

# OTT Devices and Services 2017 Global Market Expected to Grow at CAGR 20.6% and Forecast to 2020

*WiseGuyReports.Com Publish a New Market Research Report On – “OTT Devices and Services 2017 Global Market Expected to Grow at CAGR 20.6% and Forecast to 2020”.*

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The analysts forecast the [global OTT devices and services market](#) to grow at a CAGR of 20.6% during the period 2016-2020.

OTT or over-the-top refers to a medium used for delivering diverse media content using the Internet. It is different from video-on-demand where the users need not subscribe to the traditional satellite or cable service such as Comcast and Time Warner Cable. The popularity of OTT services is indirectly affecting the cable companies that prefer to bundle the channel packages and deliver them to the subscribers. It is further affecting their business models where the popular channels are bundled with the less popular channels and are sold at a premium price.

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Covered in this report



The report covers the present scenario and the growth prospects of the global OTT devices and services market for 2016-2020. To calculate the market size, the report considers the sales of OTT services globally.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global OTT Devices and Services Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Amazon
- Apple
- Facebook
- Hulu
- Netflix

Other prominent vendors

- Akamai Technologies
- Activevideo
- CinemaNow
- Google
- Indieflix
- Nimbuzz
- Popcornflix
- Roku

Market driver

- High demand for time-shifted TV
- For a full, detailed list, view our report

Market challenge

- Low scope of customer retention
- For a full, detailed list, view our report

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Market trend

- Emergence of video streaming devices
- For a full, detailed list, view our report

#### Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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- Increased time spent on OTT
- Growing production of in-house web series
- Increasing use of OTT on mobile devices
- High demand for time-shifted TV

Continued.....

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