

Global Blockchain in Media, Advertising, and Entertainment Market Research Report 2024, Forecast to 2032

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Abstracts

Report Overview

Blockchain technology is a disseminated ledger platform to get a grip of all your transactions in a protected and encrypted manner. It is a chain of blocks that is segregated across the network and connected together to provide a dependable, secure, and highly-advanced solution to record digital information. At its core, blockchain relies on a decentralised, digitalised and distributed ledger model. By its nature, this is more robust and secure than the proprietary, centralised models which are currently used in the trade ecosystem. Blockchain is a secure and encrypted digital database shared by all parties in a distributed network. Any transaction that occurs in the network is recorded, verified and stored in the database and visible to all participants, creating an unalterable transaction log. This structure bestows special properties on a blockchain, including greater transparency and security, because transaction activity can be tracked, fully verified and audited. Blockchain has the potential to transform several markets within media and entertainment, but particularly those where participants would benefit from the security and transparency that blockchain would offer, such as distribution of payments, funding, monetization and contract enforcement. In the media and entertainment sectors, blockchain has the potential to eliminate or dramatically lower transaction costs. For example, blockchain could enable a news website to charge readers per article, rather than per month. Low-cost micro-transactions like these can be processed through a blockchain without the fees that existing payment platforms demand. Taking it one step further, a blockchain ledger could be used to secure intellectual property like music and film, making it possible to enforce usage rights and mitigate. Blockchains can help M&E companies operate much more effectively within their business networks because they support

consensus, provenance, immutability and finality, cost removal, and reduced tampering and fraud. It also contributes to enhanced data quality, increased trust, and reduction or elimination of disputes. Blockchain technology is still in the early stages of development, but given the excitement around the many ways it could be put to use, it's not too soon for media and entertainment companies to start thinking about the possible implications for their businesses and the industry. Blockchain has the potential to disrupt the way content is produced, aggregated, distributed and consumed.

The global Blockchain in Media, Advertising, and Entertainment market size was estimated at USD 307.10 million in 2023 and is projected to reach USD 47031.42 million by 2032, exhibiting a CAGR of 74.90% during the forecast period.

North America Blockchain in Media, Advertising, and Entertainment market size was estimated at USD 215.75 million in 2023, at a CAGR of 64.20% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Blockchain in Media, Advertising, and Entertainment market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Blockchain in Media, Advertising, and Entertainment Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Blockchain in Media, Advertising, and Entertainment market in any manner.

Global Blockchain in Media, Advertising, and Entertainment Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

IBM

Amazon Web Services (AWS)

Microsoft

Oracle

SAP

ConsenSys

Accenture

Market Segmentation (by Type)

On-Premise

Cloud Based

Market Segmentation (by Application)

Ethereum

Hyperledger

Quorum

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Blockchain in Media, Advertising, and Entertainment Market

Overview of the regional outlook of the Blockchain in Media, Advertising, and Entertainment Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with

historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Blockchain in Media, Advertising, and Entertainment Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Blockchain in Media, Advertising, and Entertainment, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

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Chapter 13 is the main points and conclusions of the report.

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