Over-The-Top (OTT) Content Market: Video Content Type Segment to Remain Dominant Through 2026: Global Industry Analysis and Opportunity Assessment 2016-2026

Description: Over-the-top (OTT) content is the delivery of audio, video, images, and other media over the internet and bypasses traditional content distribution services. OTT services are mostly related to communication and media and are generally lower in cost than the traditional method of content delivery. OTT content, applications, and services are increasingly being adopted in all segments of commerce and society and are affecting and disrupting traditional industries at a significant pace.

Consumers use online video instead of traditional television; online communications platforms instead of traditional telephone services; and today are able to download films and music that were once provided only on physical media. Additionally, the process of advertising and searching for services is increasingly moving to these online platforms. This has led to an exponential market growth globally. The global OTT content market is estimated to be valued at US$ 53.2 Bn by the end of 2016 and is expected to register a CAGR of 14.5% during the forecast period (2016-2026).

Increasing penetration of high speed broadband is a major factor driving market growth.

Growth in the penetration of high speed broadband, increasing mobile subscriptions and adoption of mobile connected devices, new features and advanced capabilities in smartphones, attractive pricing, and more content options are some of the major drivers fuelling the growth of the global OTT content market. Also, a shift in viewer preferences from the television format to a more customised, anytime, anywhere content viewing format is also boosting the growth of the global OTT content market.

However this growth is hampered by factors such as online piracy activities, low bandwidth in emerging countries, lack of offline content availability, and technical challenges faced during OTT content delivery.

Market segmentation

By Content Type
- VoIP
- Text and Images
- Music Streaming
- Video
- Entertainment and Infotainment
- Food, Travel, and Fashion
- Gaming and Spiritual content
- Sports & Live events

By Revenue Model
- SVOD
- AVOD
- TVOD
- Others (User generated content, Linear OTT, and TV everywhere)

By Device/Platform Type
- Desktop and Laptop
- Gaming Consoles
- OTT Streaming Devices
- Smartphones and Tablets
- Smart TVs
- Others (Internet blue ray players)

By Region
- North America
Video content type segment projected to be the most attractive segment over the forecast period.

In terms of revenue, the video segment is anticipated to register a relatively higher CAGR of 15.8% between 2016 and 2026. This growth is attributed to extensive growth of high speed broadband infrastructure in emerging economies and popularity of subscription-based models in developed economies. This segment is expected to register high Y-o-Y growth rates throughout the forecast period.

TVOD revenue model segment expected to register high Y-o-Y growth rates throughout the forecast period.

The TVOD segment is estimated to register a CAGR of 15.8% during the forecast period. The AVOD segment is expected to witness significant revenue growth due to its ease of use; personalized, modern interface; and better viewing experience of AVOD services.

Smartphones and Tablets device/platform type segment projected to be the most attractive segment over the forecast period.

The smartphones and tablets segment accounted for a relatively high market value share in 2015 and this segment is anticipated to remain dominant through 2026. The dominance of the smartphones and tablets segment is attributed to increasing consumer preference towards these devices for availing OTT services such as video and audio streaming, social networking, and texting. The Smart TVs segment is expected to register high Y-o-Y growth rates throughout the forecast period and is anticipated to register a CAGR of 18.7% between 2016 and 2026.

APEJ and Latin America expected to be the fastest growing markets over 2016-2026.

The APEJ OTT content market is projected to be the most attractive regional market in the global OTT content market and is anticipated to witness a CAGR of 24.6% over the forecast period. The market in North America accounted for a relatively high value share in 2015.

Top OTT content market players are developing innovative marketing and distribution channels to enter and rule untapped markets.

