireless network architecture in this region.

Leading Market Players:

□ Channel Master

- TiVo Corporation
- SK Telecom Co. Ltd.
- GatesAir Inc.
- Sinclair Broadcast Group Inc.
- Gemalto NV
- AirTV L.L.C
- Harmonic Inc.
- One Media 3.0 LLC
- LG Electronics Inc.

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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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