Global Media Monitoring Software Comprehensive Market Segments: By Deployment (Cloud-Based and On-Premises); By Offerings (Integrated platform and Standalone software); By End Users (Media and Entertainment, Retail and consumer goods, Financial services, IT and telecommunications and Others); By Organization size (Small & Medium enterprise and Large enterprise) and Region – Analysis of Market Size, Share & Trends for 2019 – 2030 and Forecasts to 2030

Abstracts

Product Overview
Media monitoring is a process of gathering data from all the concerned sources using a tool functionally designed to monitor and analyze content with specific keywords and topics related to any event or situation or reviews about a product or a brand or what is being said about an individual. Most eCommerce platforms use social media to communicate with current and prospective consumers which helps them to get useful insights and use positive feedbacks in their marketing and negative feedbacks to rectify the errors in their business. The media monitoring tool uses algorithms that crawl sites and continuously index them, after which, they can be accessed using strings and queries.

Market Highlights
Global Media Monitoring Software Comprehensive market is expected to project a notable CAGR of XX.X% in 2030.

Global Media Monitoring Software Comprehensive market to surpass USD XXXX million by 2030 from USD XXXX million in 2020 at a CAGR of XX.X% throughout the forecast period, i.e. 2020-30. With the rising digitalization consumers are preferring digital platforms to study, for financial transactions, online shopping, to virtually stay connected with friends which are some of the key factors for the expansion of the media monitoring software market.

Recent Highlights in Global Media Monitoring Software Comprehensive Market
In July 2020, Inclusive, a data science company announced the latest additions to Inclusive media monitoring software named Essentials and Pro.

Global Media Monitoring Software Comprehensive Market: Segments
A cloud-based segment to grow with the highest CAGR of XX.X% during 2020-30
Global Media Monitoring Software Comprehensive market is segmented by deployment into Cloud-based and On-Premises. The cloud-based segment held the largest market share of XX.X% in the year 2019.

Integrated platform segment to grow with the highest CAGR of XX.X% during 2020-30
Global Media Monitoring Software Comprehensive market is bifurcated by offering into the integrated platform and standalone system. Integrated platform segment held the largest market share of XX.X% in the year 2019.

IT and telecommunications segment to grow with the highest CAGR of XX% during 2020-30
Global Media Monitoring Software Comprehensive market is also segmented by end-users into media and entertainment, retail and consumer goods, financial services, IT and telecommunications, and Others. IT and telecommunications segment held the largest market share of XX.X% in the year 2019.

Large Enterprise segment to grow with the highest CAGR of XX% during 2020-30
Global Media Monitoring Software Comprehensive market is also segmented by organization size into small & medium enterprise and large enterprise. The large enterprise segment held the largest market share of XX% in the year 2019. This is rising on the back of the high growth rate of employees in the sector. Presently, demand for media monitoring tools has been higher in large enterprises. Although this trend is likely to remain so over the next few years, small and medium enterprises are also projected to report an increase in their demand for these tools in the near future. Software platforms are witnessing the most prominent demand among the components of media monitoring tools. Proliferating at a CAGR of XX.X%, this segment is expected to

maintain its lead over the period of the forecast. Network security management and digital asset management have surfaced as the leading application areas for media monitoring and are expected to continue with their high demand in the years to come.

Market Dynamics

Drivers

Mounting digital platforms

Rise in the number of digital platforms such as e-books, online newspapers, and magazines, online study materials, and tutorials, online courses have virtually connected people with the latest technology. Additionally, the increasing number of subscribers on Facebook, Instagram, LinkedIn, etc. are key factors contributing to the growth of the media monitoring software market.

Increase in adoption of media monitoring software by companies

With the advent of digitalization in various sectors of the economy, companies have initiated the process of deployment of media monitoring software to gather and analyze the relevant data which has positively impacted the business efficiencies and is expected to boost the media monitoring software market throughout the forecast period.

Restraint

Lack of Professional Workforce

With the rising digitalization, an increase in the number of databases has been observed which is a key factor restraining growth since to handle databases, acquire the necessary information and generate useful insights skilled and professional workforce is required which is in scarce numbers. Network security is also one of the issues restraining the growth of the global market.

Global Media Monitoring Software Comprehensive Market: Regions

Global Media Monitoring Software Comprehensive market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, APAC, and MENA.

