



# The state of live media transport, today and in the future

What challenges and opportunities do today's media organizations face with **live media transport**?

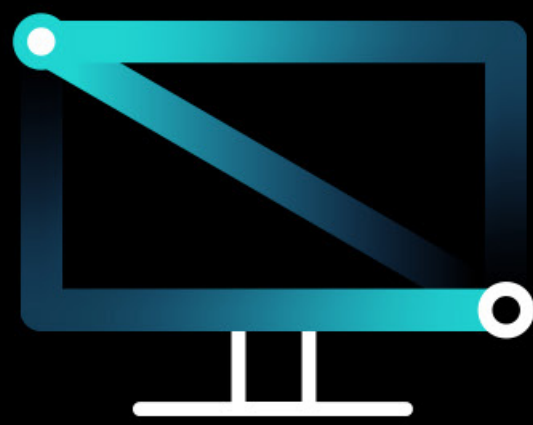


**77%**

Of media enterprises surveyed report being dissatisfied with their existing live media transport solution.

**>60%**

ROI using IP is likely to double from 31% in 2018 to over 60% by 2023 for large enterprises using unified live media transport workflows.<sup>1</sup>



**~1/4**

By 2023, 24% of all live video delivered will be over IP networks, which will be the fastest growing delivery route.

**2X**

Almost 6% of those surveyed plan to double their annual live media transport budgets.

Gaming, e-sports, social networks and sports franchises to remain the leading spenders on IP-based live media transport solutions.



**Live media transport** is a critical and growing method used to meet the demands for unprecedented innovation and expansion in live media technology for the M&E industry.

To stay ahead of the competition, modern media organizations need lasting, highly scalable live media transport workflows.

[Download the full Live Streaming Survey](#)

\*All figures are based on a 2019 Ovum survey of more than 330 technology decision maker in media organizations across the US, UK, Asia-Pacific, and EMEA. The survey was commissioned by IBM Aspera, but independently conducted by Ovum. While reasonable efforts have been made to ensure that the survey was correct at the date publication, neither Ovum or IBM accepts any liability for any omissions or inaccuracies that readers rely on in using this information and content.

<sup>1</sup> Large enterprises include those organizations that stream more than 1,000 events per annum.