

Global Digital Rights Management in Media & Entertainment Market Size Study, by Component (Solutions and Services), by Application (Audio Content, Images, Video Content, Confidential Documents, Software & Games), by Deployment Mode, by Vertical, by Organization Size, and Regional Forecasts 2022-2032

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Abstracts

The Global Digital Rights Management (DRM) in Media & Entertainment Market, valued at approximately USD 4.86 billion in 2023, is set to experience significant growth, surging at a CAGR of 13.0% over the forecast period 2024-2032. As the digital content landscape rapidly expands, the increasing incidence of content piracy, unauthorized distribution, and digital fraud is propelling the demand for robust DRM solutions. The rise of streaming platforms, cloud-based content delivery models, and subscription-based services has further heightened the need for advanced security measures to safeguard intellectual property and ensure seamless monetization.

With the proliferation of video-on-demand (VoD) services, OTT streaming platforms, and digital media consumption, content providers are turning to encryption technologies, watermarking, and access control mechanisms to protect their assets. DRM solutions not only prevent revenue losses from unauthorized access but also ensure compliance with global copyright regulations. Additionally, the adoption of blockchain-based DRM solutions is gaining traction, offering tamper-proof, decentralized rights management that enhances transparency and security. Despite its promising outlook, the integration complexity of DRM with existing platforms and consumer resistance to restricted access models present key challenges for market expansion.

The industry is witnessing a substantial shift toward AI-powered digital rights protection, enabling real-time content monitoring and automated takedown of pirated content. Cloud-based DRM solutions are becoming the preferred choice due to their scalability, flexibility, and ease of integration across multiple platforms. Furthermore, the growing influence of digital advertising, coupled with the rise of AI-driven recommendation engines, is driving content personalization while ensuring rights enforcement across multiple devices and geographies. Key players are focusing on strategic alliances, mergers, and acquisitions to expand their DRM capabilities and reinforce content protection ecosystems.

North America currently dominates the DRM in media & entertainment market, fueled by high digital media penetration, stringent copyright laws, and a thriving OTT and VoD ecosystem. The United States leads the market, with significant investments in anti-piracy software, AI-driven security solutions, and encrypted content distribution. Europe follows closely, as regulatory mandates like the EU Copyright Directive enforce strict compliance for digital content protection. Meanwhile, Asia-Pacific is projected to witness the fastest growth, driven by increasing mobile internet users, rising video streaming adoption, and government-led anti-piracy initiatives in countries like China, India, and Japan. The Latin American and Middle East & African regions are also emerging as key markets, with rising investments in digital content security and streaming services expansion.

Major Market Players Included in This Report:

Adobe Inc.

Microsoft Corporation

Apple Inc.

Google LLC

Amazon Web Services, Inc. (AWS)

IBM Corporation

Oracle Corporation

Intertrust Technologies Corporation

Sony Corporation

Verimatrix, Inc.

Cisco Systems, Inc.

Digimarc Corporation

Broadcom Inc.

CipherCloud, Inc.

SAP SE

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Component:

Solutions

Services

By Application:

Audio Content

Images

Video Content

Confidential Documents

Software & Games

By Deployment Mode:

On-Premises

Cloud-Based

By Vertical:

Media & Entertainment

IT & Telecom

BFSI

Healthcare

Education

Others

By Organization Size:

Small and Medium Enterprises (SMEs)

Large Enterprises

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

Latin America:

Brazil

Mexico

Rest of Latin America

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years Considered for the Study:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024-2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

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

Detailed examination of the geographical landscape with country-level insights.

Competitive landscape profiling of major market players.

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

Evaluation of the competitive structure, including demand-side and supply-side factors driving market expansion.

Contents

CHAPTER 1. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET EXECUTIVE SUMMARY

- 1.1. Global Digital Rights Management in Media & Entertainment Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Component
 - 1.3.2. By Application
 - 1.3.3. By Deployment Mode
 - 1.3.4. By Vertical
 - 1.3.5. By Organization Size
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study

2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Increasing incidence of content piracy and digital fraud
- 3.1.2. Rising demand for advanced security measures and DRM solutions
- 3.1.3. Proliferation of streaming platforms and cloud-based content delivery models

3.2. Market Challenges

- 3.2.1. Integration complexity with existing platforms
- 3.2.2. Consumer resistance to restricted access models
- 3.2.3. Navigating evolving regulatory compliance and copyright laws

3.3. Market Opportunities

- 3.3.1. Adoption of blockchain-based DRM solutions for enhanced transparency
- 3.3.2. Shift toward AI-powered digital rights protection and real-time content monitoring
- 3.3.3. Strategic alliances and increased investments in DRM technology

CHAPTER 4. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET SIZE & FORECASTS BY COMPONENT 2022-2032

- 5.1. Segment Dashboard
- 5.2. Global Digital Rights Management in Media & Entertainment Market: Component Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 5.2.1. Solutions
 - 5.2.2. Services

