

# **Global Blockchain in Media, Advertising, and Entertainment Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Consequently, digital advertising relies heavily on stalking online users. Effective advertising targets the people most likely to buy the product. Therefore, advertisers collect user data to determine where to most effectively deploy their resources. Advertisers gather as much personal data as possible and store this data in a centralized manner.

Scope of the Report:

This report studies the Blockchain in Media, Advertising, and Entertainment market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Blockchain in Media, Advertising, and Entertainment market by product type and applications/end industries.

This being the case, blockchain in media and entertainment using digital advertising fundamentally clashes with the very nature of cryptocurrency based on blockchain technology.

The global Blockchain in Media, Advertising, and Entertainment market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Blockchain in Media, Advertising, and Entertainment.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

IBM

Microsoft

SAP

Accenture

AWS

Oracle

Infosys

Bitfury

Factom

Guardtime

ARK

Auxesis Group

Nyiax

Metax

BTL

Voise

Bloq

Clearcoin

Decent

Synereo

Brainbot Technologies

Bigchaindb

Iprodoos

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Media

Advertising

Entertainment

Market Segment by Applications, can be divided into

Small and Medium-Sized Enterprises

Large Enterprises

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