

# Global AI Media Monitoring and Analytics Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global AI Media Monitoring and Analytics market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

AI Media Monitoring and Analytics is the process of using artificial intelligence technology to monitor, analyze and gain insights into media content. It combines technologies such as natural language processing, machine learning, and data mining to quickly and accurately process large amounts of media data and provide insights and insights into content, topics, sentiment, and trends. AI Media Monitoring and Analytics has a wide range of applications across various industries and fields, including media and PR, marketing, social media management, brand management, news and event analysis, and more.

The Global Info Research report includes an overview of the development of the AI Media Monitoring and Analytics industry chain, the market status of Large Enterprises (On-Premise, Cloud-Based), SMEs (On-Premise, Cloud-Based), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of AI Media Monitoring and Analytics.

Regionally, the report analyzes the AI Media Monitoring and Analytics markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global AI Media Monitoring and Analytics market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the AI Media Monitoring and Analytics market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the AI Media Monitoring and Analytics industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., On-Premise, Cloud-Based).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the AI Media Monitoring and Analytics market.

**Regional Analysis:** The report involves examining the AI Media Monitoring and Analytics market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the AI Media Monitoring and Analytics market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to AI Media Monitoring and Analytics:

**Company Analysis:** Report covers individual AI Media Monitoring and Analytics players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards AI Media Monitoring and Analytics This may involve surveys,

interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, SMEs).

**Technology Analysis:** Report covers specific technologies relevant to AI Media Monitoring and Analytics. It assesses the current state, advancements, and potential future developments in AI Media Monitoring and Analytics areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the AI Media Monitoring and Analytics market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

AI Media Monitoring and Analytics market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

On-Premise

Cloud-Based

### Market segment by Application

Large Enterprises

SMEs

### Market segment by players, this report covers

Awario

Brand24

BrandMentions

Brandwatch

Determ

Digimind

Hootsuite

Ipsos

Lucidya

Mandala AI

Mapegy

Meltwater

Mention

Onclusive

NewsWhip

Palowise

SemanticForce

SentiSum

Sysomos

Talkwalker

Truescope

YouScan

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe AI Media Monitoring and Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI Media Monitoring and Analytics, with revenue, gross margin and global market share of AI Media Monitoring and Analytics from 2019 to 2024.

Chapter 3, the AI Media Monitoring and Analytics competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and AI Media Monitoring and Analytics market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces

analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AI Media Monitoring and Analytics.

Chapter 13, to describe AI Media Monitoring and Analytics research findings and conclusion.

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