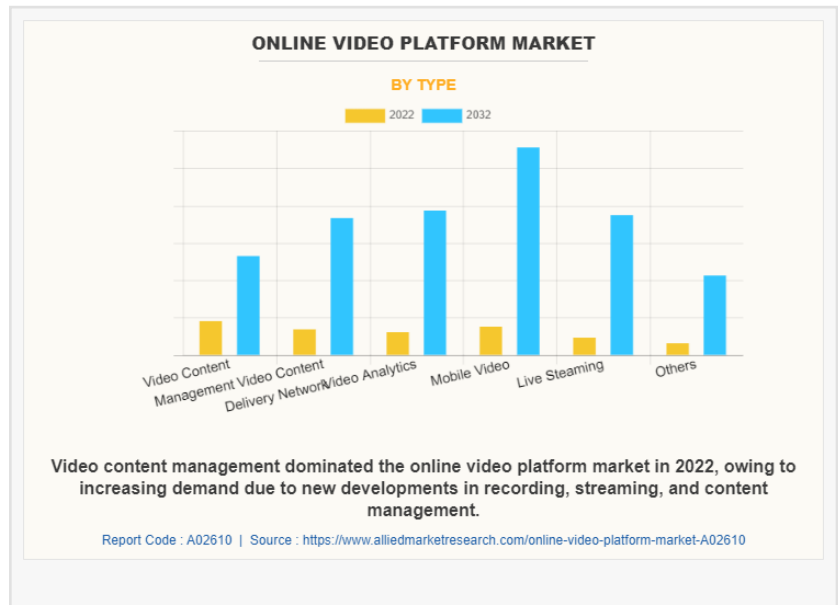


Online Video Platform Market Size, Top Key Players, Latest Trends, Regional Insights, And Global Industry Dynamics

WILMINGTON, DE, UNITED STATES, March 14, 2024 /EINPresswire.com/ -- The [online video platform industry](#) was valued at \$7.5 billion in 2022, and is estimated to reach \$43.2 billion by 2032, growing at a CAGR of 19.5% from 2023 to 2032.

The live streaming segment would showcase the fastest growth in the forecast period, owing to its appealing features, such as an interactive and real-time connection between viewers and the video makers, consumers choose live content over on-demand content.



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A video hosting service, also known as an online video platform, enables users to upload, stream, and share videos over the internet. These platforms serve various purposes, including video monitoring, online learning, communication, and entertainment.

The growing adoption of mobile devices and tablets, coupled with the digitization trend, is expected to drive the demand for online video platforms significantly. As professional mobility becomes more prevalent and users increasingly rely on applications like Facebook, YouTube, Twitter, and Instagram, online video streaming has become increasingly popular in both personal and business settings, leveraging the convenience of portable communication devices.

Online videos have gained immense popularity, surpassing traditional methods of consuming video content such as television. This shift in consumer behavior contributes significantly to the growth of the global market for online video platforms. Recognizing the popularity of online videos, organizations are investing heavily in online video production, further driving market

expansion.

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Moreover, the increase in spending on online video advertising acts as a key driver for the market. However, the presence of open-source and free online video platforms poses a challenge to market growth. Nevertheless, opportunities abound, particularly in the live streaming of video content and the continued investment in online video content, which are expected to fuel market growth during the forecast period.

The demand for online video platforms continues to surge, driven by the proliferation of mobile devices, changing consumer preferences, and increased investment in digital video content. While challenges exist, the market is ripe with opportunities for organizations to capitalize on the growing popularity of online video consumption.

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Region-wise, North America garnered the highest share of global online video platform market size in 2022, and is projected to retain its dominance by 2032, owing to increase in investments are expected to flow into the entertainment and media sector as a result of increased infrastructure investment in the U.S. The market for online video platforms in North America is expanding as a result of the surge in popularity of over-the-top (OTT) video services in the U.S. and Canada. The Asia-Pacific region would also portray the fastest growing during the forecast period, owing to enhanced wireless telecom networks and easy internet access become more widespread in developing nations in this region. Moreover, China have advantage to distribute premium content and monetize via online video due to large-scale investment in original and acquired over-the-top (OTT) content and a relatively smaller market for traditional Pay TV.

The market players operating in the online video platform industry are Akamai Technologies, Brightcove Inc., Endavo Media., Adobe Inc., Kaltura, Inc., Mediamelon, Inc., Panopto, Comcast, Wistia, and JW Player.

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