Video Streaming Market by Streaming Type (Live Video Streaming and Non-Linear Video Streaming), by Solution, by Service, by Platform, by User Type, by Deployment Type, by Revenue Model, by Industry, and by Region - Global Forecast to 2021

Description: One of the major factors driving this market is the growth of mobile based streaming. There has been increase in digitization and growth of video content delivery network among diverse business. This development has increased the usage of mobile devices for streaming videos on a real time basis. Mobile video streaming apps such as Facebook and YouTube help users to watch, share, and store video from anywhere.

In the coming five years it is expected that 50% of viewers would stream online video from their smartphones. The increasing usage of cloud-based video streaming solutions is also helping this market to grow. The emergence of cloud-based video streaming solutions allows small companies to adopt these video streaming solutions without expanding their IT resources.

The report segments the video streaming market into streaming type, solution, services, platform type, user type, deployment type, revenue model, industry, and region.

Major players in the video streaming ecosystem were identified across regions, their offerings, and distribution channels; the regional presence has been studied through in-depth discussions. The average revenue generated by these companies segmented by region was used to arrive at the overall video streaming market size. This overall market size is used in the top-down procedure to estimate the sizes of other individual markets 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 interview of key insights from industry leaders, such as CEOs, VPs, directors, and marketing executives.

All percentage 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. This data is consolidated and added with detailed inputs and analysis from MarketsandMarkets and presented in this report.

The ecosystem of the video streaming market consists of video streaming type provider, video streaming solution providers, video streaming platform providers, internet service providers, and other players. The video streaming solution providers deliver their customers OTT solutions as per the requirements. Video streaming service providers also plays important role by assisting video streaming solutions with their services such as training and support services, consulting services, and managing services. Moreover, these solutions are offered to various industries such as government and retail and consumer goods for several applications.

Target audience:
- Video streaming solution providers
- Live streaming providers
- On-demand streaming providers
- Service providers
- Platform vendors
- Third party providers
- Cloud service providers
- Internet service providers
- Application service providers
- Technology providers

Scope of the Report:
The report segments the video streaming market on the following basis.

- On the basis of streaming type:
  - Live Video Streaming
  - Non-Linear Video Streaming
- On the basis of solution:
  - Pay TV
  - Internet Protocol Television
  - Over The Top
- On the basis of services:
  - Training & Support
  - Consulting
  - Managed Services
- On the basis of platform type:
  - Laptops and Desktops
  - Smart phones and Tablets
  - Smart TV
  - Gaming Consoles
- On the basis of user type:
  - Large Enterprises
  - Small and Medium Enterprises (SME)
  - Small Office House
- On the basis of deployment type:
  - Cloud
  - On-Premises
- On the basis of revenue model:
  - Subscription
  - Rental
  - Retail
  - Advertisement
- On the basis of Industry:
  - BFSI
  - Media and Entertainment
  - Retail
  - Education
  - IT and Telecom
  - Healthcare
  - Government
  - Others (Manufacturing, Transportation, and Logistics)
- On the basis of regions:
  - North America
  - Europe
  - Asia-Pacific (APAC)
  - Middle East and Africa (MEA)
  - Latin America

Contents:
1 Introduction
  1.1 Objectives of the Study
  1.2 Market Definition
  1.3 Market Scope
    1.3.1 Markets Covered
    1.3.2 Years Considered for the Study
  1.4 Currency
  1.5 Limitations
  1.6 Stakeholders

2 Research Methodology
  2.1 Research Data
    2.1.1 Secondary Data
      2.1.1.1 Key Data Taken From Secondary Sources
    2.1.2 Primary Data
      2.1.2.1 Key Data Taken From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Break Down of Primary Interviews
2.2 Market Size Estimation
2.2.1 Bottom-Up Approach
2.2.2 Top-Down Approach
2.3 Market Breakdown and Data Triangulation
2.4 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities in the Video Streaming Market
4.2 Market, By Industries and By Regions
4.3 Market Potential
4.4 Market, By Deployment Type
4.5 Market, By Platform
4.6 Lifecycle Analysis, By Region, 2015

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 By Streaming Type
5.2.2 By Platform
5.2.3 By Solution
5.2.4 By Service
5.2.5 By User Type
5.2.6 By Deployment Type
5.2.7 By Revenue Model
5.2.8 By Industry Vertical
5.2.9 By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Emergence of Social Networking Websites
5.3.1.2 Increasing Usage of Mobile Device for Video Streaming
5.3.2 Restraints
5.3.2.1 High Cost of Streaming Solution
5.3.2.2 Network Connectivity and Related Problems
5.3.3 Opportunities
5.3.3.1 Development of Innovative Solutions
5.3.3.2 Rising Interest of Big Players
5.3.4 Challenges
5.3.4.1 Security of Video Content

