

# Global Blockchain in Media, Advertising, and Entertainment Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Blockchain in Media, Advertising, and Entertainment market size will reach 1,784.69 Million USD in 2025 and is projected to reach 75,215.41 Million USD by 2032, with a CAGR of 70.65% (2025-2032). Notably, the China Blockchain in Media, Advertising, and Entertainment market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Blockchain technology is making its way into the media, advertising, and entertainment industries, offering potential solutions to long-standing challenges. In media, blockchain can be used to establish transparent and decentralized platforms for content distribution, enabling artists and creators to directly connect with their audience and receive fair compensation for their work. It also enhances copyright protection by providing immutable records of ownership and rights management. In advertising, blockchain can address issues of ad fraud, lack of transparency, and inefficient intermediaries by creating a decentralized and auditable system for ad transactions, ensuring that advertisers get accurate data and fair value for their investments. Additionally, blockchain can revolutionize the entertainment industry by enabling secure and traceable digital rights management, tokenization of assets, and seamless micropayments for content consumption. It offers the potential to disrupt traditional models, empower creators and consumers, and reshape how media, advertising, and entertainment are produced, distributed, and monetized. However, widespread adoption

and overcoming technical and regulatory challenges are still necessary for blockchain to fully realize its potential in these industries.

The major global suppliers of Blockchain in Media, Advertising, and Entertainment include IBM, Amazon Web Services (AWS), Microsoft, Oracle, SAP, ConsenSys, Accenture, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Blockchain in Media, Advertising, and Entertainment. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Blockchain in Media, Advertising, and Entertainment market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Blockchain in Media, Advertising, and Entertainment market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Blockchain in Media, Advertising, and Entertainment industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from

various markets monitoring database.

Global Key Suppliers of Blockchain in Media, Advertising, and Entertainment Include:

IBM

Amazon Web Services (AWS)

Microsoft

Oracle

SAP

ConsenSys

Accenture

Blockchain in Media, Advertising, and Entertainment Product Segment Include:

On-Premise

Cloud Based

Blockchain in Media, Advertising, and Entertainment Product Application Include:

Ethereum

Hyperledger

Quorum

Others

## **Chapter Scope**

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