
Description: Video on Demand (VOD) is considered to be an interactive technology that enables the subscribers to view programming in real-time and even download programs to watch them later. VOD service is provided by various big and small service providers comprising of those who offer triple-play service. The pay-tv operators have largely improved on their revenues by adopting VOD in their product portfolio. Educational institutions, hotel industry, and hospitals are widely embracing VOD service as it helps in enhancement of their presentations, improvement of patient experience of care, and collecting information to manage the patient's pain. In the coming years, VOD is likely to become common as Fiber-to-the-Home (FTTH) services.

VOD market has also been going through an addition to numerous old and new VOD contents. However, limitation in availability of content could be a major challenge to the growth of this market. In the VOD market report, the research segments the VOD market on the basis of solutions, delivery technologies, applications, verticals, and regions.

The VOD market is segmented on the basis of solutions comprising of pay-TV VOD, Internet Protocol Television (IPTV), Over-the-Top (OTT) services. The VOD service providers and content owners not only wants to deliver this content to each of the platforms in a limited timeframe, but also desire to fulfill the specific performance needs for respective streaming formats. The leaders in the VOD market are investing in acquisitions and new technologies to enrich their existing product portfolio and address the increasing demand across a wide range of academic and corporate users.

VOD providers mainly use data centers which are comprised of various inputs, outputs, and storage mediums specifically for encoding, decoding, storing, and delivering video content via cable, broadcast, and telecom networks. These video servers have high processing power and real-time streaming capabilities, and offer various other application features such as branding, integrating graphics, and inserting live inputs and advertisements. The adoption of VOD applications is also analyzed for the end-users based on different verticals such as academia and government, Banking, Financial Services, and Insurance (BFSI), consumer goods and retail, healthcare, manufacturing households, telecom and IT, media and entertainment, and transport and logistics.

The introduction of IPTV has further accelerated the adoption of VOD within the entertainment environment framework. The report also analyzes the VOD market for the regions of North America (NA), Europe (EU), Asia Pacific (APAC), Middle East and Africa (MEA), and Latin America (LA).

This report has assumed certain factors related to economy, technological development, investment, market saturation, and government regulations among others for market sizing and forecasting.

Contents:
1 Introduction
1.1 Key Take-Aways
1.2 Report Description
1.3 Markets Covered
1.4 Stakeholders
1.5 Research Methodology
1.5.1 Key Data Points
1.5.2 Data Triangulation and Market Forecasting
1.6 Forecast Assumptions
2 Executive Summary
2.1 Abstract
2.2 Overall Market Size
3 Market Overview
3.1 Market Definition
3.2 Market Evolution
3.3 Market Segmentation
3.4 Market DyNAmics
3.4.1 Drivers
3.4.1.1 VOD as a differentiator in the extreme competitive pay-TV market
3.4.1.2 Improves customer viewing experience and offering them lifetime value
3.4.1.3 VOD is the greatest revenue generator for cable operators and content providers
3.4.2 Restraints
3.4.2.1 Difficulty in achieving negotiable content licensing
3.4.2.2 Low cCAPACity of set-top boxes
3.4.2.3 Video piracy concerns is the major hindrance
3.4.3 Opportunities
3.4.3.1 Increasing bandwidth saving by new streaming schemes
3.4.3.2 Internet based on media helps in increasing the number of viewer’s eNAbling VOD
3.4.3.3 Integration of wide array of services in the VOD market
3.4.4 Impact ANAlysis of DROS
3.5 Value Chain
3.6 VOD Architecture
3.6.1 Centralized Video Architecture
3.6.2 Distributed Video Architecture
3.6.3 Hybrid Video Architecture

