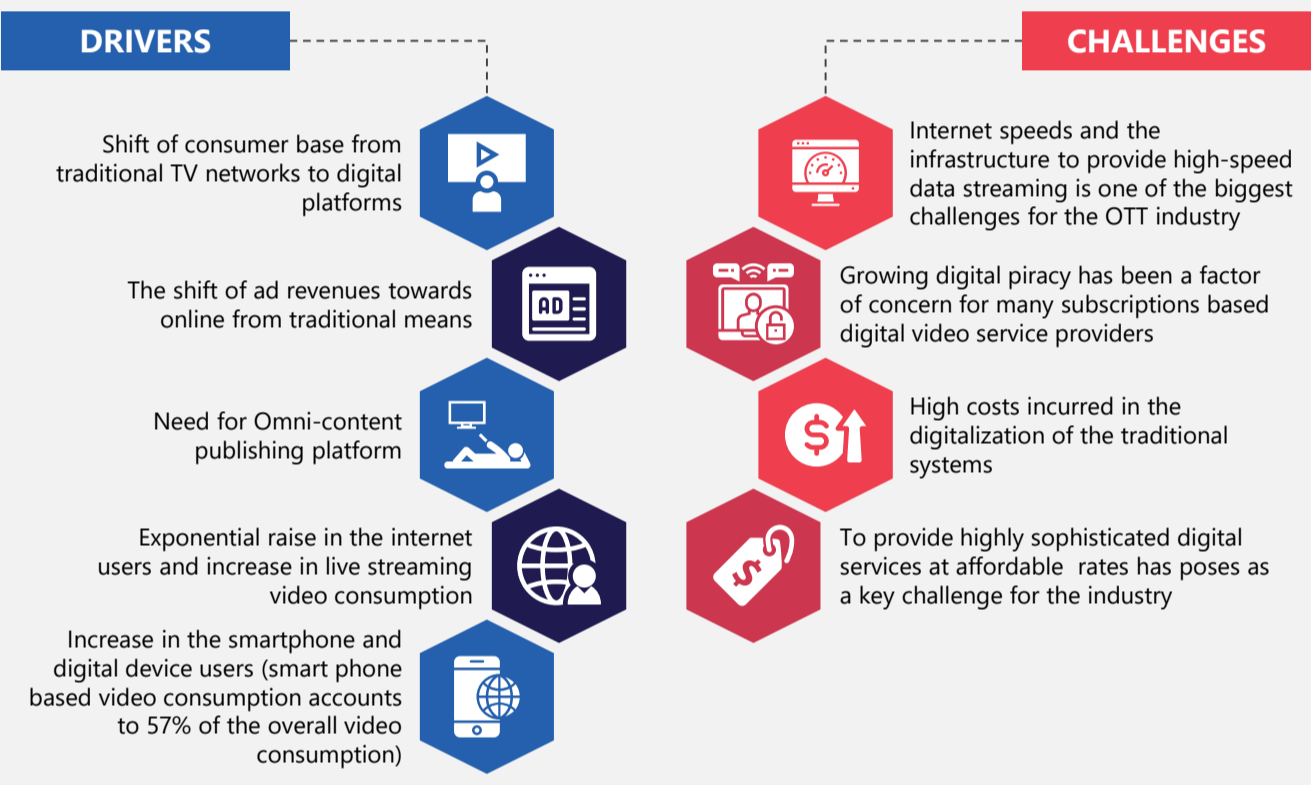
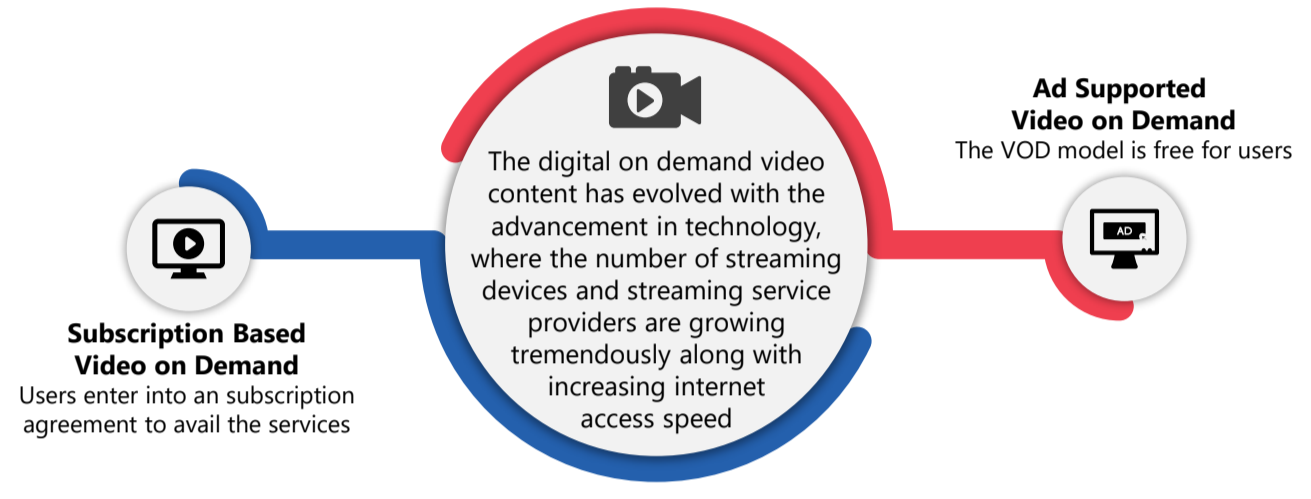
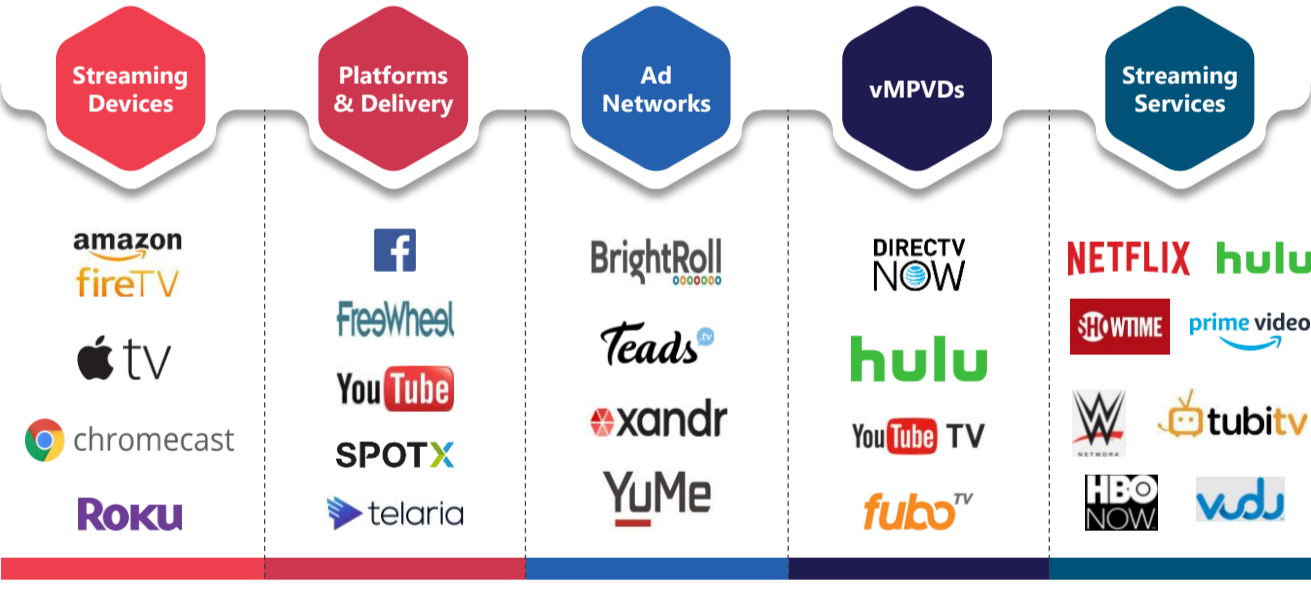


