

# LTE and 5G Broadcast Market to Surge to USD 1758.2 Mn by 2031 Driven by Booming Demand for High-Bandwidth Content

*The LTE and 5G Broadcast Market expands with growing demand for high-quality video streaming and enhanced mobile broadband services.*

AUSTIN, TEXAS, UNITED STATES, May 3, 2024 /EINPresswire.com/ -- The global [LTE and 5G Broadcast Market](#) is poised for a remarkable surge, with a projected valuation of USD 1758.2 Million by 2031. This phenomenal growth, fueled by a CAGR of 10.6% over the 2024-2031 forecast period, is

primarily driven by the ever-increasing consumer demand for high-bandwidth content. Live sports events, video-on-demand services, and mobile TV are all experiencing unprecedented popularity, necessitating robust and efficient delivery solutions. The SNS Insider report highlights the market's current valuation at USD 785.3 Million in 2023. This significant growth potential signifies a paradigm shift in content consumption patterns and opens doors for innovative broadcast solutions.

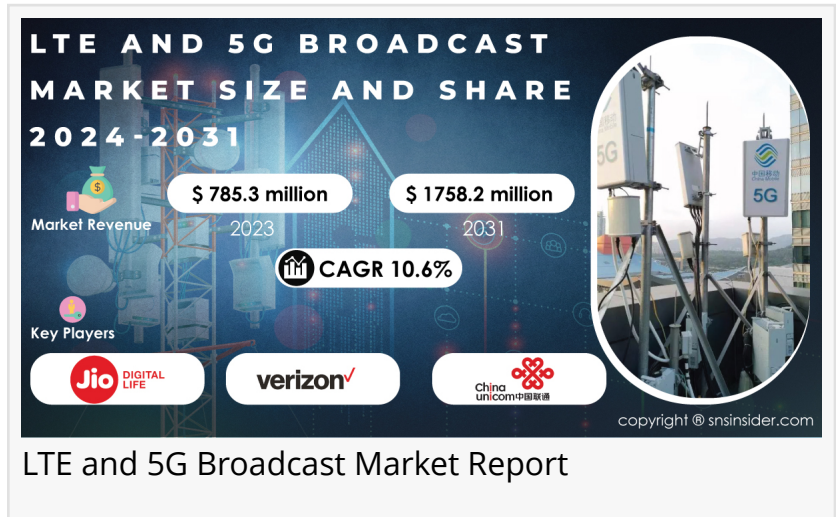
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Driven by the surge in demand for high-quality video streaming and enhanced mobile broadband services, the LTE and 5G Broadcast Market experiences rapid growth.”

*SNS Insider Research*

The LTE and 5G Broadcast market is not only driven by content consumption but also by its versatility across various applications. From captivating digital signage and emergency alerts to immersive stadium displays and seamless content delivery to automobiles, these technologies offer mobile network operators a wealth of opportunities. Additionally, efficient utilization of off-peak network capacity allows them to introduce new service

offerings like rich media caching and managed software updates. This market is further propelled by the burgeoning demand for Over-the-Top (OTT) services like video-on-demand, mobile TV, and digital radio. The combined effect of live event broadcasts and high-bandwidth content consumption is straining existing network capacities, creating a lucrative space for LTE



LTE and 5G Broadcast Market Report

and 5G Broadcast solutions. Notably, the development of Narrow-Band IoT (NB-IoT) technology promises to further support massive machine-to-machine connectivity, driving market expansion in wide-area applications.

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Some of the Major Key Players Studied in this Report are:

- KT
- Verizon Wireless
- China Unicom
- Telstra
- Reliance (Jio)
- Qualcomm
- Samsung Electronics
- Huawei
- Cisco
- ZTE
- Others

#### Recent Developments Underscore Market Momentum

In February 2024: Kyndryl, a leading IT infrastructure services provider, joined forces with Hewlett Packard Enterprise (HPE) to co-develop and deliver compelling LTE and 5G private wireless services to a global clientele. This strategic move signifies the growing recognition of these technologies' potential.

In August 2023: The expansion of Telkomsel and Ericsson's partnership to enhance their 4G and 5G network footprints in Indonesia highlights the ongoing investments in infrastructure development that will further fuel market growth.

#### Segment Analysis Reveals Diverse Applications and Growth Drivers

□ The global LTE and 5G Broadcast market can be segmented by technology (LTE and 5G Broadcast) and end-use applications. LTE broadcast technology, built on the 3GPP eMBMS standard, allows for targeted content delivery, including mission-critical communication, device updates, and public safety information. 5G broadcast, on the other hand, promises new experiences like in-car entertainment updates, navigation, and live streaming of educational and commercial content.

□ The market caters to diverse segments like Video-on-Demand (VOD), mobile TV, connected

cars, emergency alerts, stadiums, e-newspapers & e-magazines, last-mile content delivery networks (CDNs), radio, and data feeds. These applications offer distinct advantages; for instance, emergency alerts utilizing LTE and 5G Broadcast can disseminate crucial information during natural disasters, reaching a vast population within a short timeframe.

## Impact of Russia-Ukraine War and Economic Slowdown

While the market exhibits remarkable growth potential, global events like the Russia-Ukraine war pose potential challenges. Disruptions in supply chains, fluctuations in material costs, and potential sanctions on specific countries could impact the production and deployment of infrastructure required for LTE and 5G Broadcast services. Market players need to strategize to mitigate these risks, potentially by diversifying their supply chains and adopting cost-optimization measures.

Economic slowdowns can also have a dampening effect on market growth. As consumer spending tightens, investments in new technologies like LTE and 5G Broadcast may be postponed. However, the long-term benefits of these technologies, including improved content delivery efficiency and network capacity expansion, are likely to outweigh these temporary concerns.

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## Key Regional Developments

North America is expected to dominate the market due to substantial investments across various application segments, including VOD, mobile TV, stadiums, and emergency alerts. The US is anticipated to spearhead the regional market, with Canada following closely with the fastest projected growth rate.

The Asia-Pacific region is poised for the most rapid expansion, fueled by factors like rapid economic development, a burgeoning telecommunications industry, dedicated spectrum allocation for 5G broadcasting, and a rising smartphone user base. Additionally, the swift development of OTT platforms, the increasing demand for in-car connectivity, and continuous digital innovation in countries like China, Japan, India, and Australia are propelling the market forward in this region.

## Key Takeaways

- The surging demand for high-bandwidth content, including live streaming and mobile entertainment, is driving the exponential growth of the LTE and 5G Broadcast
- The versatility of these technologies across diverse applications, from digital signage and emergency alerts to connected car entertainment and content delivery, presents a multitude of

opportunities for market expansion.

□ Strategic partnerships and ongoing investments in network infrastructure development will further accelerate market growth.

□ While global events like the Russia-Ukraine war and potential economic slowdowns may pose challenges, the long-term benefits of LTE and 5G Broadcast technologies are likely to ensure market resilience.

□ North America and Asia-Pacific are expected to dominate the market due to substantial investments, rapid economic development, and a growing appetite for advanced content delivery solutions.

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Our staff is dedicated to giving our clients reliable information, and with expertise working in the

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