

## Media Monitoring Tools Market Size, Share & Trend Analysis Report By Type (Broadcast Monitoring, Social Media Monitoring, Print Media Monitoring), By Application, By End Use, By Region, And Segment Forecasts, 2025 - 2030

https://marketpublishers.com/r/M8C27A65A7B3EN.html

Date: May 2025 Pages: 200 Price: US\$ 4,950.00 (Single User License) ID: M8C27A65A7B3EN

## Abstracts

This report can be delivered to the clients within 3 Business Days

Media Monitoring Tools Market Trends

The global media monitoring tools market size was estimated at USD 5,460.0 million in 2024 and is projected to grow at a CAGR of 14.1% from 2025 to 2030. The demand for real-time, channel-specific insights is accelerating in the media monitoring tools industry as businesses seek to respond quickly to evolving conversations.

Monitoring platforms are being optimized to deliver faster data processing and more immediate visibility into emerging topics. This shift emphasizes the value of actionable intelligence delivered with minimal delay across multiple media sources. Companies are prioritizing tools that segment insights by platform, audience, and subject. Real-time capabilities are becoming a critical factor in selecting monitoring solutions. This trend is expected to drive innovation and adoption in the media monitoring tools industry over the coming years. For instance, in February 2025, Meltwater, a U.S.-based software company, launched a direct integration with Snapchat's Public Profile API. This collaboration allows Meltwater users to surface and analyze public Snapchat content, including stories, saved stories, and spotlight videos, and access post and profile-level metrics such as views and engagement.

Influencer monitoring is becoming a standard feature in media monitoring tools as



brands seek greater control over their public associations. Platforms are evolving to track influencer mentions, audience sentiment, and alignment with brand values. This capability supports better decision-making in selecting and managing digital partnerships. Companies increasingly view influencers as dynamic media channels requiring constant observation. As a result, providers are expanding core offerings to include these features to meet client demand.

For instance, in July 2024, Ogilvy, a WPP-owned advertising agency, launched Influence Shield, a service designed to swiftly handle rogue influencers who risk damaging the brands they endorse. This initiative underscores the growing importance of influencer marketing and the need for effective media monitoring tools to manage brand reputation in the digital age.

Al-powered sentiment analysis is becoming a key feature in media monitoring tools. Companies are using artificial intelligence to analyze tone, emotion, and opinion in online content. Natural language processing (NLP) helps identify context and sentiment with greater accuracy, enabling more nuanced understanding of public perception. These tools can detect sarcasm, irony, and mixed emotions more effectively than traditional rule-based systems. Multi-language support is expanding to cover global media sources, allowing brands to monitor sentiment across diverse regions.

Sentiment data is now being used to guide PR, customer service, and brand strategy by providing timely, actionable insights. As a result, demand for advanced sentiment analysis in monitoring platforms continues to grow among enterprises, agencies, and governments. Sentiment analysis is moving beyond polarity detection to capture emotion intensity and behavioral signals. Integration with dashboards and alert systems helps users respond quickly to emerging sentiment shifts across channels.

Global Media Monitoring Tools Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the subsegments from 2018 to 2030. For this study, Grand View Research has segmented the global media monitoring tools market based on the type, application, end use, and region.

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

**Broadcast Monitoring** 

Media Monitoring Tools Market Size, Share & Trend Analysis Report By Type (Broadcast Monitoring, Social Media...



Social Media Monitoring

**Print Media Monitoring** 

Online Media Monitoring

Others

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

**Brand Reputation Management** 

Competitive Intelligence

Marketing Effectiveness Analysis

**Public Relations Monitoring** 

**Customer Service** 

Others

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

Retail & E-Commerce

BFSI

Healthcare & Pharmaceuticals

Government & Public Sector

Media & Entertainment

Technology & Telecom

Others



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

#### North America

U.S.

Canada

Mexico

### Europe

UK

### Germany

France

#### Asia Pacific

China

#### Japan

India

Australia

South Korea

#### Latin America

Brazil

### Middle East & Africa (MEA)

KSA

UAE



South Africa

#### **Companies Mentioned**

Cision Ltd. Critical Mention, Inc. Hootsuite Media, Inc. Meltwater News US, Inc. Oracle Corporation Semantrum LLC Semrush Holdings, Inc. Sprout Social, Inc. TVEyes, Inc. Zoho Corporation



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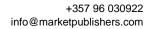
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