

# **Global Digital Content Market Size study, by Category (Video Content, Digital Text, Digital Games, Digital Audio), by Device (Mobile Content, Non-Mobile Content), and by Regional Forecasts 2018-2025**

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## **Abstracts**

Global Digital Content Market to reach USD 317 billion by 2025.

Global Digital Content Market valued approximately USD 115 billion in 2017 is anticipated to grow with a healthy growth rate of more than 13.50% over the forecast period 2018-2025. Digital Content industry is an important component of the digital economy. The so-called digital content industry is the use of digital high-tech tools and information technology to integrate the image, text, images, audio and other content into products and services. Digital content is stored on either digital or analog storage in specific formats. Forms of digital content include information that is digitally broadcast, streamed, or contained in computer files. Viewed narrowly, types of digital content include popular media types, while a broader approach considers any type of digital information (e. g. digitally updated weather forecasts, GPS maps, and so on) as digital content. Digital content has seen an increase as more households now have access to the Internet. Therefore, it is easier for people to receive their news and watch TV online, rather than from traditional platforms. Because of this increased access to the Internet, digital content is commonly published through individuals in the form of eBooks, blog posts, and even Facebook posts.

The regional analysis of Global Digital Content Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Large gains in game app spend in Japan and South Korea, with 4.4x and 5.8x growth year-over-year, respectively, were a key driver of the growth in mobile apps. China are high-growth markets, due to increasing device adoption and skyrocketing game app

spend. South Korea comes out on top in various measures when looking at its mobile and digital content market. South Korea leads for 4G penetration and is the first country to reach over 50% for LTE subscribers. In Japan, apps have disrupted the mobile-first market. Always a strong mobile content country, the shift to smartphone and tablet apps is disrupting established players in the Japanese market.

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 Category:

Video Content

Digital Text Content

Digital Games Content

Digital Audio Content

#### By Device:

Mobile Content

Non-Mobile Content

#### By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

The industry is seeming to be fairly competitive. Some of the leading market players include Amazon, Apple, Bloomberg, CBS, Comcast, Deezer, DirecTV, Dish Network, Electronic Arts, EMI Music Publishing, Fox Music Publishing, Fairfax Media, Gannett and so on. Acquisitions and effective mergers are some of the strategies adopted by the

key manufacturers. New product launches and continuous technological innovations are the key strategies adopted by the major players.

Target Audience of the Global Digital Content Market in Market Study:

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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