Increasing Demand for Video Over The Top (OTT) Services

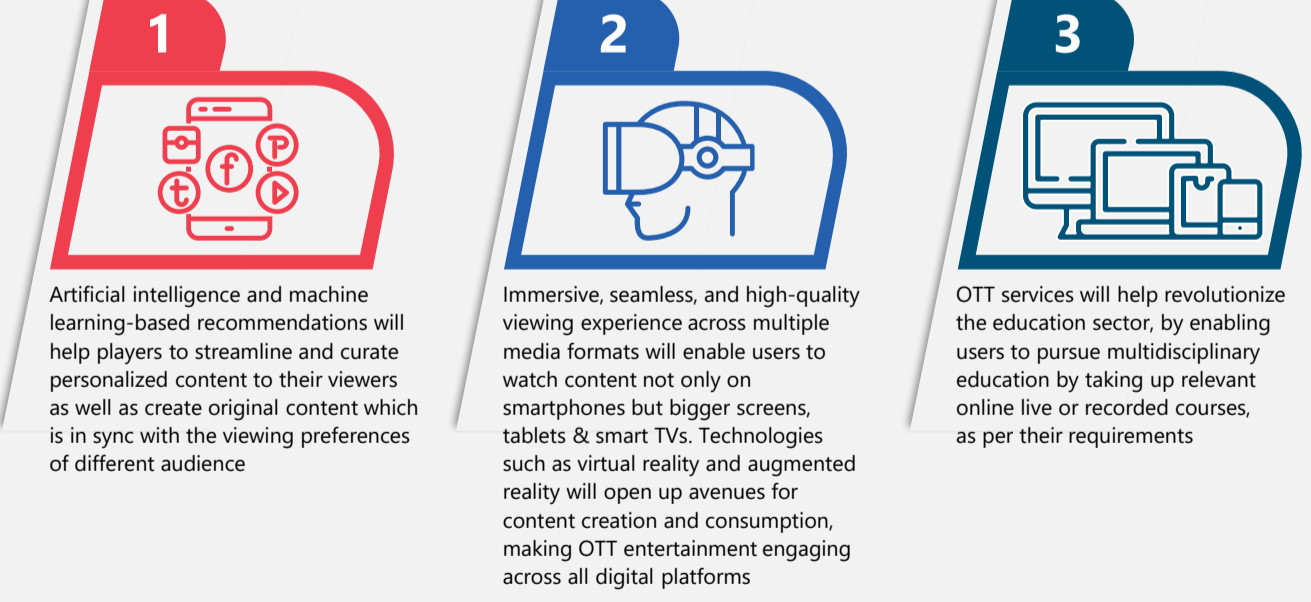
Increase in the usage of mobile devices and ease in access to the internet along with growing video content in the digital platform is driving the video OTT market



Video Over the Top Services Ecosystem (Main Players)



Key Future Trends ...



KEY INSIGHTS

- In the past couple of years, there has been a shift in media consumption, with people preferring over-the-top media services over the traditional media. Apart from providing a content diversity, the power of choice and seamless accessibility has made OTT a more immersive and engaging medium of entertainment delivery and consumption for viewers
- With an increase in data speed and better network coverage, the access to video content will increase not only from computing devices but also from vehicles. With advancement in technology and availability of AR & VR devices, Virtual Reality will be the future of Video on Demand1c

