

# Global Data Monetization Market by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Data monetization, a form of monetization, is the act of generating measurable economic benefits from available data sources. Typically these benefits accrue as revenue or expense savings, but may also include market share or corporate market value gains. Data monetization leverages data generated through business operations, available exogenous data or content, as well as data associated with individual actors such as that collected via electronic devices and sensors participating in the internet of things. For example, the ubiquity of the internet of things is generating location data and other data from sensors and mobile devices at an ever increasing rate. The data in this report is based on data analytics software fees and service fees for Data Monetization.

### SCOPE OF THE REPORT:

This report studies the Data Monetization 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 Data Monetization market by product type and applications/end industries.

Data Monetization is primarily split into: On-Premises and Cloud. And On-Premises are the most widely used type which takes up about 67.77% of the global market in 2016. United States is the largest sales region of Data Monetization in the world in the past few years. United States market took up about 41.26% the global market in 2016, while EU was 26.95%.

Through the data generated by cloud, big data and mobile tools, enterprises can effectively see changes in the market, demographic changes, market behaviors and patterns. And accordingly change the enterprise's asset portfolio, adjust the marketing strategy.

Accenture, IBM, SAS, Infosys, Viavi Solutions and Adastra are the key suppliers in the

global Data Monetization market. Top 3 took up about 44% of the global market in 2016.

The global Data Monetization market is valued at 330 million USD in 2017 and is expected to reach 4350 million USD by the end of 2023, growing at a CAGR of 54.0% 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 Data Monetization.

