$96B USD
in OTT revenue by 2022

ABI Research's Video, VR & OTT (Over-the-top) market intelligence examines the end-to-end video distribution ecosystem and development of the Virtual Reality Ecosystem. Our extensive coverage, which includes data, trend, and forecast reports, focuses on the rapid transition of video consumption devices, services, business models, and technologies toward multiscreen, IP, on-demand, low latency live streaming, ad tech, and unmanaged delivery. We provide technology implementers with authoritative insight into the impact of IP, OTT, and 5G distribution, as well as cloud-based encoding infrastructure, the transition to TV-as-a-Service (TVaaS) business models, and the use of analytics to improve service delivery. For the Virtual Reality (VR) markets, we provide insightful analysis on multiple industry verticals, deeply-based technology roadmaps, and value chain analysis.

TOP QUESTIONS WE RECEIVE FROM INDUSTRY INNOVATORS

- How will 5G transform video?
- How will VR impact medical treatments?
- How will VR transform enterprise training?
- 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?
- What are the viable VR applications beyond gaming?

- What are the expectations for PC and console-based (tethered), mobile, and standalone VR devices?
- 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?

COVERAGE AREAS

- Quantitative database of video and broadband services and devices, video infrastructure hardware and services
- VR hardware and software value chain development
- Development of light field image and video technologies
- Machine vision (capture and processing)
- Over the top (OTT) and multiscreen video and digital content
- 360-degree video and VR devices and services
- Sensors and processing in VR

- Pay-TV and broadband subscribers
- Set-top boxes and CPE
- Fixed-wireless convergence trends
- TV-as-a-Service: middleware, CAS, DRM, encoders, CDN
- Enterprise VR use cases
- Analytics opportunities in video services
- VR in health and therapy
- VR in enterprise training

KEYWORDS

- TV-as-a-Service (TVaaS)
- Set-top Box (STB)
- Multiscreen
- Advertising
- Video on Demand (VOD)
- OTT
- 5G

- 4K
- High dynamic range (HDR)
- Virtual Reality (VR)
- Middleware
- Conditional access system (CAS)
- Digital rights management (DRM)
- Encoders and transcoders

- Enterprise video
- 360-degree video
- Online video platform (OVP)
- Adaptive bitrate (ABR)
- Content delivery network (CDN)
- Head-mounted display (HMD)