

Global Blockchain in Media, Advertising, and Entertainment Market Size study & Forecast, by Type (Public, Private, and Consortium), Enterprise Size (Large Enterprise and SMEs), Application (Licensing and Rights Management, Digital Advertising, Smart Contracts, Payments, Online Gaming, and Others) and Regional Forecasts 2025-2035

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Abstracts

The Global Blockchain in Media, Advertising, and Entertainment Market is valued at approximately USD 0.89 billion in 2024 and is anticipated to grow at a staggering CAGR of 52.80% over the forecast period 2025-2035. Blockchain, with its decentralized, immutable, and transparent architecture, has emerged as a disruptive force redefining how content is created, distributed, and monetized across the media, advertising, and entertainment industries. It is designed to streamline licensing procedures, safeguard intellectual property, ensure transparent transactions, and eliminate intermediaries that inflate costs and reduce efficiency. The market growth is significantly influenced by the digital transformation of the creative economy, increasing consumption of online content, and the urgent need to combat piracy and fraudulent activities in advertising. Furthermore, rising adoption of blockchain-based payment systems and growing awareness among creators about ownership rights are accelerating its penetration.

The rising demand for transparency and trust in digital advertising campaigns has fueled blockchain adoption, especially among agencies and publishers struggling with challenges such as click fraud and inflated impressions. Blockchain-driven platforms provide immutable records of ad performance, enabling brands to verify placements and improve return on ad spend. According to the Interactive Advertising Bureau, global digital advertising spending surpassed USD 600 billion in 2023 and continues to climb

as marketers shift from traditional formats to digital-first strategies. The integration of smart contracts ensures automated royalty payments and real-time revenue distribution to artists, creators, and stakeholders, strengthening trust in the ecosystem. Meanwhile, the expansion of Web3 and NFT adoption within music, film, and gaming is creating lucrative opportunities, although scalability issues and regulatory uncertainties still pose hurdles.

The detailed segments and sub-segments included in the report are:

By Type:

Public

Private

Consortium

By Enterprise Size:

Large Enterprise

SMEs

By Application:

Licensing and Rights Management

Digital Advertising

Smart Contracts

Payments

Online Gaming

Others

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

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Public blockchain solutions are projected to dominate the market during the forecast period. These open networks are gaining rapid traction due to their unparalleled transparency, trustworthiness, and ability to empower creators and consumers without intermediaries. Content creators, musicians, and gaming developers are increasingly leveraging public blockchain ecosystems to launch NFTs, monetize content directly, and secure royalties. The growing popularity of tokenized media assets is reinforcing the dominance of this segment, while private blockchains are steadily building relevance in enterprise environments that prioritize controlled access and regulatory compliance.

When segmenting the market by application, licensing and rights management currently lead in revenue generation, largely owing to the chronic issue of intellectual property theft and piracy in the creative industries. Blockchain-based rights management solutions ensure that every piece of content, whether music, films, or digital artwork, is timestamped and traceable to its original owner, dramatically reducing infringement risks. At the same time, digital advertising is emerging as the fastest-growing application area, as agencies, publishers, and brands embrace blockchain to bring accountability and eliminate fraudulent practices. This dual dynamic highlights how blockchain is both protecting existing value chains and pioneering new monetization pathways.

The key regions considered for the Global Blockchain in Media, Advertising, and Entertainment Market study include North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. North America currently dominates the market owing to its robust digital infrastructure, early adoption of blockchain technologies, and the concentration of major media and entertainment corporations actively experimenting with decentralized platforms. Europe follows closely with strong intellectual property

protection laws and proactive adoption of blockchain in digital rights management. However, Asia Pacific is expected to witness the fastest growth, fueled by the explosive rise of online gaming, streaming platforms, and mobile-first content consumption across China, India, and South Korea. Additionally, governments and corporations in APAC are investing heavily in blockchain-enabled ecosystems to capitalize on new digital economies, driving the region's rapid expansion.

Major market players included in this report are:

IBM Corporation

Oracle Corporation

SAP SE

Accenture Plc

Microsoft Corporation

Amazon Web Services, Inc.

Infosys Limited

Sony Music Entertainment Inc.

ConsenSys

R3 LLC

Bitfury Group Limited

Deloitte Touche Tohmatsu Limited

Wipro Limited

Tech Mahindra Limited

PwC International Limited

Global Blockchain in Media, Advertising, and Entertainment Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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