

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

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Abstracts

Report Overview

Blockchain is a digital immutable, secure, encrypted, and distributed ledger for recording real-time transactions. The first blockchain transaction ledger was introduced in 2009, to serve as a public transaction ledger for cryptocurrency Bitcoin, which is now poised to revolutionize the media and entertainment industry. Digitalization across the media and entertainment industry has caused a massive expansion in the way media and entertainment services are accessed by the consumers. Blockchain technology has the potential to transform several processes within the media and entertainment industry for content security, license & rights management, digital advertising, and royalty distribution. Blockchain allows secure and resilient data transactions and consists of a peer-to-peer network, a distributed ledger for recording the transactions, and a consensus mechanism to validate the transactions. This distributed ledger of blockchain offers visibility, traceability, and transparency to the media and entertainment companies and the supply chain trade partners. The technology has immense potential to reinvent business functions and facilitate secured transactions across the media industry. The media and entertainment industry has mostly been a contract-based business. Smart contracts built on blockchain enables counterparties to automate transactions, resulting in fast, accurate, and cost-effective contract management across the media and entertainment industry. With the help of blockchain technology, media and advertising enterprises are able to eliminate fraud, reduce costs, and increase transparency within critical and time-consuming business processes. Further, blockchain technology helps the media and entertainment companies to effectively protect Intellectual Property (IP) rights of content such as music records.

The global Blockchain in Media and Entertainment market size was estimated at USD

466.90 million in 2023 and is projected to reach USD 2184.14 million by 2032, exhibiting a CAGR of 18.70% during the forecast period.

North America Blockchain in Media and Entertainment market size was estimated at USD 163.79 million in 2023, at a CAGR of 16.03% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Blockchain in Media 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 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 and Entertainment market in any manner.

Global Blockchain in Media 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 Corporation

Microsoft Corporation

SAP SE

Amazon Web Services

Accenture PLC

Oracle Corporation

Infosys Limited

Bitfury USA Inc.

Factom Inc.

GuardTime,AS

Auxesis Group

Nyiax Inc.

MetaX

BTL Group

Market Segmentation (by Type)

Bitcoin

Ripple

Ethereum

R3 Corda

Other

Market Segmentation (by Application)

Content Security

Licensing and Rights Management

Smart Contract

Pay

Digital Advertising

Online Game

Other

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 and Entertainment Market

Overview of the regional outlook of the Blockchain in Media 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 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 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.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

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

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