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Strategic Benchmarking
6.4 Current Trends in the Video Streaming Market
6.4.1 Growth of Live Streaming
6.4.2 Slow Decline of Traditional TV
6.4.3 The Growth of Mobile Streaming
6.4.4 The Rise in Video Quality Standards
6.4.5 Increase in Viewing Option
6.4.6 Rise of Streaming Advertisements

7 Video Streaming Market Analysis, By Streaming Type
7.1 Introduction
7.2 Live Video Streaming
7.3 Non-Linear Video Streaming

8 Video Streaming Market Analysis, By Solution Type
8.1 Introduction
8.2 Pay TV
17.2.1 Business Overview
17.2.2 Products and Solutions Offered
17.2.3 Recent Developments
17.2.4 MnM View
17.2.4.1 Key Strategies
17.2.4.2 SWOT Analysis
17.3 Adobe Systems Incorporated
17.3.1 Business Overview
17.3.2 Products and Solutions Offered
17.3.3 Recent Developments
17.3.4 MnM View
17.3.4.1 Key Strategies
17.3.4.2 SWOT Analysis
17.4 Amazon Web Services
17.4.1 Business Overview
17.4.2 Products and Solutions Offered
17.4.3 Recent Developments
17.4.4 MnM View
17.4.4.1 Key Strategies
17.4.4.2 SWOT Analysis
17.5 Netflix, Inc.
17.5.1 Business Overview
17.5.2 Products and Solutions Offered
17.5.3 Recent Developments
17.5.4 MnM View
17.5.4.1 Key Strategies
17.5.4.2 SWOT Analysis
17.6 Ustream
17.6.1 Business Overview
17.6.2 Products and Solutions Offered
17.6.3 Recent Developments
17.6.4 MnM View
17.6.4.1 Key Strategies
17.6.4.2 SWOT Analysis
17.7 Cisco Systems, Inc.
17.7.1 Business Overview
17.7.2 Products and Solutions Offered
17.7.3 Recent Developments
17.8 Apple, Inc.
17.8.1 Business Overview
17.8.2 Products and Solutions Offered
17.8.3 Recent Developments
17.9 Google Inc.
17.9.1 Business Overview
17.9.2 Products and Solutions Offered
17.9.3 Recent Developments
17.10 Microsoft Corporation
17.10.1 Business Overview
17.10.2 Products and Solutions Offered
17.10.3 Recent Developments
17.11 Hulu
17.11.1 Business Overview
17.11.2 Products and Solutions Offered
17.11.3 Recent Developments

18 Key Innovators
18.1 Kaltura
18.1.1 Overview
18.1.2 Key Strategies
18.2 Highwinds Networks
18.2.1 Overview
18.2.2 Key Strategies
List of Tables

