Synopsis
This report examines the market lifecycle for the global OTT video services industry. It assesses the current state of OTT video service competition and service adoption for the US, each global region, and major national markets around the world. Key themes include the evolution of OTT video services and business models, growth in competition, and the stages that markets are going through. The report includes a five-year forecast of OTT video subscriptions and revenues.

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"Global expansion from the US spurs competition in international OTT markets, even in regions where markets are underdeveloped for paid services. The threat of Netflix and Amazon dominating local video services has driven companies to launch regional or local OTT offerings," said Brandon Riney, Researcher, Parks Associates.

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