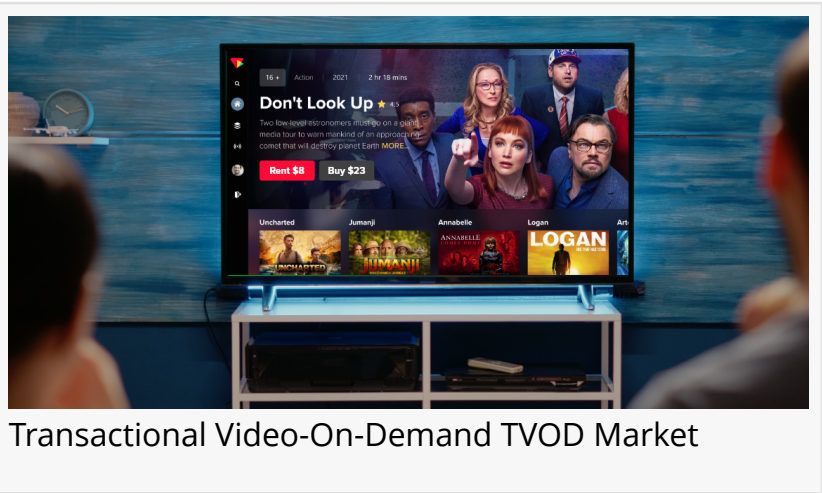


Transactional Video-On-Demand TVOD Market Revolutionizing Content Consumption with Flexible Viewing Options | 2025-2034

Explore the evolving landscape of TVOD services driven by digital transformation and changing consumer preferences for personalized content.

CALIFORNIA, CA, UNITED STATES, February 14, 2025 /EINPresswire.com/ -- "Powering Your Success with Comprehensive Market Insights"

[Transactional Video-On-Demand \(TVOD\) Market](#) (Market Size, Growth, and Outlook)



The global Transactional Video-On-Demand (TVOD) Market size was valued at \$11.5 billion in 2024, and projected to reach \$22 billion, with a CAGR of 8.5%

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Transactional Video-On-Demand (TVOD): Rising demand driven by consumer shift to pay-per-view entertainment and increasing availability of exclusive, high-quality content.”

Exactitude Consultancy

The Transactional Video-On-Demand (TVOD) Market is witnessing significant growth as consumers increasingly prefer on-demand content consumption over traditional cable subscriptions. The convenience of accessing a wide range of movies and shows without long-term commitments drives the popularity of TVOD services. Major players in the entertainment industry are expanding their offerings to include more TVOD options, catering to diverse consumer preferences. Additionally, advancements in streaming technology and internet connectivity are enhancing user experiences, making it easier for viewers to

access content seamlessly. As competition intensifies among content providers, the TVOD market is expected to continue its upward trajectory.

For more information, contact: [Contact Information]

<https://exactitudeconsultancy.com/reports/45640/transactional-video-on-demand-tvod-market#request-a-sample>

Regional market dynamics: Japanese (Video on Demand (TVOD)), Korea (Video on Demand (TVOD)), China (Video on Demand (TVOD)), French (Vidéo à la demande transactionnelle (TVOD)), German (Transaktionales Video-on-Demand (TVOD)), and Italy (Video transazionale su richiesta (TVOD)), etc.

Transactional Video-On-Demand (TVOD) Market Dynamics:

Demand Drivers:

Growing consumer preference for pay-per-view content over traditional subscription models.

Increasing availability of high-quality, exclusive content on TVOD platforms.

Rising internet penetration and adoption of smart TVs and streaming devices.

Restrains:

Intense competition from subscription-based (SVOD) and ad-supported (AVOD) models.

Limited appeal in markets with high piracy rates or lower disposable incomes.

Opportunities:

Expansion into emerging markets with rising digital adoption.

Collaboration with content creators and production houses for exclusive releases.

Challenges:

Balancing pricing strategies to attract users while ensuring profitability.

Sustaining user retention in a highly fragmented OTT market.

Key competitors: Netflix, Amazon Prime Video, Disney+, Hulu, HBO Max, Apple TV+, Google Play Movies & TV, Vudu, YouTube Premium, Peacock, Sony Crackle, Roku Channel, Paramount+, FandangoNOW, Sling TV, Tubi TV, AMC+, BritBox, Discovery+, Facebook Watch and other.

Market size: 10-25% of total OTT market revenue.