CHAPTER 6. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET SIZE & FORECASTS BY APPLICATION 2022-2032

- 6.1. Segment Dashboard
- 6.2. Global Digital Rights Management in Media & Entertainment Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 6.2.1. Audio Content
 - 6.2.2. Images
 - 6.2.3. Video Content
 - 6.2.4. Confidential Documents
 - 6.2.5. Software & Games

CHAPTER 7. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET SIZE & FORECASTS BY DEPLOYMENT MODE 2022-2032

- 7.1. Segment Dashboard
- 7.2. Global Digital Rights Management in Media & Entertainment Market: Deployment Mode Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
 - 7.2.1. On-Premises
 - 7.2.2. Cloud-Based

CHAPTER 8. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET SIZE & FORECASTS BY VERTICAL 2022-2032

- 8.1. Segment Dashboard
- 8.2. Global Digital Rights Management in Media & Entertainment Market: Vertical

Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

8.2.1. Media & Entertainment

8.2.2. IT & Telecom

8.2.3. BFSI

8.2.4. Healthcare

8.2.5. Education

8.2.6. Others

CHAPTER 9. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET SIZE & FORECASTS BY ORGANIZATION SIZE 2022-2032

9.1. Segment Dashboard

9.2. Global Digital Rights Management in Media & Entertainment Market: Organization Size Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

9.2.1. Small and Medium Enterprises (SMEs)

9.2.2. Large Enterprises

CHAPTER 10. GLOBAL DIGITAL RIGHTS MANAGEMENT IN MEDIA & ENTERTAINMENT MARKET SIZE & FORECASTS BY REGION 2022-2032

10.1. North America Digital Rights Management Market

10.1.1. U.S. Digital Rights Management Market

10.1.1.1. Component Breakdown & Forecasts, 2022-2032 (USD Million/Billion)

10.1.1.2. Application Breakdown & Forecasts, 2022-2032 (USD Million/Billion)

10.1.1.3. Deployment Mode Breakdown & Forecasts, 2022-2032 (USD Million/Billion)

10.1.1.4. Vertical Breakdown & Forecasts, 2022-2032 (USD Million/Billion)

10.1.1.5. Organization Size Breakdown & Forecasts, 2022-2032 (USD Million/Billion)

10.1.2. Canada Digital Rights Management Market

10.2. Europe Digital Rights Management Market

10.2.1. U.K. Digital Rights Management Market

10.2.2. Germany Digital Rights Management Market

10.2.3. France Digital Rights Management Market

10.2.4. Spain Digital Rights Management Market

10.2.5. Italy Digital Rights Management Market

10.2.6. Rest of Europe Digital Rights Management Market

10.3. Asia-Pacific Digital Rights Management Market

10.3.1. China Digital Rights Management Market

10.3.2. India Digital Rights Management Market

- 10.3.3. Japan Digital Rights Management Market
- 10.3.4. Australia Digital Rights Management Market
- 10.3.5. South Korea Digital Rights Management Market
- 10.3.6. Rest of Asia-Pacific Digital Rights Management Market
- 10.4. Latin America Digital Rights Management Market
 - 10.4.1. Brazil Digital Rights Management Market
 - 10.4.2. Mexico Digital Rights Management Market
 - 10.4.3. Rest of Latin America Digital Rights Management Market
- 10.5. Middle East & Africa Digital Rights Management Market
 - 10.5.1. Saudi Arabia Digital Rights Management Market
 - 10.5.2. South Africa Digital Rights Management Market
 - 10.5.3. Rest of Middle East & Africa Digital Rights Management Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Key Company SWOT Analysis
 - 11.1.1. Adobe Inc.
 - 11.1.2. Microsoft Corporation
 - 11.1.3. Apple Inc.
- 11.2. Top Market Strategies
- 11.3. Company Profiles
 - 11.3.1. Adobe Inc.
 - 11.3.1.1. Key Information
 - 11.3.1.2. Overview
 - 11.3.1.3. Financial (Subject to Data Availability)
 - 11.3.1.4. Product Summary
 - 11.3.1.5. Market Strategies
 - 11.3.2. Google LLC
 - 11.3.3. Amazon Web Services, Inc. (AWS)
 - 11.3.4. IBM Corporation
 - 11.3.5. Oracle Corporation
 - 11.3.6. Intertrust Technologies Corporation
 - 11.3.7. Sony Corporation
 - 11.3.8. Verimatrix, Inc.
 - 11.3.9. Cisco Systems, Inc.
 - 11.3.10. Digimarc Corporation
 - 11.3.11. Broadcom Inc.
 - 11.3.12. CipherCloud, Inc.
 - 11.3.13. SAP SE

CHAPTER 12. RESEARCH PROCESS

12.1. Research Process

12.1.1. Data Mining

12.1.2. Analysis

12.1.3. Market Estimation

12.1.4. Validation

12.1.5. Publishing

12.2. Research Attributes

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