Table 1 Global Video Streaming Market Size and Growth Rate, 2014-2021 (USD Million, Yoy %)
Table 2 Market Size, By Streaming Type, 2014-2021 (USD Million)
Table 3 LiveVideo Streaming: Market Size, By Region, 2014-2021 (USD Million)
Table 4 Non-Linear Video Streaming: Market Size, By Region, 2014-2021 (USD Million)
Table 5 Video Streaming Market Size, By Solution Type, 2014-2021 (USD Million)
Table 6 Pay TV : Market Size, By Region, 2014-2021 (USD Million)
Table 7 Internet Protocol Television: Market Size, By Region, 2014-2021 (USD Million)
Table 8 Over the Top: Market Size, By Region, 2014-2021 (USD Million)
Table 9 Video Streaming Market Size, By Service, 2014-2021 (USD Million)
Table 10 Training and Support Service: Market Size, By Region, 2014-2021 (USD Million)
Table 11 Consulting Service: Market Size, By Region, 2014-2021 (USD Million)
Table 12 Managed Services: Market Size, By Region, 2014-2021 (USD Million)
Table 13 Video Streaming Market Size, By Platform, 2014-2021 (USD Million)
Table 14 Laptops and Desktops: Market Size, By Region, 2014-2021 (USD Million)
Table 15 Smartphones and Tablets: Market Size, By Region, 2014-2021 (USD Million)
Table 16 Smart TV: Market Size, By Region, 2014-2021 (USD Million)
Table 17 Gaming Consoles: Market Size, By Region, 2014-2021 (USD Million)
Table 18 Video Streaming Market Size, By UserType, 2014-2021 (USD Million)
Table 19 Large Enterprises: Market Size, By Region, 2014-2021 (USD Million)
Table 20 Small and Medium Enterprises: Market Size, By Region, 2014-2021 (USD Million)
Table 21 Small Office and House Office: Market Size, By Region, 2014-2021 (USD Million)
Table 22 Video Streaming Market Size, By Deployment Type, 2014-2021 (USD Million)
Table 23 Cloud: Market Size, By Region 2014-2021 (USD Million)
Table 24 On-Premises: Market Size, By Region, 2014-2021 (USD Million)
Table 25 Market Size, By Revenue Model, 2014-2021 (USD Million)
Table 26 Subscription: Market Size, By Region, 2014-2021 (USD Million)
Table 27 Rental: Market Size, By Region, 2014-2021 (USD Million)
Table 28 Retail: Market Size, By Region, 2014-2021 (USD Million)
Table 29 Advertisement:Market Size, By Region, 2014-2021 (USD Million)
Table 30 Video Streaming Market Size, By Industry, 2014-2021 (USD Million)
Table 31 BFSI: Market Size, By Region, 2014-2021 (USD Million)
Table 32 Media and Entertainment: Market Size, By Region, 2014-2021 (USD Million)
Table 33 Retail: Market Size, By Region, 2014-2021 (USD Million)
Table 34 Education: Market Size, By Region, 2014-2021 (USD Million)
Table 35 IT and Telecom: Market Size, By Region, 2014-2021 (USD Million)
Table 36 Healthcare: Market Size, By Region, 2014-2021 (USD Million)
Table 37 Government: Market Size, By Region, 2014-2021 (USD Million)
Table 38 Others: Market Size, By Region, 2014-2021 (USD Million)
Table 39 Video Streaming Market Size, By Region, 2014-2021 (USD Million)
Table 40 North America: Market Size, By Streaming Type, 2014-2021 (USD Million)
Table 41 North America: Market Size, By Solution, 2014-2021 (USD Million)
Table 42 North America: Market Size, By Service, 2014-2021 (USD Million)
Table 43 North America: Market Size, By Platform, 2014-2021 (USD Million)
Table 44 North America: Market Size, By UserType, 2014-2021 (USD Million)
Table 45 North America: Market Size, By Deployment Type, 2014-2021 (USD Million)
Table 46 North America: Market Size, By Industry, 2014-2021 (USD Million)
Table 47 North America: Market Size, By Revenue Model, 2014-2021 (USD Million)
Table 48 Europe: Video Streaming Market Size, By Streaming Type, 2014-2021 (USD Million)
Table 49 Europe: Market Size, By Solution, 2014-2021 (USD Million)
Table 50 Europe: Market Size, By Service, 2014-2021 (USD Million)
Table 51 Europe: Market Size, By Platform, 2014-2021 (USD Million)
Table 52 Europe: Market Size, By UserType, 2014-2021 (USD Million)
Table 53 Europe: Market Size, By Deployment Type, 2014-2021 (USD Million)
Table 54 Europe: Market Size, By Industry, 2014-2021 (USD Million)
List of Figures