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The Global Transactional Video-On-Demand (TVOD) Market segments and Market Data Break Down are illuminated below:

Content Type

- Movies
- TV Shows
- Documentaries
- Sports Events

Business Model

- Pay-Per-View (PPV)
- Rental
- Permanent Purchase

Device Type

- Smart TVs
- Streaming Media Players
- Mobile Devices (Smartphones and Tablets)
- PC and Laptops

Platform

- Subscription-Based Services (only if they offer TVOD)
- Standalone TVOD Platforms
- Video Aggregators

End-User

- Individual Consumers
- Corporates
- Educational Institutions

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Region Included are: North America (United States, Canada, and Mexico), Europe (Germany, France, UK, Russia, and Italy), Asia Pacific (China, Japan, Korea, India, and Southeast Asia), South America (Brazil, Argentina, Colombia), Middle East & Africa (Saudi Arabia, UAE, Egypt, Nigeria, and South Africa)

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Chapter 01 - Transactional Video-On-Demand (TVOD) Executive Summary

Chapter 02 - Market Overview

Chapter 03 - Key Success Factors

Chapter 04 - Global Transactional Video-On-Demand (TVOD) Market - Pricing Analysis

Chapter 05 - Global Transactional Video-On-Demand (TVOD) Market Background or History

Chapter 06 - Global Transactional Video-On-Demand (TVOD) Market Segmentation (e.g. Type, Application)

Chapter 07 - Key and Emerging Countries Analysis Worldwide Transactional Video-On-Demand (TVOD) Market

Chapter 08 - Global Transactional Video-On-Demand (TVOD) Market Structure & worth Analysis

Chapter 09 - Global Transactional Video-On-Demand (TVOD) Market Competitive Analysis & Challenges

Chapter 10 - Assumptions and Acronyms

Chapter 11 - Transactional Video-On-Demand (TVOD) Market Research Method

Porter's Five Forces & PESTLE Analysis

In order to better understand market conditions five forces analysis is conducted that includes the Bargaining power of buyers, Bargaining power of suppliers, Threat of new entrants, Threat of substitutes, and Threat of rivalry.

Political (Political policy and stability as well as trade, fiscal, and taxation policies)

Economical (Interest rates, employment or unemployment rates, raw material costs, and foreign exchange rates)

Social (Changing family demographics, education levels, cultural trends, attitude changes, and changes in lifestyles)

Technological (Changes in digital or mobile technology, automation, research, and development)

Legal (Employment legislation, consumer law, health, and safety, international as well as trade regulation and restrictions)

Environmental (Climate, recycling procedures, carbon footprint, waste disposal, and sustainability)

Porter's Five Forces & PESTLE Analysis
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Porter's Five Forces & PESTLE Analysis

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- country-level analysis for the 5 countries of your choice.
- competitive analysis of 5 key market players.
- 40 free analyst hours to cover any other data point.

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Automotive Braking System Market:The global automotive brake system market was valued at approximately USD 31.23 billion in 2024 and is projected to reach around USD 43.32 billion by 2029, exhibiting a Compound Annual Growth Rate (CAGR) of 6.9% during the forecast period.

<https://exactitudeconsultancy.com/reports/45503/automotive-braking-system-market>

Cloud System Management Market:The global cloud system management market is experiencing substantial growth, driven by the increasing adoption of cloud services and the need for efficient management solutions. In 2024, the market is valued at approximately USD 22.6 billion. Projections indicate that by 2034, the market will reach around USD 118.1 billion, reflecting a compound annual growth rate (CAGR) of approximately 19.16% over the forecast period.

<https://exactitudeconsultancy.com/reports/45578/cloud-system-management-market>

Technology CAD Software Market:The global Technology CAD Software Market size was valued at \$12 billion 2024, and projected to reach \$28 billion, with a CAGR of 8.5%

<https://exactitudeconsultancy.com/reports/45660/technology-cad-software-market>

Spice and Herb Extracts Market:Spice and herb extracts market is poised for growth, valued at approximately \$5.1 billion in 2024. The market is projected to reach around \$8.9 billion by 2034.

<https://exactitudeconsultancy.com/reports/45773/spice-and-herb-extracts-market>

Electronic Article Surveillance Systems Market:Electronic Article Surveillance System Market valued at approximately \$2.5 billion with a projected value of \$4.5 billion by 2034 at a (CAGR) 6.4%.

<https://exactitudeconsultancy.com/reports/45790/Electronic-Article-Surveillance-Systems-Market>

Metal Pipes Market:The global metal pipes market is projected to reach approximately \$420 billion in value by the end of 2024. Anticipated growth is fueled by increasing demand across multiple sectors, including construction, automotive, and manufacturing. The market is projected to expand at a Compound Annual Growth Rate (CAGR) of around 5.5% from 2025 to 2034, potentially reaching an estimated value of \$710 billion by 2034.

<https://exactitudeconsultancy.com/reports/45934/metal-pipes-market>

Beer Packaging Market:The global Beer Packaging market is projected to reach \$45 Billion in

2024, growing to \$70 Billion by 2034, with a 4.8% CAGR.

<https://exactitudeconsultancy.com/reports/45969/beer-packaging-market>

Crushers Market: The global crushers market is valued at approximately \$4.5 billion in 2024, with a projected market value reaching around \$6.9 billion by 2034.

<https://exactitudeconsultancy.com/reports/45988/crushers-market>

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