

Global Media Intelligence and PR Software Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)

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Abstracts

Scope of the Report

The report titled “Global Media Intelligence and PR Software Market: Size & Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)” includes detailed analysis of the market in terms of value and growth. The report also includes analysis of the market in terms of value for regions such as the US, Europe, Middle East and Africa (EMEA) and Asia Pacific.

Under competitive players, different players in the global media intelligence and PR software market have compared on the basis of share. Also, various products offered by different media intelligence companies have been compared on the basis of capacity.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall media intelligence and PR software market has also been forecasted for the years 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Cision Ltd., Isentia Group Ltd., Meltwater and WPP Plc (Kantar Media) are some of the key players operating in the global media intelligence and PR software market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

Company Coverage

Cision Ltd.

Meltwater

Isentia Group Ltd.

WPP Plc (Kantar Media)

Regional Coverage

The US

Europe, Middle East and Africa (EMEA)

Asia Pacific

Executive Summary

The global media intelligence and PR software market is segmented on the basis of type of solution and application. On the basis of type of solution, the market can be further bifurcated into media monitoring, media analysis, press release distribution and influencer analysis. On the basis of type of application, the market is divided into BFSI, consumer goods and retail, government and private sector, telecom, IT, healthcare, media and entertainment.

The global media intelligence and PR software market is forecasted to grow at a healthy rate during the forecast period (2021-2025). The market is supported by growth driver such as boost in advertising expenditure, surging reliance of PR professionals on social media and increasing emphasis of organizations on information disclosure and transparency. The market also faces some challenges such as regulatory risks, vulnerability to technological failure and cutthroat competition. The exact impact of the ongoing Coronavirus outbreak on this industry would only be known with passage of time.

Preference for integrated platforms over point solutions, rapidly changing digital media landscape, rising importance of earned media management, mergers and acquisitions and use of artificial intelligence with PR software are some of the latest trends existing

in the market.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Media Intelligence: An Overview

2.2 Media Intelligence and PR Software: An Overview

2.3 Global Media Intelligence and PR Software Market Segments: An Overview

3. GLOBAL MARKET ANALYSIS

3.1 Global Media Intelligence and PR Software Market: An Analysis

3.1.1 Global Media Intelligence and PR Software Market by Value

3.1.2 Global Media Intelligence and PR Software Market by Region

4. REGIONAL ANALYSIS

4.1 The US Media Intelligence and PR Software Market: An Analysis

4.1.1 The US Media Intelligence and PR Software Market by Value

4.2 EMEA Media Intelligence and PR Software Market: An Analysis

4.2.1 EMEA Media Intelligence and PR Software Market by Value

4.3 Asia Pacific Media Intelligence and PR Software Market: An Analysis

4.3.1 Asia Pacific Media Intelligence and PR Software Market by Value

5.IMPACT OF COVID-19

5.1 Impact on Global Media Intelligence and PR Software Market

5.1.1 Impact on Players

6. MARKET DYNAMICS

6.1 Growth Drivers

6.1.1 Growth in Advertising Expenditure

6.1.2 Surging Reliance of PR Professionals on Social Media

6.1.3 Increasing Emphasis on Transparency and Information Disclosure

6.2 Challenges

6.2.1 Vulnerability to Technological Failure

6.2.2 Regulatory Risks

6.2.3 Cutthroat Competition

6.3 Market Trends

6.3.1 Preference for Integrated Platforms Over Point Solutions

6.3.2 Rapidly Changing Digital Media Landscape

6.3.3 Rising Importance of Earned Media Management

6.3.4 Mergers and Acquisitions

6.3.5 Use of Artificial Intelligence (AI) with Public Relation Software

7. COMPETITIVE LANDSCAPE

7.1 Global Media Intelligence and PR Software: Players Comparison

7.1.1 Global Media Intelligence and PR Software Products Comparison

7.1.1 Global Media Intelligence and PR Software Market Players Share Analysis

8. COMPANY PROFILES

8.1 Cision Ltd.

8.1.1 Business Overview

8.1.2 Financial Overview

8.1.3 Business Strategy

8.2 Meltwater

8.2.1 Business Overview

8.2.2 Business Strategy

8.3 Isentia Group Ltd.

8.3.1 Business Overview

8.3.2 Financial Overview

8.3.3 Business Strategy

8.4 WPP Plc (Kantar Media)

8.4.1 Business Overview

8.4.2 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Global Media Intelligence and PR Software Market Segments

Figure 2: Global Media Intelligence and PR Software Market by Value; 2016-2020 (US\$ Billion)

Figure 3: Global Media Intelligence and PR Software Market by Value; 2021-2025 (US\$ Billion)

Figure 4: Global Media Intelligence and PR Software Market by Region; 2020 (Percentage,%)

Figure 5: The US Media Intelligence and PR Software Market; 2017-2020 (US\$ Billion)

Figure 6: The US Media Intelligence and PR Software Market; 2021-2025 (US\$ Billion)

Figure 7: EMEA Media Intelligence and PR Software Market; 2017-2020 (US\$ Billion)

Figure 8: EMEA Media Intelligence and PR Software Market; 2021-2025 (US\$ Billion)

Figure 9: Asia Pacific Media Intelligence and PR Software Market; 2017-2020 (US\$ Million)

Figure 10: Asia Pacific Media Intelligence and PR Software Market; 2021-2025 (US\$ Million)

Figure 11: Growth of Advertising Expenditure and GDP; 2017 -2020 (%)

Figure 12: Share of Global Adspend by Medium; 2017 and 2020 (%)

Figure 13: Global Media Intelligence and PR Software Market by Players; 2019 (Percentage,%)

Figure 14: Cision Revenues; 2014-2018 (US\$ Million)

Figure 15: Cision Revenues by Region 2018 (Percentage,%)

Figure 16: Cision Revenues by Type of Revenue Model; 2018 (Percentage,%)

Figure 17: Isentia Revenues; 2016-2020 (US\$ Million)

Figure 18: Isentia Revenues by Segments; 2020 (Percentage,%)

Figure 19: Isentia Revenues by Region; 2020 (Percentage,%)

Table 1: 12. List of Some Popular Media Intelligence and PR Software

Table 2: Global Media Intelligence and PR Software Market by Type of Solution

Table 3: 12. List of Acquisitions by Cision; 2017-2020

Table 4: 12. List of Acquisitions by Meltwater; 2017-2020

Table 5: Product Comparison of Media Intelligence Companies; 2019 (Percentage,%)

Table 6: Cision Product Portfolio

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