Some of the top companies operating in the global OTT content market include Akamai Technologies, Amazon.com Inc., Apple Inc., Facebook Inc., Google Inc., IBM, LeEco, Limelight Networks, Microsoft Corporation, and Netflix Inc. Several Indian companies have also entered the OTT content market in a big way. Some of the Indian OTT content market players include Star India Pvt. Ltd., Zee Entertainment Enterprises Ltd., Spuul, Eros International Plc., and Viacom 18 Media Pvt. Ltd.
7.2.5.1. Absolute $ Opportunity
7.2.5.2. Market Value Forecast
7.2.6. Others
7.2.6.1. Absolute $ Opportunity
7.2.6.2. Market Value Forecast
7.3. OTT Content Market Attractiveness Analysis, By Device/Platform Type
7.4. Prominent Trends
8. Global OTT Content Market Analysis, By Region
8.1. Introduction
8.1.1. Y-o-Y Growth Projections, By Region
8.1.2. Basis Point Share (BPS) Analysis, By Region
8.2. OTT Content Market Forecast By Region
8.2.1. North America Market Value Forecast
8.2.2. Latin America Market Value Forecast
8.2.3. Asia Pacific excluding Japan Market Value Forecast
8.2.4. Japan Market Value Forecast
8.2.5. Eastern Europe Market Value Forecast
8.2.6. Western Europe Market Value Forecast
8.2.7. Middle East & Africa Market Value Forecast
8.3. Regional Attractiveness Analysis
9. North America OTT Content Market Analysis
9.1. Introduction
9.1.1. Y-o-Y Growth Projections, By Country
9.1.2. Basis Point Share (BPS) Analysis, By Country
9.1.3. Key Trends
9.2. North America OTT Content Market Forecast
9.2.1. Market Value Forecast By Country
9.2.1.1. U.S. Absolute $ Opportunity
9.2.1.2. Canada Absolute $ Opportunity
9.2.2. Market Value Forecast By Content Type
9.2.2.1. Voice over IP (audio)
9.2.2.2. Text and Images
9.2.2.3. Music Streaming
9.2.2.4. Video
9.2.2.4.1. Entertainment and Infotainment
9.2.2.4.2. Food, Travel and Fashion
9.2.2.4.3. Gaming and Spiritual Content
9.2.2.4.4. Sports & Live Events
9.2.2.5. Market Value Forecast By Revenue model
9.2.2.5.1. SVOD
9.2.2.5.2. AVOD
9.2.2.5.3. TVOD
9.2.2.5.4. Others
9.2.3. Market Value Forecast By Device/Platform Type
9.2.3.1. Desktop and laptop computers
9.2.3.2. Gaming consoles
9.2.3.3. OTT Streaming Device
9.2.3.4. Smartphones and tablets
9.2.3.5. Smart TVs
9.2.3.6. Others
9.2.4. Market Attractiveness Analysis
9.2.4.1. By Country
9.2.4.2. By Content Type
9.2.4.3. By Revenue Models
9.2.4.4. By Device/Platform Type
9.2.5. Drivers & Restraints: Impact Analysis
10. Latin America OTT Content Market Analysis
10.1. Introduction
10.1.1. Y-o-Y Growth Projections, By Country
10.1.2. Basis Point Share (BPS) Analysis, By Country
10.1.3. Key Trends
10.2. Latin America OTT Content Market Forecast
10.2.1. Market Value Forecast By Country
10.2.1. Argentina Absolute $ Opportunity
10.2.1.2. Mexico Absolute $ Opportunity
10.2.1.3. Brazil Absolute $ Opportunity
10.2.1.4. Rest of LATAM Absolute $ Opportunity
10.2.2. Market Value Forecast By Content Type
10.2.2.1. Voice over IP (audio)
10.2.2.2. Text and Images
10.2.2.3. Music Streaming
10.2.2.4. Video
10.2.2.4.1. Entertainment and Infotainment
10.2.2.4.2. Food, Travel and Fashion
10.2.2.4.3. Gaming and Spiritual Content
10.2.2.4.4. Sports & Live Events
10.2.3. Market Value Forecast By Revenue model
10.2.3.1. SVOD
10.2.3.2. AVOD
10.2.3.3. TVOD
10.2.3.4. Others
10.2.4. Market Value Forecast By Device/Platform Type
10.2.4.1. Desktop and laptop computers
10.2.4.2. Gaming consoles
