

# **Global Digital Asset Management Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

DAM is the management of rules and processes used by an organization to organize, store, secure, and distribute their digital assets. Digital assets include images of all formats, PDFs, video files, podcasts, word documents, spreadsheets, and presentations. DAM involves management tasks and decisions concerning the receipt, cataloging, storage, retrieval, and distribution of digital assets. Scope of the Report:

This report studies the Digital Asset Management 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 Digital Asset Management market by product type and applications/end industries.

One of the latest trends gaining traction increased adoption of analytics to manage digital assets. Digital asset management (DAM) solutions use analytical tools to manage digital assets in organizations. Digital content can be analyzed using these tools for key business decision-making processes. Analytical solutions, such as cloud-based content analytics and asset tracking solutions, help organizations to manage large sets of data captured from mobile applications and smart connected devices. As integrated analytic solutions help asset managers manage organizational digital assets better, the adoption of this solution is increasing among organizations.

The global DAM market is highly fragmented and is seeing a growing number of mergers and acquisitions within the digital content space. For instance, during June 2015, Adobe acquired Mixamo, a company that enables designers to create and customize a range of high-quality 3D characters and animations. The multiplicity of vendors with different products has raised the bar of competition, and vendors are continuously innovating to establish themselves in the market.

In this market study, analysts have estimated the Americas to dominate the digital asset

management market during the forecast period. Factors such as growing digital libraries will aid in the growth of this market in the Americas over the next several years. The global Digital Asset Management 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 Digital Asset Management.

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

Adobe

Cognizant Technology Solutions

Dell EMC

HP

IBM

ADAM Software

Adgistics

Adnovate

Aetopia

Amazon

AssetBank

BrandWizard

Brandworkz

Bynder

Canto

Celum

ConceptShare

DMX

Google

GRR System

Digizuite

Hyland

MediaBeacon

MediaSilo

MediaValet

Microsoft

North Plains Systems

Nuxeo

OpenText

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-premise

Cloud

Market Segment by Applications, can be divided into

Brand management system

Library or Archive

Production management systems

Streaming

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