

# Global Blockchain in Media, Advertising, and Entertainment 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 Blockchain in Media, Advertising, and Entertainment market size was valued at USD 315.9 million in 2023 and is forecast to a readjusted size of USD 13900 million by 2030 with a CAGR of 71.7% during review period.

Blockchain technology is a disseminated ledger platform to get a grip of all your transactions in a protected and encrypted manner. It is a chain of blocks that is segregated across the network and connected together to provide a dependable, secure, and highly-advanced solution to record digital information. At its core, blockchain relies on a decentralised, digitalised and distributed ledger model. By its nature, this is more robust and secure than the proprietary, centralised models which are currently used in the trade ecosystem. Blockchain is a secure and encrypted digital database shared by all parties in a distributed network. Any transaction that occurs in the network is recorded, verified and stored in the database and visible to all participants, creating an unalterable transaction log. This structure bestows special properties on a blockchain, including greater transparency and security, because transaction activity can be tracked, fully verified and audited. Blockchain has the potential to transform several markets within media and entertainment, but particularly those where participants would benefit from the security and transparency that blockchain would offer, such as distribution of payments, funding, monetization and contract enforcement. In the media and entertainment sectors, blockchain has the potential to eliminate or dramatically lower transaction costs. For example, blockchain could enable a news website to charge readers per article, rather than per month. Low-cost micro-transactions like these can be processed through a blockchain without the fees that existing payment platforms demand. Taking it one step further, a blockchain

ledger could be used to secure intellectual property like music and film, making it possible to enforce usage rights and mitigate. Blockchains can help M&E companies operate much more effectively within their business networks because they support consensus, provenance, immutability and finality, cost removal, and reduced tampering and fraud. It also contributes to enhanced data quality, increased trust, and reduction or elimination of disputes. Blockchain technology is still in the early stages of development, but given the excitement around the many ways it could be put to use, it's not too soon for media and entertainment companies to start thinking about the possible implications for their businesses and the industry. Blockchain has the potential to disrupt the way content is produced, aggregated, distributed and consumed.

Global key blockchain in media, advertising, and entertainment players include IBM, Amazon Web Services (AWS), Microsoft etc. The top 7 companies hold a share about 85%. North America is the largest market, with a share about 47%, followed by Europe and Asia-Pacific with the share about 27% and 15%. In terms of product, cloud based is the largest segment, with a share over 87%. And in terms of platform, the largest platform is Ethereum, followed by Hyperledger and Quorum.

The Global Info Research report includes an overview of the development of the Blockchain in Media, Advertising, and Entertainment industry chain, the market status of Ethereum (On-Premise, Cloud Based), Hyperledger (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 Blockchain in Media, Advertising, and Entertainment.

Regionally, the report analyzes the Blockchain in Media, Advertising, and Entertainment 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 Blockchain in Media, Advertising, and Entertainment market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Blockchain in Media, Advertising, and Entertainment 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 Blockchain in Media, Advertising, and Entertainment 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 Blockchain in Media, Advertising, and Entertainment market.

**Regional Analysis:** The report involves examining the Blockchain in Media, Advertising, and Entertainment 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 Blockchain in Media, Advertising, and Entertainment market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Blockchain in Media, Advertising, and Entertainment:

**Company Analysis:** Report covers individual Blockchain in Media, Advertising, and Entertainment 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 Blockchain in Media, Advertising, and Entertainment This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Platform (Ethereum, Hyperledger).

**Technology Analysis:** Report covers specific technologies relevant to Blockchain in Media, Advertising, and Entertainment. It assesses the current state, advancements, and potential future developments in Blockchain in Media, Advertising, and

Entertainment areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Blockchain in Media, Advertising, and Entertainment 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**

Blockchain in Media, Advertising, and Entertainment market is split by Type and by Platform. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Platform in terms of value.

**Market segment by Type**

On-Premise

Cloud Based

**Market segment by Platform**

Ethereum

Hyperledger

Quorum

Others

**Market segment by players, this report covers**

IBM

Amazon Web Services (AWS)

Microsoft

Oracle

SAP

ConsenSys

Accenture

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 Blockchain in Media, Advertising, and Entertainment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Blockchain in Media, Advertising, and Entertainment, with revenue, gross margin and global market share of Blockchain in Media, Advertising, and Entertainment from 2019 to 2024.

Chapter 3, the Blockchain in Media, Advertising, and Entertainment 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 Blockchain in Media, Advertising, and Entertainment market forecast, by regions, type and platform, 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 Blockchain in Media, Advertising, and Entertainment.

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