4 VOD: Market Size and Forecast by Solutions
4.1 Introduction
4.2 Pay-TV VOD
4.2.1 Introduction
4.2.2 Market Size and Forecast by Verticals
4.2.3 Market Size and Forecast by Regions
4.2.4 Cable TV Service
4.2.4.1 Overview
4.2.4.2 Market Size and Forecast by Regions
4.2.5 Dth Service
4.2.5.1 Overview
4.2.5.2 Market Size and Forecast by Regions
4.3 Over-The-Top (Ott) Videos
4.3.1 Overview
4.3.2 Market Size and Forecast by Verticals
4.3.3 Market Size and Forecast by Regions
4.4 Internet Protocol Television (IPTV)
4.4.1 Overview
4.4.2 Market Size and Forecast by Verticals
4.4.3 Market Size and Forecast by Regions

5 VOD: Market Size and Forecast by Applications
5.1 Introduction
5.2 Entertainment
5.2.1 Overview
5.2.2 Market Size and Forecast by Regions
5.3 Education and Training
5.3.1 Overview
5.3.2 Market Size and Forecast by Regions
5.4 Network Video Kiosks
5.4.1 Overview
5.4.2 Market Size and Forecast by Regions
5.5 Online Commerce
5.5.1 Overview
5.5.2 Market Size and Forecast by Regions
5.6 Digital Libraries
5.6.1 Overview
5.6.2 Market Size and Forecast by Regions

6 VOD: Market Size and Forecast by Delivery Technologies
6.1 Introduction
6.2 TransactioNAI Video On Demand (TVOD)
6.2.1 Overview
6.2.2 Market Size and Forecast by Verticals
6.2.3 Market Size and Forecast by Regions
6.3 Subscription Video On Demand (SVOD)
6.3.1 Overview
6.3.2 Market Size and Forecast by Verticals
6.3.3 Market Size and Forecast by Regions
6.4 Near Video On Demand (NVOD)
6.4.1 Overview
6.4.2 Market Size and Forecast by Verticals
6.4.3 Market Size and Forecast by Regions
6.5 Others
6.5.1 Overview
6.5.2 Market Size and Forecast by Verticals
6.5.3 Market Size and Forecast by Regions

7 VOD: Market Size and Forecast by Verticals
7.1 Introduction
7.2 Academia and Government
7.2.1 Overview
7.2.2 Market Size and Forecast by Solutions
7.2.3 Market Size and Forecast by Regions
7.3 Banking, Financial Services, and Insurance (Bfsi)
7.3.1 Overview
7.3.2 Market Size and Forecast by Solutions
7.3.3 Market Size and Forecast by Regions
7.4 Consumer Goods and Retail
7.4.1 Overview
7.4.2 Market Size and Forecast by Solutions
7.4.3 Market Size and Forecast by Regions
7.5 Healthcare
7.5.1 Overview
7.5.2 Market Size and Forecast by Solutions
7.5.3 Market Size and Forecast by Regions
7.6 Manufacturing
7.6.1 Overview
7.6.2 Market Size and Forecast by Solutions
7.6.3 Market Size and Forecast by Regions
7.7 Households
7.7.1 Overview
7.7.2 Market Size and Forecast by Solutions
7.7.3 Market Size and Forecast by Regions
7.8 Telecom and IT
7.8.1 Overview
7.8.2 Market Size and Forecast by Solutions
7.8.3 Market Size and Forecast by Regions
7.9 Media and Entertainment
7.9.1 Overview
7.9.2 Market Size and Forecast by Solutions
7.9.3 Market Size and Forecast by Regions
7.10 Transport and Logistics
7.10.1 Overview
7.10.2 Market Size and Forecast by Solutions
7.10.3 Market Size and Forecast by Regions

