Over the Top Market by Content Type, by Platform (Smart Devices, Laptops, Desktops, and Tablets), by Service (Consulting, Installation, and Maintenance), by Revenue Model, by Deployment Model, by Vertical, User Type, Region - Global Forecast to 2020

Description: The report aims at estimating the market size and future growth opportunities of the Over the Top Market across different segments, such as content type, platform, revenue model, deployment models, service type, user-type, vertical, and region. OTT TV is the digital turning point for the TV industry.

It affects business models and success factors along all steps of the value chain of the TV industry from content creation to distribution. Over-the-top is used for the delivery of audio, video, and other media over the Internet without the involvement of a multiple-system operator to control or distribute the content.

If the user has an active Internet connection on a device, then the OTT content can be delivered on it. In recent times, OTT services are widely used in smartphones, laptops, and tablets.

Major players in the OTT were identified across various regions along with their offerings and distribution channel; regional presence is understood through in-depth discussions. Furthermore, average revenue generated by these companies, segmented on the basis of region, was employed to arrive at the overall Over the Top Market size.

This overall market size is used in the top-down procedure to estimate the sizes of other individual markets (applications and services) via percentage splits from secondary and primary research. The entire procedure includes the study of the annual and financial reports of the top market players and extensive interviews of industry leaders, such as CEOs, VPs, directors, and marketing executives for key insights.

All percentage shares, splits, and breakdowns were determined using secondary sources and verified through primary sources. All possible parameters that affect the market, covered in this research study, have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data.

OTT comprises OTT application vendors, such as Microsoft Corporation, Google, Inc. Facebook, Inc. Netflix, Yahoo, Inc. and Apple, Inc., among others.

Stakeholders for OTT market are:

- Original Equipment Manufacturers
- OSS/BSS providers
- Platform Developers
- System Design and Development Vendors
- High Level Business Decision Makers
- Cloud Service Providers
- Training and Education Service Providers
- Large Business Enterprises and Network Providers
- Telecom Operators

Target audiences for OTT market are:

- Market Leaders
- Startup Companies
- Venture Capitalists
- Private Equity groups
- Investment Companies
- Equity Research firms

Scope of the Report:
The Over the Top Market is a broad study of the global market and forecasts the market sizes and trends in the following subsegments.

OTT market size by Content type:
- Voice Over IP
- Text and Images
- Video

OTT market size by Platform:
- Smart Device
- Set Top Box
- Gaming Consoles
- Laptops, Desktops, and Tablets

OTT market size by Deployment:
- Cloud
- On-Premise

OTT market size by Service type:
- Consulting
- Installation and Maintenance
- Training and Support
- Managed Services

OTT market size by Revenue model:
- Subscription
- Procurement
- Rental
- Advertisement

OTT market size by Region:
- North America
- Europe
- Asia Pacific (APAC)
- Middle East and Africa (MEA)
- Latin America

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