

# Qvest Unveils Comprehensive Whitepaper on TV and OTT Trends for 2025

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Hamburg, January 2025 – Qvest, a leading provider of digital media solutions for broadcasters and media platforms, has released a groundbreaking whitepaper analyzing the trends shaping the global TV and OTT industry over the next five years. This in-depth study provides actionable insights and a roadmap for industry leaders to navigate the rapidly evolving media landscape.

The **2025 TV and OTT Trend Analysis** is the culmination of extensive research and collaboration with senior industry experts. It explores **15 critical megatrends**, ranging from the rise of direct-to-consumer (D2C) platforms to the transformative role of AI-driven personalization. Supported by insights from **20 senior leaders across Europe**, the whitepaper evaluates each trend by its impact and uncertainty, offering a strategic lens to anticipate disruptions and seize opportunities.

## Insights That Shape the Future

“As TV and OTT continue to converge, businesses are facing unprecedented challenges and opportunities,” said Tobias Künkel, Managing Director of Qvest Engage. “This whitepaper goes beyond describing current trends. It equips decision-makers with the tools and insights they need to act strategically and thrive in an unpredictable market.”

The whitepaper highlights:

- **15 macro trends** driving the transformation of TV and OTT.
- Analysis of **40+ market studies and reports** across media, entertainment, telecom, and tech.
- Expert perspectives to help organizations design smarter platforms, adapt to consumer shifts, and stay competitive.

## Who Should Read This?

The whitepaper is designed for broadcasters, content creators, platform operators, and industry

strategists who want to stay ahead in the fast-paced TV and OTT space. It offers a roadmap to navigate trends like subscription fatigue, regulatory challenges, and emerging technologies such as 5G and AR/VR.

### **Download the Whitepaper**

The **2025 TV and OTT Trend Analysis** is now available for download. Visit this website to access your copy and gain the insights you need to shape your strategy for the years ahead.

**Download the Whitepaper Here:** <https://mailchi.mp/870f34d8fac8/qvest-ott-trend-analysis>

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