10.2.4.3. OTT Streaming Device
10.2.4.4. Smartphones and tablets
10.2.4.5. Smart TVs
10.2.4.6. Others
10.2.5. Market Attractiveness Analysis
10.2.5.1. By Country
10.2.5.2. By Content Type
10.2.5.3. By Revenue Models
10.2.5.4. By Device/Platform Type
10.2.6. Drivers & Restraints: Impact Analysis
11. APAC excluding Japan OTT Content Market Analysis
11.1. Introduction
11.1.1. Y-o-Y Growth Projections, By Country
11.1.2. Basis Point Share (BPS) Analysis, By Country
11.1.3. Key Trends
11.2. APAC excluding Japan OTT Content Market Forecast
11.2.1. Market Value Forecast By Country
11.2.1.1. China Absolute $ Opportunity
11.2.1.2. India Absolute $ Opportunity
11.2.1.3. ASEAN Absolute $ Opportunity
11.2.1.4. ANZ Absolute $ Opportunity
11.2.1.5. Rest of APAC excluding Japan Absolute $ Opportunity
11.2.2. Market Value Forecast By Content Type
11.2.2.1. Voice over IP (audio)
11.2.2.2. Text and Images
11.2.2.3. Music Streaming
11.2.2.4. Video
11.2.2.4.1. Entertainment and Infotainment
11.2.2.4.2. Food, Travel and Fashion
11.2.2.4.3. Gaming and Spiritual Content
11.2.2.4.4. Sports & Live Events
11.2.3. Market Value Forecast By Revenue model
11.2.3.1. SVOD
11.2.3.2. AVOD
11.2.3.3. TVOD
11.2.3.4. Others
11.2.4. Market Value Forecast By Device/Platform Type
11.2.4.1. Desktop and laptop computers
11.2.4.2. Gaming consoles
11.2.4.3. OTT Streaming Device
11.2.4.4. Smartphones and tablets
11.2.4.5. Smart TVs
11.2.4.6. Others
11.2.5. Market Attractiveness Analysis
11.2.5.1. By Country
11.2.5.2. By Content Type
11.2.5.3. By Revenue Models
11.2.5.4. By Device/Platform Type
11.2.6. Drivers & Restraints: Impact Analysis
12. Japan OTT Content Market Analysis
12.1. Introduction
12.1.1. Y-o-Y Growth Projections
12.1.2. Key Trends
12.2. Japan OTT Content Market Forecast
12.2.1. Market Value Forecast By Content Type
12.2.1.1. Voice over IP (audio)
12.2.1.2. Text and Images
12.2.1.3. Music Streaming
12.2.1.4. Video
12.2.1.4.1. Entertainment and Infotainment
12.2.1.4.2. Food, Travel and Fashion
12.2.1.4.3. Gaming and Spiritual Content
12.2.1.4.4. Sports & Live Events
12.2.2. Market Value Forecast By Revenue model
12.2.2.1. SVOD
12.2.2.2. AVOD
12.2.2.3. TVOD
12.2.2.4. Others
12.2.3. Market Value Forecast By Device/Platform Type
12.2.3.1. Desktop and laptop computers
12.2.3.2. Gaming consoles
12.2.3.3. OTT Streaming Device
12.2.3.4. Smartphones and tablets
12.2.3.5. Smart TVs
12.2.3.6. Others
12.2.4. Market Attractiveness Analysis
12.2.4.1. By Content Type
12.2.4.2. By Revenue Models
12.2.4.3. By Device/Platform Type
12.2.5. Drivers & Restraints: Impact Analysis
13. Eastern Europe OTT Content Market Analysis
13.1. Introduction
13.1.1. Y-o-Y Growth Projections, By Country
13.1.2. Basis Point Share (BPS) Analysis, By Country
13.1.3. Key Trends
13.2. Eastern Europe OTT Content Market Forecast
13.2.1. Market Value Forecast By Country/Re

Ordering: Order Online - http://www.researchandmarkets.com/reports/4031468/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Over-The-Top (OTT) Content Market: Video Content Type Segment to Remain Dominant Through 2026: Global Industry Analysis and Opportunity Assessment 2016-2026
Web Address: http://www.researchandmarkets.com/reports/4031468/
Office Code: SC2G49PA

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 5000</td>
</tr>
<tr>
<td>Site License:</td>
<td>USD 7500</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World