

# Playout Automation Market Set to Double by 2031, Driven by Global Demand

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[EINPresswire.com/](https://www.einpresswire.com/) -- Playout automation is a technology that helps to automate transmission of radio and television channels into broadcast network. The technology is intended for Direct-To-Home (DTH) services and cable television head-ends, which help in trimming, ingesting, and SD to HD conversion of channels. Furthermore, it helps to reduce the overall infrastructure cost by easing channel management operation and enabling operators to launch and manage channels. In addition, playout automation solutions offer a number of other advantages such as easy installation, high reliability, easy maintenance, which fuels growth of the [global playout automation market](#).



## COVID-19 Scenario Analysis:

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost all countries around the globe, with the WHO declaring it a public health emergency. The global impacts of the disease are already starting to be felt, and expected to significantly affect the playout automation market in 2020.

Though governments have imposed lockdowns to contain spread of the virus, people are bound to sit at homes. Television consumption has increased tremendously during the pandemic it is the most common medium of entertainment. General news channels have also seen surge in viewership. All these factors are expected to have a positive impact on the playout automation market.

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Top impacting factors: Market Scenario Analysis, Trends, Drivers, and Impact Analysis  
Rise in need for automation and digitalization of cable television services are the major factors that drive growth of the market. In addition, rise in number of television channels is expected to

fuel the market growth. However, lack of technical expertise hampers the market growth. Furthermore, rapid expansion of satellite and cable television services in rural and urban areas is expected to provide lucrative opportunities for the global playout automation market.

The market trends for playout automation market are as follows:

Rise in television viewership:

A significant rise in TV viewership has been witnessed in past few months, which encourages DTH service providers and channel operators to invest in playout automation services. In addition, rise in demand from consumers for better viewing experience also boosts growth of the playout automation market.

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North America expected to lead the market:

North America is expected to have the largest market share during the forecast period, owing to developed economies such as the U.S. and Canada. The presence of prominent players in the region who invest in research and development for playout automation and other television broadcasting also fuels the market growth.

Key benefits of the report:

This study presents analytical depiction of the global playout automation market along with the current trends and future estimations to determine the imminent investment pockets.

The report presents information related to key drivers, restraints, and opportunities along with detailed analysis of the playout automation market share.

The current market is quantitatively analyzed to highlight the global playout automation market growth scenario.

Porter's five forces analysis illustrates the potency of buyers & suppliers in the market.

The report provides a detailed market analysis based on the present and future competitive intensity of the playout automation market.

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