8 VOD: Market Size and Forecast by Regions
8.1 Introduction
8.2 ParfaIT Chart
8.3 North America (NA)
8.3.1 Overview
8.3.2 Market Size and Forecast by Solutions
8.3.3 Market Size and Forecast by Delivery Technologies
8.3.4 Market Size and Forecast by Applications
8.3.5 Market Size and Forecast by Verticals
8.4 Asia-Pacific (APAC)
8.4.1 Overview
8.4.2 Market Size and Forecast by Solutions
8.4.3 Market Size and Forecast by Delivery Technologies
8.4.4 Market Size and Forecast by Applications
8.4.5 Market Size and Forecast by Verticals
8.5 Europe
8.5.1 Overview
8.5.2 Market Size and Forecast by Solutions
8.5.3 Market Size and Forecast by Delivery Technologies
8.5.4 Market Size and Forecast by Applications
8.5.5 Market Size and Forecast by Verticals
8.6 Middle East and Africa (MEA)
8.6.1 Overview
8.6.2 Market Size and Forecast by Solutions
8.6.3 Market Size and Forecast by Delivery Technologies
8.6.4 Market Size and Forecast by Applications
8.6.5 Market Size and Forecast by Verticals
8.7 Latin America (LA)
8.7.1 Overview
8.7.2 Market Size and Forecast by Solutions
8.7.3 Market Size and Forecast by Delivery Technologies
8.7.4 Market Size and Forecast by Applications
8.7.5 Market Size and Forecast by Verticals
9 VOD: Market Landscape
9.1 Competitive Landscape
9.1.1 Ecosystem and Roles
9.1.2 Portfolio and Comparison
9.2 End-User Landscape
9.2.1 Market Opportunity ANALysis
9.2.2 End-User ANALysis
9.2.2.1 Global Set-Top Box Market is Expected Experience a Significant Growth
9.2.2.2 Targeted Advertising Getting More Pervasive
9.2.2.3 Multiscreen Video Market is Growing Steadily
10 Company Profiles (Overview, Products and Services, Financial, Strategy & Development)*
10.1 Akamai Technologies
10.2 Alcatel-Lucent
10.3 Arris Group
10.4 AT&T
10.5 Avaya
10.6 Cisco
10.7 Concurrent
10.8 Ericsson
10.9 Fujitsu
10.10 Harmonic
10.11 Huawei Technologies
10.12 Level 3 Communications
10.13 Polycom
10.14 Seachange InterNAtionAl
10.15 ZTE Corporation
10.16 Key Innovators
10.16.1 Anevia
10.16.2 Ateme
10.16.3 Avid Technology
10.16.4 Blackarrow
10.16.5 Broadpeak
10.16.6 Edgeware
10.16.7 Kontiki
10.16.8 Minerva Networks
10.16.9 MobiTV
10.16.10 NAtiv.TV
10.16.11 Octoshape
10.16.12 Telestream
10.16.13 Thomson Video Networks
10.16.14 Utstarcom
10.16.15 Vision247
10.16.16 Wowza Media Systems

*Details On Overview, Products and Services, FinAncials, Strategy & Development Might Not Be Captured In Case Of Unlisted Companies.

Appendix
- Mergers and Acquisitions (M&A)
- Venture Capital (VC) Funding
- Social Reach

