



# Video on Demand (VOD): Market Analysis, Share, Segmentation And Forecasts, 2019 To 2025

*Video on Demand (VOD) – Global Market Growth, Opportunities, Analysis Of Top Key Players And Forecast To 2025*

PUNE, MHARASHTRA, INDIA, February 13, 2019 /EINPresswire.com/ -- [Video on Demand \(VOD\) Market](#) 2019

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## Description:

VOD solutions enable users to watch long-form content on-demand, as opposed to being received through traditional live linear programming. This market insight examines trends driving global VOD growth. VOD can be received as part of cable, satellite, IPTV subscription, or via the Internet through an online video service provider.

Major forces driving this market are reaching audiences on any device, delivering best possible viewer experience, enabling time-shifting view, and unmatched scalability. VOD solutions helps the viewers to reach any connected device, offering a key competitive advantage in terms of consumer reach despite of various challenges involved such as diversified bit rates, operating systems, digital rights management (DRM) and multiple screen formats. As customers want to acquire large number of programs, they demand for high quality videos and this is where an emergence of OTT and IPTV occur. Therefore, TV no longer considers itself a push industry, because viewers are now pulling the content they require. As the TV experience is changing rapidly from a traditional linear TV, OTT viewers are surpassing IPTV viewers. The VOD providers are consolidating their grounds in the highly competitive market through mergers and acquisitions to build feature-rich solutions and attain better market visibility.

In 2018, the global Video on Demand (VOD) market size was xx million US\$ and it is expected to reach xx million US\$ by the end of 2025, with a CAGR of xx% during 2019-2025.

This report focuses on the global Video on Demand (VOD) status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Video on Demand (VOD) development in United States, Europe and China.

The key players covered in this study

Amazon  
Apple  
CinemaNow  
Comcast  
Crackle  
DirecTV  
Dish TV  
Google  
Hulu  
Indieflix  
Netflix

Sky  
SnagFilms  
TalkTalk TV  
Time Warner  
Verizon Communications  
Virgin Media  
Vudu

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Market segment by Type, the product can be split into  
Adult, Children/ Animation  
Documentary  
Films & TV Fiction  
Music

Market segment by Application, split into  
Private  
Commerce

Market segment by Regions/Countries, this report covers  
United States  
Europe  
China  
Japan  
Southeast Asia  
India  
Central & South America

The study objectives of this report are:

To analyze global Video on Demand (VOD) status, future forecast, growth opportunity, key market and key players.

To present the Video on Demand (VOD) development in United States, Europe and China.

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

To define, describe and forecast the market by product type, market and key regions.

In this study, the years considered to estimate the market size of Video on Demand (VOD) are as follows:

History Year: 2014-2018

Base Year: 2018

Estimated Year: 2019

Forecast Year 2019 to 2025

For the data information by region, company, type and application, 2018 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

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