Figure 1 Research Design
Figure 2 Breakdown of Primary Interview: By Company Type, Designation, and Region
Figure 3 Market Size Estimation Methodology: Bottom-Up Approach
Figure 4 Market Size Estimation Methodology: Top-Down Approach
Figure 5 Data Triangulation
Figure 6 Market Size, By Revenue Model (2015-2020): Market for Subscription Revenue Model is Expected to Double During the Forecast Period
Figure 7 Market Size, By Industry (2015-2020): Media and Entertainment is Expected to Dominate the Market
Figure 8 Global Video Streaming Market Share, By Region: North America is Expected to Exhibit the Largest Market Share in 2015
Figure 9 Growing Usage of Video Streaming Solutions for Watching Online Videos is Expected to Drive Market Growth During the Forecast Period
Figure 10 Media and Entertainment is Gaining the Highest Traction in Terms of Market Share in 2016
Figure 11 Asia-Pacific is Expected to Have the Highest Market Growth Potential During the Forecast Period
Figure 12 On-Premises Segment is Expected to Dominate the Video Streaming Market in 2016
Figure 13 Smartphones and Tablets Market to Grow at A Higher Rate During the Forecast Period
Figure 14 Regional Lifecycle: North America is Expected to Be in the Growth Phase in 2016
Figure 15 Video Streaming Market Segmentation: By Streaming Type
Figure 16 Market Segmentation: By Platform
Figure 17 Market Segmentation: By Solution
Figure 18 Market Segmentation: By Service
Figure 19 Market Segmentation: By User Type
Figure 20 Market Segmentation: By Deployment Type
Figure 21 Market Segmentation: By Revenue Model
Figure 22 Market Segmentation: By Industry
Figure 23 Market Segmentation: By Region
Figure 24 Market: Drivers, Restraints, Opportunities, and Challenges
Figure 25 Video Streaming Market: Value Chain Analysis
Figure 26 Strategic Benchmarking: Partnerships of Top Vendors
Figure 27 Live Video Streaming is Expected to Grow at the Highest CAGR
Figure 28 Asia-Pacific is Expected to Grow at the Highest CAGR
Figure 29 Europe is Expected to Grow at the Highest CAGR in Comparison With North America
Figure 30 Over the Top Solution is Growing at the Highest CAGR in 2016-2020
Figure 31 North America is Expected to Adopt Over the Top Solution Swiftly During the Forecast Period
Figure 32 Services Segment Expected to Grow Extensively During the Forecast Period
Figure 33 Managed Services are Adopted By Europe and Asia-Pacific in 2016-2020
Figure 34 Smartphones and Tablets Platform is Expected to Exhibit the Highest Growth Rate in the Video Streaming Market During 2016-2021
Figure 35 Asia-Pacific is Expected to Have the Highest Adoption of Video Streaming Solutions for Smartphones and Tablets Platform
Figure 36 North America is Expected to Increasingly Adopt Video Streaming Solutions for Smart TV Platforms
Figure 37 Large Enterprises Segment is Expected to Have the Largest Market Size During the Forecast Period
Figure 38 Small and Medium Enterprise Segment Expected to Adopt Video Streaming Solution Extensively in Europe
Figure 39 On-Premises Deployment Type is Expected to Have the Largest Market Size in 2016
Figure 40 Cloud Deployment Type is Expected to Grow at the Highest CAGR in Asia-Pacific
Figure 41 On-Premises Deployment Type is Expected to Grow Extensively in Asia-Pacific
Figure 42 Rental Revenue Model is Expected to Exhibit the Highest Growth Rate in the Video Streaming Market During 2016-2021
Figure 43 Subscription Revenue Model is Growing Significantly in North America
Figure 44 North America is Expected to Increasingly Adopt Retail Revenue Model for Video Streaming Solutions
Figure 45 Media and Entertainment Industry is Expected to Have the Significant Market Size in the Video Market
Figure 46 Media and Entertainment Industry is Expected to Exhibit Highest Adoption of Video Streaming Solution in Asia-Pacific
Figure 47 Video Streaming Market in Education Industry is Expected to Dominate in North America
Figure 48 Healthcare Sector in Europe Expected to Adopt Video Streaming Solutions Expansively By 2021
Figure 49 Geographical Analysis
Figure 50 North America Market Snapshot: On-Premises Deployment to Contribute Maximum to the Market
Figure 51 Asia-Pacific Market Snapshot: Media and Entertainment Industry is Expected to Gain Popularity
Figure 52 Companies Adopted New Product Launches as the Key Growth Strategy Over the Past Four Years
Figure 53 Market Evaluation Framework
Figure 54 Battle for Market Share: Partnerships and New Product Launches Were the Key Strategies
Figure 55 Geographic Revenue Mix of Top Five Market Players
Figure 56 Akamai Technologies: Company Snapshot
Figure 57 Akamai Technologies : SWOT Analysis
Figure 58 Adobe Systems Incorporated: Company Snapshot
Figure 59 Adobe Systems Incorporated : SWOT Analysis
Figure 60 Amazon Web Services: Company Snapshot
Figure 61 Amazon Web Services: SWOT Analysis
Figure 62 Netflix, Inc.: Company Snapshot
Figure 63 Netflix, Inc.: SWOT Analysis
Figure 64 Ustream: Company Snapshot
Figure 65 Ustream: SWOT Analysis
Figure 66 Cisco Systems, Inc.: Company Snapshot
Figure 67 Apple, Inc.: Company Snapshot
Figure 68 Google Inc.: Company Snapshot
Figure 69 Microsoft Corporation: Company Snapshot
Figure 70 Hulu: Company Snapshot

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