Global Media Monitoring Software Comprehensives market in North America held the largest market share of XX.X% in the year 2019. North America will continue to dominate the global media monitoring software market throughout the forecast period due to the highest internet consumption rate in the world, access to advanced IT infrastructure, and constant innovations in the application of media monitoring tools. Europe and Asia-Pacific regions will also observe substantial growth over the projected timeline due to rising awareness of the media monitoring software and the rising

number of social media users.

Global Media Monitoring Software Comprehensive market is further segmented by region into:
North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada
Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America
Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe
APAC Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC
MENA Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA
Global Media Monitoring Software Comprehensives Market: Key Players
Sprinklr

Company Overview
Business Strategy
Key Product Offerings
Financial Performance
Key Performance Indicators
Risk Analysis
Recent Development
Regional Presence
SWOT Analysis
Zoho Corporation
Brandwatch
Brand24 Global
CARMA International
Lithium Technologies Inc.
Kantar Media UK
Oracle
Union Metrics
Other Prominent Players
Global Media Monitoring Software Comprehensive market report also contains analysis on:
Media Monitoring Software Comprehensive Market Segments:

Global Media Monitoring Software Comprehensive Market Segments: By Deployment (Cloud-Based and On-Premises); B...

By Deployment

Cloud-based

On-premises

By Offering

Integrated Platform

Standalone Software

By End Users

Media and Entertainment

Retail and consumer goods

Financial services

IT and telecommunications

Others

By Organization Size

Small & Medium Enterprise

Large Enterprise

Media Monitoring Software Comprehensive Market Dynamics

Media Monitoring Software Comprehensive Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

Contents

9.1. Demand Risk Analysis
9.2. Supply Risk Analysis

10. GLOBAL MEDIA MONITORING SOFTWARE COMPREHENSIVE MARKET ANALYSIS

10.1. Porters Five Forces
  10.1.1. Threat of New Entrants
  10.1.2. Bargaining Power of Suppliers
  10.1.3. Threat of Substitutes
  10.1.4. Rivalry
10.2. PEST Analysis
  10.2.1. Political
  10.2.2. Economic
  10.2.3. Social
  10.2.4. Technological

11. GLOBAL MEDIA MONITORING SOFTWARE COMPREHENSIVE MARKET

11.1. Market Size & forecast, 2019A-2030F
  11.1.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  11.1.2. By Volume (Million Units) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12. GLOBAL MEDIA MONITORING SOFTWARE COMPREHENSIVE MARKET: MARKET SEGMENTATION

12.1. By Regions
  12.1.1. North America:(U.S. and Canada) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  12.1.2. Latin America: (Brazil, Mexico, Argentina, Rest of Latin America) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  12.1.3. Europe: (Germany, UK, France, Italy, Spain, BENELUX, NORDIC, Hungary, Poland, Turkey, Russia, Rest of Europe) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  12.1.4. Asia-Pacific: (China, India, Japan, South Korea, Indonesia, Malaysia, Australia, New Zealand, Rest of Asia Pacific) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
  12.1.5. Middle East and Africa: (Israel, GCC, North Africa, South Africa, Rest of Middle

12.2. By Deployment: Market Share (2020-2030F)

  12.2.1. Cloud-Based, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

  12.2.2. On-Premises, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12.3. By Offering: Market Share (2020-2030F)

  12.3.1. Integrated Platform, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

  12.3.2. Standalone Software, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12.4. By End Users: Market Share (2020-2030F)

  12.4.1. Media and Entertainment, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

  12.4.2. Retail and consumer goods, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

  12.4.3. Financial services, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

  12.4.4. IT and telecommunications, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

  12.4.5. Others, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12.5. By Organization Size: Market Share (2020-2030F)

  12.5.1. Small & Medium Enterprise, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

  12.5.2. Large Enterprise, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

1. COMPANY PROFILE

1. SPRINKLR

1. COMPANY OVERVIEW

2. COMPANY TOTAL REVENUE (FINANCIALS)

3. MARKET POTENTIAL

4. GLOBAL PRESENCE

5. KEY PERFORMANCE INDICATORS

6. SWOT ANALYSIS

7. PRODUCT LAUNCH

2. ZOHO CORPORATION

3. BRANDWATCH

4. BRAND24 GLOBAL

5. CARMA INTERNATIONAL

6. LITHIUM TECHNOLOGIES INC.

7. KANTAR MEDIA UK

8. ORACLE

9. UNION METRICS

10. OTHER PROMINENT PLAYERS

Consultant Recommendation
**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

I would like to order

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