

# Video Streaming Market Growth Analysis With Investment Opportunities For 2024-2033

*The Business Research Company's Video Streaming Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033*

LANDON, GREATER LONDON, UK, July 31, 2024 /EINPresswire.com/ -- The video streaming market has experienced robust growth in recent years, expanding from \$575.72 billion

in 2023 to \$699.91 billion in 2024 at a compound annual growth rate (CAGR) of 21.6%. The growth in the historic period can be attributed to increased demand for encoders, rise in demand for on-demand streaming, increased demand for video streaming services in colleges, universities, high time spent online, increased usage of videos in corporate training.



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## Strong Future Growth Anticipated

The video streaming market is projected to continue its strong growth, reaching \$1,546.27 billion in 2028 at a compound annual growth rate (CAGR) of 21.9%. The growth in the forecast period can be attributed to rising consumer expenditure on media and entertainment, rising sales of mobile phones, increasing internet connections, increasing recognition of OTT platforms, rise in live-

streamed content.

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## Growth Driver Of The Video Streaming Market

The rising demand for media and entertainment is expected to propel the growth of the video streaming market going forward. Media and entertainment refers to a broad industry encompassing various forms of content creation, distribution, and consumption aimed at informing, entertaining, and engaging audiences. The demand for media and entertainment has

been on a significant rise, driven by several key factors such as shift in consumer behavior, content diversity, social media influence, and innovative content delivery. Video streaming provides flexibility, convenience, and diverse content offerings within media and entertainment platforms, including broader audience reach, cost-effective distribution, valuable data insights, multiple revenue streams, and enhanced viewer engagement.

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### Major Players And Market Trends

Key players in the video streaming market include Amazon Prime Video, Netflix Inc., Paramount, Discovery Communications Inc., Hulu LLC, Disney, iQIYI Inc., Apple TV.

Major companies operating in the video streaming market are focused on developing innovative technologies, such as adaptive video optimization technology, to ensure a seamless and optimized streaming experience for users across various platforms and devices. Adaptive video optimization technology utilizes advanced algorithms to dynamically adjust video quality based on network conditions, device capabilities, and available bandwidth. This ensures optimal viewing experiences, maintaining high-quality video playback even in challenging network environments.

### Segments:

- 1) By Component: Software, Content Delivery Services
- 2) By Type: Video On-Demand, Live Video Streaming
- 3) By Revenue Model: Subscription, Pay Per View, Premium Purchases, Advertisement-Based Revenue Model, Other Revenue Models
- 4) By End User: Residential, Commercial

### Geographical Insights: North America Leading The Market

North America was the largest region in the video Streaming market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the video streaming market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

### Video Streaming Market Definition

Video streaming refers to the process of delivering video content over the internet in real time, allowing viewers to watch videos without downloading them to their device first. This technology enables users to access a wide range of video content, including movies, TV shows, live events, and user-generated content, from various devices such as smartphones, tablets, computers, and smart TVs.

[Video Streaming Global Market Report 2024](#) from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

[The Video Streaming Global Market Report 2024](#) by The Business Research Company is the most comprehensive report that provides insights on video streaming market size, video streaming market drivers and trends, video streaming market major players, video streaming competitors' revenues, video streaming market positioning, and video streaming market growth across geographies. The video streaming market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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