List of Tables:
Table 1 VOD: Market Size, by Regions, 2013-2018 ($Billion)
Table 2 VOD: Market Growth, by Regions, 2013-2018 (Y-O-Y %)
Table 3 VOD: Ott Versus IPTV
Table 4 VOD: Market Size, by Solutions, 2013-2018 ($Billion)
Table 5 VOD: Market Growth, by Solutions, 2013-2018 (Y-O-Y %)
Table 6 VOD: Dth Service Versus Cable TV
Table 7 VOD: Market Size, by Pay-TV VOD, 2013-2018 ($Billion)
Table 8 Pay-TV VOD, Market Size, by Verticals, 2013-2018 ($Billion)
Table 9 Pay-TV VOD, Market Size, by Regions, 2013-2018 ($Billion)
Table 10 Cable TV Service, Market Size, by Regions, 2013-2018 ($Billion)
Table 11 Dth Service, Market Size, by Regions, 2013-2018 ($Billion)
Table 12 Ott Videos, Market Size, by Verticals, 2013-2018 ($Billion)
Table 13 Ott Videos, Market Size, by Regions, 2013-2018 ($Billion)
Table 14 IPTV, Market Size, by Verticals, 2013-2018 ($Billion)
Table 15 IPTV, Market Size, by Regions, 2013-2018 ($Billion)
Table 16 VOD: Market Size, by Applications, 2013-2018 ($Billion)
Table 17 VOD: Market Growth, by Applications, 2013-2018 (Y-O-Y %)
Table 18 Entertainment, Market Size, by Regions, 2013-2018 ($Billion)
Table 19 Education and Training, Market Size, by Regions, 2013-2018 ($Billion)
Table 20 Network Video Kiosks, Market Size, by Regions, 2013-2018 ($Billion)
Table 21 Online Commerce, Market Size, by Regions, 2013-2018 ($Billion)
Table 22 Digital Libraries, Market Size, by Regions, 2013-2018 ($Billion)
Table 23 VOD: Market Size, by Delivery Technologies, 2013-2018 ($Billion)
Table 24 Delivery Technologies, Market Growth, 2013-2018 (Y-O-Y %)
Table 25 TVOD, Market Size, by Verticals, 2013-2018 ($Billion)
Table 26 TVOD, Market Size, by Regions, 2013-2018 ($Billion)
Table 27 SVOD, Market Size, by Verticals, 2013-2018 ($Billion)
Table 28 SVOD, Market Size, by Regions, 2013-2018 ($Billion)
Table 29 NVOD, Market Size, by Verticals, 2013-2018 ($Billion)
Table 30 NVOD, Market Size, by Regions, 2013-2018 ($Billion)
Table 31 Others, Market Size, by Verticals, 2013-2018 ($Billion)
Table 32 Others, Market Size, by Regions, 2013-2018 ($Billion)
Table 33 VOD: Market Size, by Verticals, 2013-2018 ($Billion)
Table 34 VOD: Market Growth, by Verticals, 2013-2018 (Y-O-Y %)
Table 35 Academia and Government, Market Size, by Solutions, 2013-2018 ($Billion)
Table 36 Academia and Government, Market Size, by Regions, 2013-2018 ($Billion)
Table 37 Bfsi, Market Size, by Solutions, 2013-2018 ($Billion)
Table 38 Bfsi, Market Size, by Regions, 2013-2018 ($Billion)
Table 39 Consumer Goods and Retail, Market Size, by Solutions, 2013-2018 ($Billion)
Table 40 Consumer Goods and Retail, Market Size, by Regions, 2013-2018 ($Billion)
Table 41 Healthcare, Market Size, by Solutions, 2013-2018 ($Billion)
Table 42 Healthcare, Market Size, by Regions, 2013-2018 ($Billion)
Table 43 Manufacturing, Market Size, by Solutions, 2013-2018 ($Billion)
Table 44 Manufacturing, Market Size, by Regions, 2013-2018 ($Billion)
Table 45 Households, Market Size, by Solutions, 2013-2018 ($Billion)
Table 46 Households, Market Size, by Regions, 2013-2018 ($Billion)
Table 47 Telecom and It, Market Size, by Solutions, 2013-2018 ($Billion)
Table 48 Telecom and It, Market Size, by Regions, 2013-2018 ($Billion)
Table 49 Media and Entertainment, Market Size, by Solutions, 2013-2018 ($Billion)
Table 50 Media and Entertainment, Market Size, by Regions, 2013-2018 ($Billion)
Table 51 Transport and Logistics, Market Size, by Solutions, 2013-2018 ($Billion)
Table 52 Transport and Logistics, Market Size, by Regions, 2013-2018 ($Billion)
Table 53 NA, Market Size, by Solutions, 2013-2018 ($Billion)
Table 54 NA, Market Size, by Delivery Technologies, 2013-2018 ($Billion)
Table 55 NA, Market Size, by Applications, 2013-2018 ($Billion)
Table 56 NA, Market Size, by Verticals, 2013-2018 ($Billion)
Table 57 APAC, Market Size, by Solutions, 2013-2018 ($Billion)
Table 58 APAC, Market Size, by Delivery Technologies, 2013-2018 ($Billion)
Table 59 APAC, Market Size, by Applications, 2013-2018 ($Billion)
Table 60 APAC, Market Size, by Verticals, 2013-2018 ($Billion)
Table 61 Europe, Market Size, by Solutions, 2013-2018 ($Billion)
Table 62 Europe, Market Size, by Delivery Technologies, 2013-2018 ($Billion)
Table 63 Europe, Market Size, by Applications, 2013-2018 ($Billion)
Table 64 Europe, Market Size, by Verticals, 2013-2018 ($Billion)
Table 65 MEA, Market Size, by Solutions, 2013-2018 ($Billion)
Table 66 MEA, Market Size, by Delivery Technologies, 2013-2018 ($Billion)
Table 67 MEA, Market Size, by Applications, 2013-2018 ($Billion)
Table 68 MEA, Market Size by Verticals, 2013-2018 ($Billion)
Table 69 La, Market Size, by Solutions, 2013-2018 ($Billion)
Table 70 La, Market Size, by Delivery Technologies, 2013-2018 ($Billion)
Table 71 La, Market Size, by Applications, 2013-2018 ($Billion)
Table 72 La, Market Size, by Verticals, 2013-2018 ($Billion)
Table 73 Akamai Technologies: Revenue, 2012-2013 ($Million)
Table 74 Alcatel-Lucent: Revenue, by Business Segments, 2011-2012 ($Million)
Table 75 Arris Group: Revenue, by Business Segments, 2011-2012 ($Million)
Table 76 At&T: Revenue, by Business Segments, 2011-2012 ($Million)
Table 77 At&T: Revenue by Subscribers, 2011-2012 ($Thousands)
Table 78 Avaya: Revenue, by Regions, 2011-2012 ($Million)
Table 79 Cisco: Revenue, by Business Segments, 2011-2012 ($Million)
Table 80 Concurrent: Revenue, by Regions, 2012-2013 ($Thousands)
Table 81 Ericsson: Revenue, by Business Segments, 2011-2012 ($Million)
Table 82 Fujitsu: Revenue, by Business Segments, 2011-2012 ($Million)
Table 83 Harmonic: Revenue, by Business Segments, 2011-2012 ($Million)
Table 84 Huawei Technologies: Revenue, by Business Segments, 2011-2012 ($Million)
Table 85 Level 3 Communications: Revenue, by Business Segments, 2011-2012 ($Million)
Table 86 Polycom: Revenue, by Regions, 2011-2012 ($Million)
Table 87 Seachange InternAtioNAl: Revenue, by Regions, 2011-2012 ($Million)
Table 88 Zte Corporation: Revenue, by Business Segments, 2011-2012 ($Million)
Table 89 VOD: Mergers and Acquisitions (M&A)
Table 90 VOD: Venture Capital (VC) Funding