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

Accenture

Viavi Solutions

Infosys

SAP

Adastra

Mahindra Comviva

Alepo

EMC

ALC

Redknee

SAS

Monetize Solutions

Reltio

IBM

Teradata

CellOS Software

Altruist India/Connectiva

Samsung ARTIK

1010DATA

Dawex Systems

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

On-Premises

Cloud

Market Segment by Applications, can be divided into

Telecom

Finance & Banking

E-Commerce & Retail

Network & Software

Manufacturing

Others

## Contents

### 1 DATA MONETIZATION MARKET OVERVIEW

#### 1.1 Product Overview and Scope of Data Monetization

#### 1.2 Classification of Data Monetization by Types

##### 1.2.1 Global Data Monetization Revenue Comparison by Types (2017-2023)

##### 1.2.2 Global Data Monetization Revenue Market Share by Types in 2017

##### 1.2.3 On-Premises

##### 1.2.4 Cloud

#### 1.3 Global Data Monetization Market by Application

##### 1.3.1 Global Data Monetization Market Size and Market Share Comparison by Applications (2013-2023)

##### 1.3.2 Telecom

##### 1.3.3 Finance & Banking

##### 1.3.4 E-Commerce & Retail

##### 1.3.5 Network & Software

##### 1.3.6 Manufacturing

##### 1.3.7 Others

#### 1.4 Global Data Monetization Market by Regions

##### 1.4.1 Global Data Monetization Market Size (Million USD) Comparison by Regions (2013-2023)

##### 1.4.1 North America (USA, Canada and Mexico) Data Monetization Status and Prospect (2013-2023)

##### 1.4.2 Europe (Germany, France, UK, Russia and Italy) Data Monetization Status and Prospect (2013-2023)

##### 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Data Monetization Status and Prospect (2013-2023)

##### 1.4.4 South America (Brazil, Argentina, Colombia) Data Monetization Status and Prospect (2013-2023)

##### 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Data Monetization Status and Prospect (2013-2023)

#### 1.5 Global Market Size of Data Monetization (2013-2023)

### 2 MANUFACTURERS PROFILES

#### 2.1 Accenture

##### 2.1.1 Business Overview

##### 2.1.2 Data Monetization Type and Applications

- 2.1.2.1 Product A
- 2.1.2.2 Product B
- 2.1.3 Accenture Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 Viavi Solutions
  - 2.2.1 Business Overview
  - 2.2.2 Data Monetization Type and Applications
    - 2.2.2.1 Product A
    - 2.2.2.2 Product B
  - 2.2.3 Viavi Solutions Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 Infosys
  - 2.3.1 Business Overview
  - 2.3.2 Data Monetization Type and Applications
    - 2.3.2.1 Product A
    - 2.3.2.2 Product B
  - 2.3.3 Infosys Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 SAP
  - 2.4.1 Business Overview
  - 2.4.2 Data Monetization Type and Applications
    - 2.4.2.1 Product A
    - 2.4.2.2 Product B
  - 2.4.3 SAP Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.5 Adastra
  - 2.5.1 Business Overview
  - 2.5.2 Data Monetization Type and Applications
    - 2.5.2.1 Product A
    - 2.5.2.2 Product B
  - 2.5.3 Adastra Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.6 Mahindra Comviva
  - 2.6.1 Business Overview
  - 2.6.2 Data Monetization Type and Applications
    - 2.6.2.1 Product A
    - 2.6.2.2 Product B
  - 2.6.3 Mahindra Comviva Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.7 Alepo

- 2.7.1 Business Overview
- 2.7.2 Data Monetization Type and Applications
  - 2.7.2.1 Product A
  - 2.7.2.2 Product B
- 2.7.3 Alepo Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.8 EMC
  - 2.8.1 Business Overview
  - 2.8.2 Data Monetization Type and Applications
    - 2.8.2.1 Product A
    - 2.8.2.2 Product B
  - 2.8.3 EMC Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.9 ALC
  - 2.9.1 Business Overview
  - 2.9.2 Data Monetization Type and Applications
    - 2.9.2.1 Product A
    - 2.9.2.2 Product B
  - 2.9.3 ALC Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.10 Redknee
  - 2.10.1 Business Overview
  - 2.10.2 Data Monetization Type and Applications
    - 2.10.2.1 Product A
    - 2.10.2.2 Product B
  - 2.10.3 Redknee Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.11 SAS
  - 2.11.1 Business Overview
  - 2.11.2 Data Monetization Type and Applications
    - 2.11.2.1 Product A
    - 2.11.2.2 Product B
  - 2.11.3 SAS Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.12 Monetize Solutions
  - 2.12.1 Business Overview
  - 2.12.2 Data Monetization Type and Applications
    - 2.12.2.1 Product A
    - 2.12.2.2 Product B
  - 2.12.3 Monetize Solutions Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.13 Reltio
  - 2.13.1 Business Overview

- 2.13.2 Data Monetization Type and Applications
  - 2.13.2.1 Product A
  - 2.13.2.2 Product B
- 2.13.3 Reltio Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.14 IBM
  - 2.14.1 Business Overview
  - 2.14.2 Data Monetization Type and Applications
    - 2.14.2.1 Product A
    - 2.14.2.2 Product B
  - 2.14.3 IBM Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.15 Teradata
  - 2.15.1 Business Overview
  - 2.15.2 Data Monetization Type and Applications
    - 2.15.2.1 Product A
    - 2.15.2.2 Product B
  - 2.15.3 Teradata Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.16 CelIOS Software
  - 2.16.1 Business Overview
  - 2.16.2 Data Monetization Type and Applications
    - 2.16.2.1 Product A
    - 2.16.2.2 Product B
  - 2.16.3 CelIOS Software Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.17 Altruist India/Connectiva
  - 2.17.1 Business Overview
  - 2.17.2 Data Monetization Type and Applications
    - 2.17.2.1 Product A
    - 2.17.2.2 Product B
  - 2.17.3 Altruist India/Connectiva Data Monetization Revenue, Gross Margin and Market Share (2016-2017)
- 2.18 Samsung ARTIK
  - 2.18.1 Business Overview
  - 2.18.2 Data Monetization Type and Applications
    - 2.18.2.1 Product A
    - 2.18.2.2 Product B
  - 2.18.3 Samsung ARTIK Data Monetization Revenue, Gross Margin and Market Share (2016-2017)



