

## عنوان مقاله:

Market Research and Trends of VoD in Iran

## محل انتشار:

هفتمین کنفرانس بین المللی پژوهش های نوین در مدیریت، اقتصاد، حسابداری و بانکداری (سال: 1399)

تعداد صفحات اصل مقاله: 5

## نویسندگان:

Reza Khosravi - MSc., Faculty of ICT policies and Strategic studies, Iran Telecommunication Research Center, Tehran, Iran

Matin Sadat Borghei - assistant Professor, Faculty of ICT policies and Strategic studies, Iran Telecom Research Center

Zohreh Taher - MSc., Faculty of ICT policies and Strategic studies, Iran Telecommunication Research Center, Tehran, Iran

## خلاصه مقاله:

We have provided an overview of the Video on Demand (VoD) market, especially subscription video on demand (SVoD), which has been completed by examining the market of this service in Iran, as well as its current and future status. The growth rate of almost 120% in recent years, the young population in Iran, the novelty of this industry in the world and especially in Iran, and the high potential of video products for online distribution is the main reasons why we should pay more attention to VoD Industry to make a bright future in this sector. To measure the market size, we calculated it by using different approaches (bottom-up and top-down) and sources of data then combine them and conclude about the current market size. Given lack of first-hand data to determine the number of subscribers and the growth rate which are required for market sizing, we have estimated the number of subscribers and the growth of the industry by using proxies. The results show the continued growth of market size along with intense competition between the main actors

## کلمات کلیدی:

Video on demand, Market potential, Market sizing, growth rate, audiovisual online service

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1167701>

