

\$96B USD

in OTT revenue by 2022

\$49B USD

Enterprise Video Solutions
Market by 2023

The Video & Cloud Services research service covers the rapid transition of video consumption devices, services, business models, and technologies in the end-to-end video ecosystem. It focuses on the movement towards multiscreen, IP, on-demand, and unmanaged content delivery in an increasingly modular, cloud-based marketplace. It examines the impact of transformative technologies like AI, computer vision, edge compute, and 5G on the video ecosystem and resulting opportunities and considerations. Primary topics include the pay tv ecosystem, set top boxes, OTT, content protection (DRM, CAS, watermarking), CPE, streaming services, and advertising. Special focus is dedicated to the intersection of these mature video segments and newer transformative technologies, how business models are adapting, and what accelerators and barriers will be most prevalent over the next 5 years and beyond.

TOP QUESTIONS WE RECEIVE FROM INDUSTRY INNOVATORS

- How will 5G transform video?
- How can OTT services be a catalyst for new media growth?
- How does the industry keep video from breaking the network?
- How can mobile carriers in Asia capitalize on the video opportunity?
- How will analytics and AI change video services?
- How does my company ensure revenue continuity in a CapEx to OpEx migration?
- How are viewing habits shifting, and what impact does that have on the market?
- What is the market opportunity for live streaming and what are the technical hurdles to ensure a positive QOS and QOE?
- How is the STB market evolving in light of cloud DVR and a growing push to bring content direct to the consumer?
- How big is the ad tech market opportunity?
- How important is low latency viewing and how will companies deliver this experience?
- How are solutions transitioning between on premises, hybrid, and cloud?

COVERAGE AREAS

- Quantitative database of video and broadband services and devices, video infrastructure hardware and services
- Pay-TV and broadband subscribers
- Machine vision (capture and processing)
- Over-the-top (OTT) and multiscreen video and digital content
- Fixed-wireless convergence trends
- Analytics opportunities in video services
- Encoding/transcoding
- Content protection: CAS/DRM
- Middleware
- CDN delivery and balancing

KEYWORDS

- TV-as-a-Service (TVaaS)
- Set-top Box (STB)
- Multiscreen
- Advertising
- Video on Demand (VOD)
- OTT
- 5G
- 4K/UHD
- High dynamic range (HDR)
- Middleware
- Conditional access system (CAS)
- Digital rights management (DRM)
- Encoders and transcoders
- Enterprise video
- Online video platform (OVP)
- Adaptive bitrate (ABR)
- Content delivery network (CDN)
- Artificial Intelligence
- On-prem solutions
- Hybrid solutions
- Cloud solutions