## 2.19 1010DATA

### 2.19.1 Business Overview

### 2.19.2 Data Monetization Type and Applications

#### 2.19.2.1 Product A

#### 2.19.2.2 Product B

### 2.19.3 1010DATA Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

## 2.20 Dawex Systems

### 2.20.1 Business Overview

### 2.20.2 Data Monetization Type and Applications

#### 2.20.2.1 Product A

#### 2.20.2.2 Product B

### 2.20.3 Dawex Systems Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

## **3 GLOBAL DATA MONETIZATION MARKET COMPETITION, BY PLAYERS**

### 3.1 Global Data Monetization Revenue and Share by Players (2013-2018)

### 3.2 Market Concentration Rate

#### 3.2.1 Top 5 Data Monetization Players Market Share

#### 3.2.2 Top 10 Data Monetization Players Market Share

### 3.3 Market Competition Trend

## **4 GLOBAL DATA MONETIZATION MARKET SIZE BY REGIONS**

### 4.1 Global Data Monetization Revenue and Market Share by Regions

### 4.2 North America Data Monetization Revenue and Growth Rate (2013-2018)

### 4.3 Europe Data Monetization Revenue and Growth Rate (2013-2018)

### 4.4 Asia-Pacific Data Monetization Revenue and Growth Rate (2013-2018)

### 4.5 South America Data Monetization Revenue and Growth Rate (2013-2018)

### 4.6 Middle East and Africa Data Monetization Revenue and Growth Rate (2013-2018)

## **5 NORTH AMERICA DATA MONETIZATION REVENUE BY COUNTRIES**

### 5.1 North America Data Monetization Revenue by Countries (2013-2018)

### 5.2 USA Data Monetization Revenue and Growth Rate (2013-2018)

### 5.3 Canada Data Monetization Revenue and Growth Rate (2013-2018)

### 5.4 Mexico Data Monetization Revenue and Growth Rate (2013-2018)

## **6 EUROPE DATA MONETIZATION REVENUE BY COUNTRIES**

- 6.1 Europe Data Monetization Revenue by Countries (2013-2018)
- 6.2 Germany Data Monetization Revenue and Growth Rate (2013-2018)
- 6.3 UK Data Monetization Revenue and Growth Rate (2013-2018)
- 6.4 France Data Monetization Revenue and Growth Rate (2013-2018)
- 6.5 Russia Data Monetization Revenue and Growth Rate (2013-2018)
- 6.6 Italy Data Monetization Revenue and Growth Rate (2013-2018)

## **7 ASIA-PACIFIC DATA MONETIZATION REVENUE BY COUNTRIES**

- 7.1 Asia-Pacific Data Monetization Revenue by Countries (2013-2018)
- 7.2 China Data Monetization Revenue and Growth Rate (2013-2018)
- 7.3 Japan Data Monetization Revenue and Growth Rate (2013-2018)
- 7.4 Korea Data Monetization Revenue and Growth Rate (2013-2018)
- 7.5 India Data Monetization Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia Data Monetization Revenue and Growth Rate (2013-2018)

## **8 SOUTH AMERICA DATA MONETIZATION REVENUE BY COUNTRIES**

- 8.1 South America Data Monetization Revenue by Countries (2013-2018)
- 8.2 Brazil Data Monetization Revenue and Growth Rate (2013-2018)
- 8.3 Argentina Data Monetization Revenue and Growth Rate (2013-2018)
- 8.4 Colombia Data Monetization Revenue and Growth Rate (2013-2018)

## **9 MIDDLE EAST AND AFRICA REVENUE DATA MONETIZATION BY COUNTRIES**

- 9.1 Middle East and Africa Data Monetization Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia Data Monetization Revenue and Growth Rate (2013-2018)
- 9.3 UAE Data Monetization Revenue and Growth Rate (2013-2018)
- 9.4 Egypt Data Monetization Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria Data Monetization Revenue and Growth Rate (2013-2018)
- 9.6 South Africa Data Monetization Revenue and Growth Rate (2013-2018)

