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# Global AI In Media & Entertainment Market Size study, by Solution (Hardware/Equipment, Services), By Application (Gaming, Personalization, Fake Story Detection, Plagiarism Detection, Production Planning & Management, Sales & Marketing, Talent Identification, Content Capture, Sports Automatic Productions) and Regional Forecasts 2022-2028

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## Abstracts

Global AI In Media & Entertainment Market is valued approximately USD 10.87 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 26.9% over the forecast period 2022-2028. Artificial intelligence (AI) applications in gaming, false story recognition, plagiarism detection, production planning and management, customization, sales and marketing, talent acquisition, and other sectors are accelerating the worldwide AI in the media and entertainment sector. The market is being driven by the rising popularity of virtual creation in the media and entertainment industries, as well as its capacity to generate high-definition visuals and real-time virtual environments. Furthermore, favourable government measures are projected to have a positive influence on sector growth. In athletic events, AI algorithms are utilized to detect objects and actions. It may also employ drone video to generate intriguing content and in-depth sports commentary in its broadcasts. For example, Netflix, a well-known platform, has integrated AI technology in order to provide a more customised experience to its subscribers. This AI-powered solution will automatically complete numerous machine learning pipelines that provide suggestions for shows/movies/programs. The media and entertainment industries are experiencing unprecedented transformation. For example, in June 2020, Epic Games, Inc.'s Unreal Engine 4.25, a PlayStation programme, was improved and the advanced version was released. An unreal engine is a piece of VFX software used for developing, pre-visualizing, and visual editing effects in real time.

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Furthermore, significant attempts are being made by film-making businesses, such as 20th Century Fox, who employed IBM's AI system, Watson, to generate a trailer for the horror thriller 'Morgan.' However, threat of Cyber attacks impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the Global AI In Media & Entertainment Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America emerged as the market leader. This expansion was mostly owing to corporations' large spending in R&D for developing AI-based virtual production software solutions. One of the most notable developments observed in the region is the use of AI for voice and speech recognition. Furthermore, Asia Pacific is expected to have the greatest CAGR during the predicted period.

Major market player included in this report are:
Amazon Web Services, Inc.
EMG
Gearhouse South Africa Pty. Ltd.
Gravity Media
GrayMeta
International Business Machines Corp.
LMG, LLC
Matchroom Sport Ltd.
Production Resource Group, L.L.C.
Synthesia Ltd.
The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:
By Solution:
Hardware/Equipment
Services
By Application:
Gaming
Personalization

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Fake Story Detection
Plagiarism Detection
Production Planning & Management
Sales & Marketing
Talent Identification
Content Capture
Sports Automatic Productions
By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020
Base year – 2021
Forecast period – 2022 to 2028

Target Audience of the Global AI In Media & Entertainment Market in Market Study:

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Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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