

Online Video Platform Market Explosive Growth Projected to \$43.2 Billion by 2032

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EINPresswire.com/ -- According to the report, the [global Online Video Platform Market size](#) generated \$7.5 billion in 2022, and is estimated to reach \$43.2 billion by 2032, witnessing a CAGR of 19.5% from 2023 to 2032. The report offers a detailed analysis of changing market trends, top segments, key investment pockets, value chains, regional landscapes, and competitive scenarios.

Drivers, Restraints, and Opportunities-



The key factors impacting the primary growth of the global online video platform market include rise in number of streaming services and increase in popularity of live streams. However, availability of open-source video platforms affects the market growth to some extent. Conversely, an increase in penetration of smart phones is expected to provide lucrative opportunities for market growth during the forecast period.

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Covid-19 scenario-

The outbreak of COVID-19 pandemic had an enormous impact on the lives of people and the overall community as well as economy.

Concerning the impact of COVID-19 on the market for online video platforms, it is obvious that the pandemic has sped up the use of digital and remote research tools.

Social distancing policies have forced many firms to switch to virtual research methodologies, which has underlined the significance of having flexible and adaptable research tools in place. Overall, companies that are able to successfully navigate the risks and opportunities given by

new research technologies are probably going to have a competitive advantage in their respective marketplaces.

Region-wise, North America garnered the highest share in 2022, holding nearly one-third of the global online video platform market revenue 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 CAGR of 22.4% during the forecast period, owing to enhanced wireless telecom networks and easy internet access become more widespread in developing nations in this region.

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Leading Market Players-

Akamai Technologies

Brightcove Inc.

Endavo Media.

Adobe Inc.

Kaltura, Inc.

Mediamelon, Inc.

Panopto

Comcast

Wistia

JW Player

The report analyzes these key players in the global online video platform market. These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, developments, and product portfolios of every market player.

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David Correa

Allied Market Research

+1 800-792-5285

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