## **10 GLOBAL DATA MONETIZATION MARKET SEGMENT BY TYPE**

- 10.1 Global Data Monetization Revenue and Market Share by Type (2013-2018)
- 10.2 Global Data Monetization Market Forecast by Type (2018-2023)
- 10.3 On-Premises Revenue Growth Rate (2013-2023)

10.4 Cloud Revenue Growth Rate (2013-2023)

## **11 GLOBAL DATA MONETIZATION MARKET SEGMENT BY APPLICATION**

11.1 Global Data Monetization Revenue Market Share by Application (2013-2018)

11.2 Data Monetization Market Forecast by Application (2018-2023)

11.3 Telecom Revenue Growth (2013-2018)

11.4 Finance & Banking Revenue Growth (2013-2018)

11.5 E-Commerce & Retail Revenue Growth (2013-2018)

11.6 Network & Software Revenue Growth (2013-2018)

11.7 Manufacturing Revenue Growth (2013-2018)

11.8 Others Revenue Growth (2013-2018)

## **12 GLOBAL DATA MONETIZATION MARKET SIZE FORECAST (2018-2023)**

12.1 Global Data Monetization Market Size Forecast (2018-2023)

12.2 Global Data Monetization Market Forecast by Regions (2018-2023)

12.3 North America Data Monetization Revenue Market Forecast (2018-2023)

12.4 Europe Data Monetization Revenue Market Forecast (2018-2023)

12.5 Asia-Pacific Data Monetization Revenue Market Forecast (2018-2023)

12.6 South America Data Monetization Revenue Market Forecast (2018-2023)

12.7 Middle East and Africa Data Monetization Revenue Market Forecast (2018-2023)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Data Monetization Picture

Table Product Specifications of Data Monetization

Table Global Data Monetization and Revenue (Million USD) Market Split by Product Type

Figure Global Data Monetization Revenue Market Share by Types in 2017

Figure On-Premises Picture

Figure Cloud Picture

Table Global Data Monetization Revenue (Million USD) by Application (2013-2023)

Figure Data Monetization Revenue Market Share by Applications in 2017

Figure Telecom Picture

Figure Finance & Banking Picture

Figure E-Commerce & Retail Picture

Figure Network & Software Picture

Figure Manufacturing Picture

Figure Others Picture

Table Global Market Data Monetization Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Data Monetization Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Data Monetization Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Data Monetization Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Data Monetization Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Data Monetization Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Data Monetization Revenue (Million USD) and Growth Rate (2013-2023)

Table Accenture Basic Information, Manufacturing Base and Competitors

Table Accenture Data Monetization Type and Applications

Table Accenture Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

Table Viavi Solutions Basic Information, Manufacturing Base and Competitors

Table Viavi Solutions Data Monetization Type and Applications

Table Viavi Solutions Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

Table Infosys Basic Information, Manufacturing Base and Competitors

Table Infosys Data Monetization Type and Applications

Table Infosys Data Monetization Revenue, Gross Margin and Market Share  
(2016-2017)

Table SAP Basic Information, Manufacturing Base and Competitors

Table SAP Data Monetization Type and Applications

Table SAP Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

Table Adastra Basic Information, Manufacturing Base and Competitors

Table Adastra Data Monetization Type and Applications

Table Adastra Data Monetization Revenue, Gross Margin and Market Share  
(2016-2017)

Table Mahindra Comviva Basic Information, Manufacturing Base and Competitors

Table Mahindra Comviva Data Monetization Type and Applications

Table Mahindra Comviva Data Monetization Revenue, Gross Margin and Market Share  
(2016-2017)

Table Alepo Basic Information, Manufacturing Base and Competitors

Table Alepo Data Monetization Type and Applications

Table Alepo Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

Table EMC Basic Information, Manufacturing Base and Competitors

Table EMC Data Monetization Type and Applications

Table EMC Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

Table ALC Basic Information, Manufacturing Base and Competitors

Table ALC Data Monetization Type and Applications

Table ALC Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

Table Redknee Basic Information, Manufacturing Base and Competitors

Table Redknee Data Monetization Type and Applications

Table Redknee Data Monetization Revenue, Gross Margin and Market Share  
(2016-2017)