List of Figures:
Figure 1 VOD Market: Stakeholders
Figure 2 VOD Market: Data Triangulation and Market Forecasting
Figure 3 VOD: Market Growth, by Regions, 2013-2018 (Y-O-Y %)
Figure 4 VOD Market: Market Evolution
Figure 5 VOD Market: Market Segmentation
Figure 6 VOD Market: Impact ANAlysis Of Dros
Figure 7 VOD Market: Value Chain
Figure 8 VOD Market: Market Growth, by Solutions, 2013-2018 (Y-O-Y %)
Figure 9 VOD Market: Market Growth, by Pay-TV VOD, 2013-2018 (Y-O-Y %)
Figure 10 Pay-TV VOD, Market Growth, by Verticals, 2013-2018 (Y-O-Y %)
Figure 11 Pay-TV VOD, Market Growth, by Regions, 2013-2018 (Y-O-Y %)
Figure 12 Cable TV Service, Market Growth, by Regions, 2013-2018 (Y-O-Y %)
Figure 13 Dth Service, Market Growth, by Regions, 2013-2018 (Y-O-Y %)
Figure 14 Ott Videos, Market Growth, by Verticals, 2013-2018 (Y-O-Y %)
Figure 15 Ott Videos, Market Growth, by Regions, 2013-2018 (Y-O-Y %)
Figure 16 IPTV, Market Growth, by Verticals, 2013-2018 (Y-O-Y %)
Figure 17 IPTV, Market Growth, by Regions, 2013-2018 (Y-O-Y %)
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