

Connected TV Market Size, Status, Top Players, Trends and Forecast to 2030aa

[Connected TV Market](#) size was US\$ 15.42 Bn in 2023 and is expected to reach US\$ 36.95 Bn by 2030, at a CAGR of 13.3% during the forecast period.

Market Overview:

Maximize Market Research is a Business Consultancy Firm that has published a detailed analysis of the "Connected TV Market". The report includes key business insights, demand analysis, pricing analysis, and competitive landscape. The analysis in the report provides an in-depth aspect at the current status of the market, with forecasts spreading to the year 2030.

Market Scope:

The data required for the analysis was collected using primary and secondary data collection methods. Numerous methods, such as surveys and questionnaires, are used in the data collection process under primary method. Secondary sources include articles, government publications, annual reports along with paid sources such as Bloomberg, Statista, D&B Hoovers for collecting data.

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Segmentation:

by Device Type

- Smart TVs
- Set-top Boxes
- Streaming Sticks
- Gaming Consoles
- Media Streaming Devices

by Operating System

- Roku OS
- Android TV
- webOS
- Tizen
- Fire TV OS

by Screen size

- Less than 30 inches
- 30 inches to 50 inches
- 50 inches to 70 inches
- Above 70 inches

by Screen technology

- LED
- OLED
- QLED

