
Description: This report examines the Video on demand market for the period 2015-2020. The primary objective of the report is to offer updates on the advancements in ICT and embedded systems that have given rise to a futuristic technology: the VoD services, which is significantly transforming consumer content watching experience.

Video on demand services (VoD) allows TV program, news, movies and sports event to be delivered directly to a set-top box, PC, IPTV, mobile phones from satellite TV, internet, cable companies and as well as telephone, when customer requests it. Video on Demand solutions allow digital video subscribers to select programming of their choice from a library of content, to watch when they want for up to 24 hours with the power to pause, rewind, stop, and start at any time. Video-on-Demand is changing the way individual watch television due to which internet is becoming an alternate way to cater VoD services.

This section covers the video on demand market performance in terms of Global Video on Demand revenue split, since this is detrimental to growth of the Video on Demand market. This section additionally includes analyses of the key trends, drivers and restraints from the supply, demand and economy side, which are influencing the video on demand market. Impact analysis of key growth drivers and restraints, based on the weighted average model is included in the video on demand report to better equip and arm clients with crystal clear decision-making insights.

As highlighted earlier, Video on Demand is an aggregation of pay TV service (includes analog cable TV, digital cable TV, IPTV and satellite TV), transactional based services and subscription based services. All these sub-segments are included in this section to make the study more comprehensive.

The next section of the report highlights video on demand adoption by regions. It provides a market outlook for 2015-2020 and sets the forecast within the context of the Global Video on Demand ecosystem, including VoD services to build a complete picture at regional levels. This study discusses the key regional trends contributing to growth of the Video on Demand market on a worldwide basis, as well as analyses the degree at which global drivers are influencing this market in each region. Key regions assessed in this report include North America, Latin America, Western Europe, Eastern Europe, Asia Pacific excluding Japan (APEJ), Japan as a separate region, Middle East and Africa.

All the above sections, by services or by regions, evaluate the present scenario and the growth prospects of the Global Video on Demand market for the period 2015-2020. We have considered 2014 as the base year and provide data for the trailing 12 months.

To calculate the video on demand market size, we have considered revenue generated from the sale of video on demand solutions and adoption of services. The forecast presented here assesses the total revenue by Value across the Video on demand market. In order to offer an accurate forecast, we started by sizing the current market, which forms the basis of how the Video on demand market will develop in the future. Given the characteristics of the market, we triangulated the outcome of three different types of analyses, based on supply side, consumer spending and economic envelope. However, forecasting the market in terms of various video on demand services, and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalising them after the forecast has been completed.

In addition, it is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse on the basis of key parameters such as year-on-year (Y-o-Y) growth to understand the predictability of the market and to identify the right opportunities across the Global Video on Demand market.

As previously highlighted, the Video on demand market is split into a number of sub categories. All the Video on Demand sub-categories in terms of services and regions are analysed in terms of Basis Point Share (BPS) to understand individual segments’ relative contributions to market growth. This detailed level of information is important for the identification of various key trends of the Global Video on Demand market.
Also, another key feature of this report is the analysis of all key Video on demand segments, sub-segments and regional adoption and revenue forecast in terms of absolute dollar. This is traditionally overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales and delivery perspective in the Video on demand market.

Furthermore, to understand key growth segments in terms of growth & adoption of Video on Demand services across regions, Future Market Insights developed the Video on demand Market Attractiveness Index. The resulting index should help providers identify real market opportunities.

In the final section of the report, Video on Demand Competitive landscape is included to provide report audiences with a Dashboard view, based on categories of provider in the value chain, presence in Video on Demand services portfolio and key differentiators. Key categories of providers covered in the report are Video on Demand services and solutions Providers. This section is primarily designed to provide clients with an objective & detailed comparative assessment of key providers specific to a market segment in the video on demand value chain. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on in-depth assessment of capabilities and success in the Video on Demand marketplace. Detailed profiles of the providers are also included in the scope of the report to evaluate their long-term and short-term strategies, key offerings and recent developments in the Video on demand space. Key competitors covered are Accenture plc., Alcatel-Lucent, Motorola Solutions Inc., Cisco Systems Inc., SeaChange International, Netflix Inc., Amazon.com Inc., ZTE Corporation, Vubiquity Inc. and British Sky Broadcasting Ltd.

Key Segments Covered:
- By VoD Services
- Pay TV Services
- Analog Cable TV
- Digital Cable TV
- IPTV
- Satellite TV
- Transactional Based Services
- Subscription Based Services

Key Regions/Countries Covered:
- North America
- Latin America
- Western Europe
- Eastern Europe
- Asia-Pacific Excluding Japan (APEJ)
- Middle East & Africa

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