

**Global Online Video Platforms Market 2018 -
Production, Sales, Supply, Demand, Analysis &
Forecast to 2025**

<http://www.mrsresearchgroup.com/market-analysis/global-online-video-platforms-market-2017-production-sales.html>

This report studies the global Online Video Platforms market size, industry status and forecast, competition landscape and growth opportunity. This research report categorizes the global Online Video Platforms market by companies, region, type and end-use industry.

OVP or Online Video Platforms can use a user-generated content (UGC) model, software as a service (SaaS) business model or a do it yourself (DIY) model. OVP offers an end to end solution from creating a website, uploading video, encoding video, video playback to user management for both video on demand and live streaming. Usually, OVPs have Content Management System (CMS) where users need to login to add content, upload video, setting up monetization plan, view video analytics which may include, detailed insights of video performance such as, video watch time, total number of video views, unique views and impressions; stats on user visits, location and behavior on the site. OVPs also provide customized video players where end users can watch videos. Many OVPs provide third party video player which can be embedded in a website. Although there are several OVP providers that are also present in broadcast markets, serving video on demand set-top boxes, OVPs are related to the over-the-top (OTT) content video industry.

In this report, we defines OVPs as fee-based, software-as-a-service (SaaS) online content businesses that enable content owners to ingest, transcode, store, manage, protect, publish, syndicate, track and monetize online video. An online video platform (OVP) is a fee-based, software-as-a-service (SaaS) online content solution that enables content owners to ingest, transcode, store, manage, protect, publish, syndicate, track, and monetize online video. The global OVP market has seen tremendous growth over the past few year. Enterprises, media, and entertainment companies are increasingly relying on OVP solutions to manage, publish, and monetize video content in a scalable manner.- Enterprises are increasingly experimenting with video as they realize its power as a communications tool.

On the whole the OVP market is still very much in the growth phase, and is set to grow at a compound annual growth rate (CAGR) of 16.13% over the next years. The North America, Europe and Latin America market will lead the way, followed closely by the Asia-Pacific (Ex. Japan), Japan and Middle East & Africa markets.- Over the past year, the North America and Latin American regions have shown huge potential for growth.

In the applications, the Enterprise segment were estimated to account for the highest revenue share of 56.34 % in 2017, even larger than the media and entertainment industry.

In 2017, the global Online Video Platforms market size was 780 million US\$ and

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it is expected to reach 2580 million US\$ by the end of 2025, with a CAGR of 16.1% during 2018-2025.

This report focuses on the global top players, covered

Brightcove
Ooyala (Telstra)
Piksel
thePlatform (Comcast Technology Solutions)
IBM Cloud Video
Kaltura
Samba Tech
Wistia
Arkena
Xstream
Ensemble Video
MediaPlatform
Viocorp
Anvato (Google)
Vzaar

Market segment by Regions/Countries, this report covers

United States
Europe
China
Japan
Southeast Asia
India

Market segment by Type, the product can be split into

SaaS Model
Others

Market segment by Application, split into

Media & Entertainment Industry
Enterprise

The study objectives of this report are:

To study and forecast the market size of Online Video Platforms in global market.

To analyze the global key players, SWOT analysis, value and global market share for top players.

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To define, describe and forecast the market by type, end use and region.

To analyze and compare the market status and forecast between China and major regions, namely, United States, Europe, China, Japan, Southeast Asia, India and Rest of World.

To analyze the global key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

To strategically profile the key players and comprehensively analyze their growth strategies.

In this study, the years considered to estimate the market size of Online Video Platforms are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Online Video Platforms Manufacturers

Online Video Platforms Distributors/Traders/Wholesalers

Online Video Platforms Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Online Video Platforms market, by end-use.

Detailed analysis and profiles of additional market players.

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