

(PRWEB) February 03, 2014 -- The report "Video On Demand (VOD) Market By Solutions (Pay TV, OTT, IPTV); By Delivery (TVOD, SVOD, NVOD); By Applications (Entertainment, Education And Training, Video Kiosk, E-Commerce, Digital Libraries) Global Advancements, Market Forecasts And Analysis (2013-2018)" defines and segments the VOD market into various sub-segments with an in-depth analysis and forecasting of revenues. The report also identifies the factors driving this market, various restraints and opportunities impacting it along with the technology roadmap and adoption trends.

Browse 90 market data tables and 80 figures spread through 257 pages and in-depth TOC on “Video on Demand (VOD) Market”:

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MarketsandMarkets broadly segments the VOD market in solutions including Pay TV VOD, OTT videos, and IPTV. The report also covers various delivery technologies such as TVoD, SVoD and NVoD. It is segmented by type of applications: entertainment, education and training, network video kiosks, online commerce and digital libraries. The LMS market is also segmented by type of verticals: academia and government, banking financial services and insurance (BFSI), consumer goods and retail, healthcare, manufacturing, households, media and entertainment, telecom and IT, transportation and logistics; and by regions: North America (NA), Europe (EU), Asia-Pacific (APAC), Middle East and Africa (MEA) and Latin America (LA).

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.

MarketsandMarkets believes that video on demand services are helpful in offering internet, telephone, broadcasting and television programs to various industries. It enables the cable operators or users to access the combined services which are made possible by accessing to the internet protocol. Diversified industries including academics, government, banking, healthcare, media and transportation use VOD service for education, research, conference and entertainment. VOD helps in minimizing the expenditure of entry and delivery into internet protocol. The challenges occurring while delivering VOD can be overcome by combining
on-demand content with live streaming events and various similar solutions.

MarketsandMarkets forecasts the video on demand market to grow from $21.08 billion in 2013 to $45.25 billion in 2018, at a CAGR of 16.5% during the forecast period. In terms of regions, North America is expected to be the biggest market in terms of revenue contribution, while Asia-Pacific (APAC) and Latin America (LA) are expected to experience increased market traction, during the forecast period.

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We at MarketsandMarkets are inspired to help our clients grow by providing apt business insight with our huge market intelligence repository.

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