Table SAS Basic Information, Manufacturing Base and Competitors

Table SAS Data Monetization Type and Applications

Table SAS Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

Table Monetize Solutions Basic Information, Manufacturing Base and Competitors

Table Monetize Solutions Data Monetization Type and Applications

Table Monetize Solutions Data Monetization Revenue, Gross Margin and Market Share  
(2016-2017)

Table Reltio Basic Information, Manufacturing Base and Competitors

Table Reltio Data Monetization Type and Applications

Table Reltio Data Monetization Revenue, Gross Margin and Market Share (2016-2017)

Table IBM Basic Information, Manufacturing Base and Competitors

Table IBM Data Monetization Type and Applications  
Table IBM Data Monetization Revenue, Gross Margin and Market Share (2016-2017)  
Table Teradata Basic Information, Manufacturing Base and Competitors  
Table Teradata Data Monetization Type and Applications  
Table Teradata Data Monetization Revenue, Gross Margin and Market Share (2016-2017)  
Table CelIOS Software Basic Information, Manufacturing Base and Competitors  
Table CelIOS Software Data Monetization Type and Applications  
Table CelIOS Software Data Monetization Revenue, Gross Margin and Market Share (2016-2017)  
Table Altruist India/Connectiva Basic Information, Manufacturing Base and Competitors  
Table Altruist India/Connectiva Data Monetization Type and Applications  
Table Altruist India/Connectiva Data Monetization Revenue, Gross Margin and Market Share (2016-2017)  
Table Samsung ARTIK Basic Information, Manufacturing Base and Competitors  
Table Samsung ARTIK Data Monetization Type and Applications  
Table Samsung ARTIK Data Monetization Revenue, Gross Margin and Market Share (2016-2017)  
Table 1010DATA Basic Information, Manufacturing Base and Competitors  
Table 1010DATA Data Monetization Type and Applications  
Table 1010DATA Data Monetization Revenue, Gross Margin and Market Share (2016-2017)  
Table Dawex Systems Basic Information, Manufacturing Base and Competitors  
Table Dawex Systems Data Monetization Type and Applications  
Table Dawex Systems Data Monetization Revenue, Gross Margin and Market Share (2016-2017)  
Table Global Data Monetization Revenue (Million USD) by Players (2013-2018)  
Table Global Data Monetization Revenue Share by Players (2013-2018)  
Figure Global Data Monetization Revenue Share by Players in 2016  
Figure Global Data Monetization Revenue Share by Players in 2017  
Figure Global Top 5 Players Data Monetization Revenue Market Share in 2017  
Figure Global Top 10 Players Data Monetization Revenue Market Share in 2017  
Figure Global Data Monetization Revenue (Million USD) and Growth Rate (%) (2013-2018)  
Table Global Data Monetization Revenue (Million USD) by Regions (2013-2018)  
Table Global Data Monetization Revenue Market Share by Regions (2013-2018)  
Figure Global Data Monetization Revenue Market Share by Regions (2013-2018)  
Figure Global Data Monetization Revenue Market Share by Regions in 2017  
Figure North America Data Monetization Revenue and Growth Rate (2013-2018)



