Video on Demand (VOD) Market by Solution, by Delivery, by Application, and by Geography - Global Forecast and Analysis to 2019

Description:
Video on Demand (VOD) Market by Solution (Pay TV, OTT, IPTV), by Delivery (TVOD, SVOD, NVOD), by Application (Entertainment, Education and Training, Video Kiosk, E-commerce, Digital Libraries), and by Geography - Global Forecast and Analysis to 2019

Organizations across verticals use video on demand service for entertainment where movies and other programs are transmitted digitally, for education where video are used for training and learning purpose, and video conferencing in which presentations are delivered in the form of video clips. Although VOD is largely used in all these areas, it is sometimes not widely implemented. The biggest obstacle is the lack of infrastructure that manages large amount of data mostly required by a video. The report specifies the important inputs such as drivers, restraints, opportunities in VOD market.

The VOD ecosystem comprises of leading industry players offering hardware, solutions and services. The market players in the ecosystem add capabilities to build a robust system and caters to those audiences who need fast, high quality, and real time access to the content. They also provide attractive opportunities to consume content in variety of ways. The most driving factors behind this development are various platforms such as You Tube, Netflix, Magine and Watchever amongst others. The founders, managing directors, broadcasters, platform operators are presenting new concepts, strategies and outlooks on the VOD ecosystem. Prominent vendors in the VOD market space are Akamai Technologies, Alcatel-Lucent, Arris, AT&T, Cisco, Concurrent, Ericsson, Fujitsu, Harmonic, Huawei Technologies, Level 3 Communications, SeaChange International, ZTE, Ateme, Broadpeak, Blackarrow, Telestream, Octoshape, and Minerva Networks. These players are included in the VOD ecosystem and play a critical role in simplifying on-demand service and offering solutions to address the need of flexible and continuous demand of consumers.

Even though the VOD market is flooded with a range of offerings from various vendors, the broadcast television continues to evolve, with consumers increasingly demanding for videos on growing number of devices. The main aim of service providers and content owners is not only to deliver the required content to each of the platforms with a specific timeframe, but to also meet the performance requirements for respective streaming formats. Therefore, ever expanding networks are enhancing the conventional TV experience by offering new formats and frameworks for video delivery such as IPTV, OTT, and Smart TV. These emerging technologies are continuously proving to be efficient and popular tools for the audience and can maximize the profits with fewer amounts of resources.

Video on Demand is available to the end-users in many formats such as free VOD, which includes basic or family packages, subscription video on demand where a separate regularly re-occurring fee is charged for VOD programming. Typically each of these operated in same manner offering services such as play, pause, stop, fast forward, and rewind. The VOD applications are being aggressively adopted across the academic and corporate sectors for streamlining the on-demand process. VOD has a great potential to be a successful revenue generator and supports the cable operators and content providers to increase profits and satisfy customers. This report will help the cable operators to decide if video on demand makes any financial sense for their own cable system and make a profitable investment.

The VOD market research report analyzes key opportunities in the on demand videos space, by providing critical market data in terms of revenue opportunity, segment growth, regional adoption trends, competitive landscape, venture capital funding, and highlights on emerging solution providers to watch out for.

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