
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.

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