Figure Europe Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Asia-Pacific Data Monetization Revenue and Growth Rate (2013-2018)  
Figure South America Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Middle East and Africa Data Monetization Revenue and Growth Rate (2013-2018)  
Table North America Data Monetization Revenue by Countries (2013-2018)  
Table North America Data Monetization Revenue Market Share by Countries (2013-2018)  
Figure North America Data Monetization Revenue Market Share by Countries (2013-2018)  
Figure North America Data Monetization Revenue Market Share by Countries in 2017  
Figure USA Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Canada Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Mexico Data Monetization Revenue and Growth Rate (2013-2018)  
Table Europe Data Monetization Revenue (Million USD) by Countries (2013-2018)  
Figure Europe Data Monetization Revenue Market Share by Countries (2013-2018)  
Figure Europe Data Monetization Revenue Market Share by Countries in 2017  
Figure Germany Data Monetization Revenue and Growth Rate (2013-2018)  
Figure UK Data Monetization Revenue and Growth Rate (2013-2018)  
Figure France Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Russia Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Italy Data Monetization Revenue and Growth Rate (2013-2018)  
Table Asia-Pacific Data Monetization Revenue (Million USD) by Countries (2013-2018)  
Figure Asia-Pacific Data Monetization Revenue Market Share by Countries (2013-2018)  
Figure Asia-Pacific Data Monetization Revenue Market Share by Countries in 2017  
Figure China Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Japan Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Korea Data Monetization Revenue and Growth Rate (2013-2018)  
Figure India Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Southeast Asia Data Monetization Revenue and Growth Rate (2013-2018)  
Table South America Data Monetization Revenue by Countries (2013-2018)  
Table South America Data Monetization Revenue Market Share by Countries (2013-2018)  
Figure South America Data Monetization Revenue Market Share by Countries (2013-2018)  
Figure South America Data Monetization Revenue Market Share by Countries in 2017  
Figure Brazil Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Argentina Data Monetization Revenue and Growth Rate (2013-2018)  
Figure Colombia Data Monetization Revenue and Growth Rate (2013-2018)

Table Middle East and Africa Data Monetization Revenue (Million USD) by Countries (2013-2018)

Table Middle East and Africa Data Monetization Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Data Monetization Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Data Monetization Revenue Market Share by Countries in 2017

Figure Saudi Arabia Data Monetization Revenue and Growth Rate (2013-2018)

Figure UAE Data Monetization Revenue and Growth Rate (2013-2018)

Figure Egypt Data Monetization Revenue and Growth Rate (2013-2018)

Figure Nigeria Data Monetization Revenue and Growth Rate (2013-2018)

Figure South Africa Data Monetization Revenue and Growth Rate (2013-2018)

Table Global Data Monetization Revenue (Million USD) by Type (2013-2018)

Table Global Data Monetization Revenue Share by Type (2013-2018)

Figure Global Data Monetization Revenue Share by Type (2013-2018)

Figure Global Data Monetization Revenue Share by Type in 2017

Table Global Data Monetization Revenue Forecast by Type (2018-2023)

Figure Global Data Monetization Market Share Forecast by Type (2018-2023)

Figure Global On-Premises Revenue Growth Rate (2013-2018)

Figure Global Cloud Revenue Growth Rate (2013-2018)

Table Global Data Monetization Revenue by Application (2013-2018)

Table Global Data Monetization Revenue Share by Application (2013-2018)

Figure Global Data Monetization Revenue Share by Application (2013-2018)

Figure Global Data Monetization Revenue Share by Application in 2017

Table Global Data Monetization Revenue Forecast by Application (2018-2023)

Figure Global Data Monetization Market Share Forecast by Application (2018-2023)

Figure Global Telecom Revenue Growth Rate (2013-2018)

Figure Global Finance & Banking Revenue Growth Rate (2013-2018)

Figure Global E-Commerce & Retail Revenue Growth Rate (2013-2018)

Figure Global Network & Software Revenue Growth Rate (2013-2018)

Figure Global Manufacturing Revenue Growth Rate (2013-2018)

Figure Global Others Revenue Growth Rate (2013-2018)

Figure Global Data Monetization Revenue (Million USD) and Growth Rate Forecast (2018 -2023)

Table Global Data Monetization Revenue (Million USD) Forecast by Regions (2018-2023)

Figure Global Data Monetization Revenue Market Share Forecast by Regions (2018-2023)



Figure North America Data Monetization Revenue Market Forecast (2018-2023)

Figure Europe Data Monetization Revenue Market Forecast (2018-2023)

Figure Asia-Pacific Data Monetization Revenue Market Forecast (2018-2023)

Figure South America Data Monetization Revenue Market Forecast (2018-2023)

Figure Middle East and Africa Data Monetization Revenue Market Forecast (2018-2023)

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