

Growing at 20.4% CAGR | Cloud TV Market Reach USD 11.5 Billion by 2032 Globally

WILMINGTON, DE, UNITED STATES, October 14, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "Growing at 20.4% CAGR | [Cloud TV Market](#) Reach USD 11.5 Billion by 2032 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global cloud tv market size was valued at USD 1.8 billion in 2022 and is projected to reach USD 11.5 billion by 2032, growing at a CAGR of 20.4% from 2023 to 2032.

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Driving Factors

The increase in adoption of high-speed internet globally has paved the way for seamless streaming, enabling users to access a vast array of content conveniently. As internet infrastructure continues to improve, more regions and demographics are gaining access to reliable broadband, expanding the potential user base for cloud TV services. Further, the proliferation of smart devices, such as smart TVs, smartphones, and tablets, has transformed how audiences consume content. This shift towards a more connected and digitally inclined consumer base has led to a surge in demand for flexible, on-the-go entertainment options provided by cloud TV platforms.

Market Segmentation

The cloud TV is segmented on the deployment type, device, and application and region. On the basis of deployment type it is categorized into public cloud, private cloud, and hybrid cloud. On the basis of device, it is classified into static testing and dynamic testing. By interface, the cloud TV market is segmented STB, mobile phones, and connected TV. Based on application, the market is divided into telecom, media & entertainment, consumer television, and others. On the basis of region, it is analysed across North America, Europe, Asia-Pacific, and LAMEA.

Key Players

The key players operating in the cloud TV market analysis Brightcove Inc., Amino Communications, Oracle, Kaltura Inc., Muvi, Amagi, Comcast Technology Solutions, dacast, MatrixStream Technologies, Inc., and MediaKind. These players have adopted various strategies to increase their market penetration and strengthen their position in the cloud TV industry.

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By region, North America held the highest market share in terms of revenue in 2022, accounting for nearly two-fifths of the global cloud TV market revenue, owing to the fact that streaming platforms in North America are heavily investing in original content production to differentiate themselves and attract subscribers. However, the Asia-Pacific region is expected to witness the fastest CAGR of 23.6% from 2023 to 2032, and is likely to dominate the market during the forecast period, owing to the fact that region witnessed a substantial upswing in the uptake of streaming services, as an increasing number of consumers transitioned from conventional television to on-demand streaming platforms.

By device, the mobile phones segment held the highest market share in 2022, accounting for nearly half of the global cloud TV market revenue, and is estimated to maintain its leadership status throughout the forecast period, owing to the fact that streaming platforms are investing in short-form content, exclusive series, and interactive formats that cater to the on-the-go nature of mobile consumption. However, the connected TV segment is projected to manifest the highest CAGR of 22.6% from 2023 to 2032, as significant increase has been witnessed in the adoption of Smart TVs, embedding advanced features that enable direct access to cloud TV services.

By application, the media and entertainment segment accounted for the largest share in 2022, contributing to nearly half of the global cloud TV market revenue, as the rise of user-generated content and interactive formats is transforming the way audiences engage with media. Streaming services are incorporating social features, interactive elements, and virtual watch parties to enhance the communal aspects of content consumption. However, the telecom segment is expected to portray the largest CAGR of 25.8% from 2023 to 2032, and is projected to maintain its lead position during the forecast period. This is owing to the fact the increasing convergence of telecom and media services, as telecom operators is increasingly offering bundled packages that include high-speed internet and cloud TV subscriptions.

By deployment type, the public cloud segment held the highest market share in 2022, accounting for more than half of the global cloud TV market revenue, and is estimated to maintain its leadership status throughout the forecast period, as increasing migration of cloud TV services to public cloud platforms, such as Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP) was a key trend in the market which boosted the growth of the market. However, the private cloud segment is projected to manifest the highest CAGR of 22.8% from 2023 to

2032. This is attributed to increase in adoption of private cloud infrastructure by content providers offers a greater control and customization over their operations.

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COVID-19 Scenario

□ The pandemic had a positive impact on the cloud TV market size. The increased time spent at home during lockdowns and social distancing measures led to a surge in demand for entertainment, driving the adoption of cloud TV services. With traditional entertainment options limited, more consumers turned to streaming platforms for their diverse content offerings.

□ The pandemic disrupted content production schedules, causing delays in the release of latest content. This, in turn, affected the content pipeline for cloud TV services, impacting their ability to attract and retain subscribers. Thus, the net impact of the pandemic on the cloud TV market was influenced by a combination of increased demand for home entertainment and economic uncertainties, resulting in both challenges and opportunities for service providers in this sector.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

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companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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