

# **AI Dataset Licensing For Advertising And Marketing Market Size, Share & Trends Analysis Report By Content Type (Text, Image, Video, Audio), By Application (Ad Creation & Ideation, Ad Optimization & Testing), By End-use, By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

The global AI dataset licensing for advertising and marketing market size was estimated at USD 437.8 million in 2024 and is projected to reach USD 1,934.9 million by 2030, growing at a CAGR of 28.4% from 2025 to 2030. The industry is growing rapidly due to the advancements in artificial intelligence (AI) to automate key processes such as ad creation, predictive audience targeting, and customer journey mapping, which depend on diverse datasets spanning images, videos, text, consumer behavior, and demographics to deliver accurate and contextually relevant outputs.

The brands, agencies, and digital platforms shift toward AI-driven operations, the need for strong, high-quality datasets to train, validate, and deploy machine learning models has grown significantly. Dataset licensing has emerged as a strategic solution, allowing organizations to access large volumes of labeled, structured, or unstructured data from external providers, removing the time, cost, and complexity associated with in-house data collection and annotation.

Additionally, the rapid rise in digital engagement across platforms, social media, OTT streaming, e-commerce, mobile, and web has created complex, multi-channel consumer behavior patterns that require advanced AI analysis. To address this, marketers rely on third-party licensed datasets that aggregate user activity, emotional response, and purchasing behavior across ecosystems. This helps in crafting hyper-

personal content and smarter advertising decisions.

Furthermore, regulatory developments such as GDPR and CCPA have further pushed advertisers toward ethically sourced, privacy-compliant datasets. Licensed datasets often come pre-anonymized and vetted for regulatory compliance, making them an attractive alternative to intrusive first-party data harvesting. This aligns with growing consumer expectations around data transparency and responsible AI usage.

## Global AI Dataset Licensing For Advertising And Marketing Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global AI dataset licensing for advertising and marketing market report based on content type, application, end use, and region:

### Content Type Outlook (Revenue, USD Million, 2018 - 2030)

Text

Image

Video

Audio

Others

### Application Outlook (Revenue, USD Million, 2018 - 2030)

Ad Creation & Ideation

Ad Optimization & Testing

Conversational Advertising

Audience & Campaign Intelligence

Brand Monitoring & Sentiment Analytics

Others

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Retail & eCommerce

Healthcare & Life Sciences

BFSI

Media & Entertainment

Travel & Hospitality

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

South Africa

**This report can be delivered to the clients within 5 Business Days**

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