Playout Automation And Channel-In-A-Box Market -By Channel Type (Single, Multiple); By Operation (Broadcasting, Video and Image Processing, Others); By Components; By End-user & Geography-Forecast (2015-2021)

Description: Channel-in-a-Box enable playout automation that offers ingesting video, producing the content by inserting logos, overlays and advertisements and then playing it before broadcasting to audiences on a set schedule which also gives advertising billing to generate revenue for the broadcaster. Channel-in-a-box refers to everything in one box. These consists of: input interfaces to ingest video, the real-time video processing to implement digital video effects, storage interfaces to get the related content, the output interfaces to playout the final produced video and handle all the billing and business operations. Playout automation is the technology that produces content by inserting logos, ingesting video, advertisement, and overlay before broadcasting it to the audiences. The market growth is driven by its latest advancement in the technology providing benefits to the producers and engineers with powerful and compact outboard by combining the sonic quality and features. This is becoming more competitive which are the major boundaries in the growth of the market. But integration is in use now a days and it's easy to decide the future of channel in-a-box.

The global playout automation & channel-in-a-box market is projected to grow from $ XX m in 2016 to $XXm by 2021, at a CAGR of XX % from 2016 to 2021 with the demand for entertainment and cartoon segments. Increased need for better-quality channel presentation, ease of procedures, and rapid entry of small and medium-sized business in the broadcasting industry are driving the growth for global playout automation and channel-in-a-box market.

Playout automation & channel-in-a-box market is segmented by type of channel as single and multiple, by component as servers, logo inserter character generators and others, operations include broadcasting, video and image processing, graphics and other operations. By end-user include international broadcasting and national broadcasting. By application into news, sports, entertainment, cartoon, life style, others. Entertainment and lifestyle segment is forecasted to hold the major share during the forecast period.

Europe dominates the global playout and channel-in-a-Box market with advancement in playout solutions. However, during the forecast period, vast development in Asia Pacific and Middle East and Africa (MEA) will help the global playout automation and channel-in-a-box market to gain fastest growth.

Key companies include Harmonic Inc., Snell Limited, Pebble Beach Systems and others.

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