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.
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