

Free-to-air (FTA) Service Market Expected to Reach USD 337.3 Billion by 2032 | Top Players such as - Eutelsat, ITV & Sky

FTA services considered popular option due to its feature & benefit of offering range of channels without need to pay subscription fee, which boost FTA market.

PORTLAND, PORTLAND, OR, UNITED STATE, September 20, 2023

/EINPresswire.com/ -- Allied Market

Research published a new report,

titled, " The [Free-to-air \(FTA\) Service](#)

[Market](#) Expected to Reach USD 337.3

Billion by 2032 | Top Players such as -

Eutelsat, ITV & Sky." The report offers

an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global free-to-air (FTA) service market was valued at USD 120.3 billion in 2022 and is projected to reach USD 337.3 billion by 2032, growing at a CAGR of 11.2% from 2023 to 2032.

Request Sample Report (Get Full Insights in PDF – 233 Pages) at:

<https://www.alliedmarketresearch.com/request-sample/8278>

Rise in adoption of Internet Protocol Television (IPTV) and the increase in number of subscribers drive the growth of the market. In addition, the surge in the integration of government initiatives in digital broadcasting and FTA services has fueled the growth of the free-to-air services market. However, lack of content security and data piracy limit the growth of this market. Conversely, emergence of Over-the-top (OTT) platforms with free streaming services is anticipated to provide numerous opportunities for the expansion of the market during the forecast period.

The global free-to-air services market is segmented into device type, application, and region. Depending on the device type, the market is divided into cable television, satellite television,



mobile TV, and radio. Based on application, it is categorized into residential and commercial. Region-wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

If you have any questions, Please feel free to contact our analyst at:

<https://www.alliedmarketresearch.com/connect-to-analyst/8278>

Based on application, the residential segment accounted for the largest share in 2022, contributing to nearly four-fifths of the global free-to-air services market revenue, owing to the increase in adoption rate of FTA television channels among residential areas due to free and easy accessibility features, which eventually drives the need for FTA services in residential applications. The same segment is expected to portray the largest CAGR of 11.9% from 2023 to 2032 and is projected to maintain its lead position during the forecast period, as it can be used for entertainment, education, community engagement, and digital literacy.

Based on device type, the cable television segment held the highest market share in 2022, accounting for around half of the global free-to-air services market revenue, owing to increasing investments from private and public enterprises and surge in consumer demand for better television distribution infrastructure. However, the mobile television segment is projected to manifest the highest CAGR of 13.5% from 2023 to 2032, owing to rise in availability of affordable mobile business services across diverse telecommunication carriers and the platform, along with the growing utilization of smart equipment, such as smartphones and tablets.

Enquiry Before Buying: <https://www.alliedmarketresearch.com/purchase-enquiry/8278>

Based on region, North America held the highest market share in terms of revenue in 2022, accounting for more than two-fifths of the global free-to-air services market revenue and is likely to dominate the market during the forecast period, owing to the increased interest of consumers in OTT solutions and streaming platforms such as Netflix, Amazon, and others along with favorable government support and initiatives in the region. However, the Asia-Pacific region is expected to witness the fastest CAGR of 13.5% from 2023 to 2032, owing to an increase in digital markets in Central and Southern Asia, new regulatory requirements, and the rise in need for high bandwidth for both regional and inter-continental connectivity.

The global free-to-air services market is dominated by key players such as AMC Networks, Inc., British Broadcasting Corporation, BT Group Plc, Deutsche Telekom AG, Eutelsat, ITV Plc, Mediaset S.p.A., ProSiebenSat.1 Media SE, RTL Group, and Sky Plc.

Buy Now & Get Exclusive Discount on this Report (233 Pages PDF with Insights, Charts, Tables, and Figures) at:

<https://www.alliedmarketresearch.com/free-to-air-service-market/purchase-options>

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa
Allied Analytics LLP
+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/656685981>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

