

Video Technology Intelligence Service

Actionable intelligence on market dynamics, vendor performance and industry best practices, covering key areas - video processing, advertising technology, content security, online video platforms and CDNs.

Key Questions Answered

- What are the market size, share and forecasts for CDN, content security, OVP and video processing sectors?
- Which video technologies attract the most investment from service providers?
- Who are the leading vendors in each video technology segment?
- What best practices optimize OTT video service launches?
- Who are the key and emerging players in the ad tech landscape?

What We Offer

- Detailed market sizing and forecasts across multiple technology segments
- Analysis of adoption rates for emerging video technologies
- Insights into strategies for launching and optimizing OTT video services
- Competitor benchmarking for product strategies and market performance
- Direct access to Omdia's analysts via **"Ask an Analyst"** for tailored insights and consultation



Video Service Providers face challenges engaging increasingly atomised audiences across a fragmented device landscape. This requires flexible and scalable investment, which is driving a transition to the cloud.



Thomas Thomson

*Senior Analyst,
Video Technology*

SPEAK WITH OUR EXPERTS

Delivering comprehensive insights for video technology innovation

Key Deliverables



Insightful Reports

4 reports per year covering topics such as CDNs, content security, OVPs, video processing, ad tech and more. These reports provide market forecasts, vendor shares and strategic recommendations.



Comprehensive Database & Trackers

A robust tool tracking vendor deals with service providers, offering visibility into partnerships and competitive landscapes.



Analyst Access & Presentations

Stay ahead with ongoing commentary on industry developments, vendor strategies and regional trends. Direct access to analysts ensures actionable support for urgent and unique queries.

Focus Areas

Comprehensive Market Sizing: Track worldwide and regional market size, share and forecasts for video technology markets.

Content Delivery Networks (CDN): Analyze market trends and vendor performance in live and non-live CDN deployments, segmented by deployment type and buyer categories.

Content Security: Explore advanced security solutions, including DRM, watermarking and piracy monitoring, with insights into vendor strategies and regional trends.

Video Processing and Payout: Examine encoding, transcoding, and payout technologies with detailed forecasts and vendor benchmarking.

Online Video Platforms (OVP): Understand OVP growth across buyer types and deployment models, focusing on vendor strategies and market opportunities.

Media Asset Management (MAM): Evaluate trends in content archiving, orchestration, metadata management across hybrid, cloud, and on-prem.

Data & Analytics: Gain insights into analytics solutions driving quality of service (QoS) and quality of experience (QoE), advertising and business intelligence for video services.

Video Advertising Technology Market Landscape: Build your strategy with ad tech landscape vendor revenue and segmentation data

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