

# **Digital Rights Management (DRM) Market Report by Component (Solutions, Services), Deployment Mode (On-premises, Cloud-based), Enterprise Size (Large Enterprises, Small and Medium-sized Enterprises), Application (Video-on-demand, Mobile Content, Mobile Gaming, and Others), End Use Industry (Media and Entertainment, IT and Telecommunication, BFSI, Healthcare, Education, and Others), and Region 2024-2032**

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## **Abstracts**

The global digital rights management (DRM) market size reached US\$ 5.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 12.4 Billion by 2032, exhibiting a growth rate (CAGR) of 10% during 2024-2032. The growing over-the-top (OTT) viewership, rising trend of bring-your-own-device (BYOD) policies, and the thriving media and entertainment industry represent some of the factors driving the market.

Digital rights management (DRM) is the utilization of technology to control and manage access to copyrighted material for digital media. It relies on codes that prohibit copying and using the device for a particular time to access certain products. It enables publishers or authors to control the work of paying users and prevents users from accessing or using certain assets by allowing the organization to avoid legal issues that arise from unauthorized usage. It provides decryption keys to access media, e-books, data, content, software, or any other copyrighted material. It protects music, films, TV shows, and games while securing intellectual property (IP) and revenue streams. It also assists various organizations in securing their valuable teaching materials and

association management systems (AMS) or learning management systems (LMS). As it restricts users from editing, forwarding, saving, and printing content, the demand for DRM is rising across the globe.

#### Digital Rights Management (DRM) Market Trends:

At present, there is an increase in the number of subscribers of online content-based publishers across the globe. This, along with the thriving media and entertainment industry, represents one of the key factors supporting the growth of the market. Besides this, the growing demand for DRM among digital content providers to reach the widest audience and protect their content is positively influencing the market. In addition, there is a rise in the trend of bring-your-own-device (BYOD) policies, which allow employees to use their own devices for accessing company information. This, coupled with the increasing risk of proprietary document theft, is strengthening the growth of the market. Moreover, key manufacturers are investing in research and development (R&D) activities to introduce blockchain-based DRM systems that track the distribution of copyrighted products around the world. In line with this, the rising over-the-top (OTT) viewership, as OTT players are re-vamping their content plans to meet the demand from every genre, is propelling the growth of the market. Apart from this, the growing demand for a multi-DRM solution that will protect the live and video-on-demand (VOD) content is offering a favorable market outlook. Additionally, the increasing online piracy of commercially marketed materials, along with the rising concerns about data loss among the masses, is offering lucrative growth opportunities to industry investors.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global digital rights management (DRM) market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on component, deployment mode, enterprise size, application, and end use industry.

#### Component Insights:

- Solutions
- Services
- Consulting
- Integration
- Operation and Maintenance

The report has provided a detailed breakup and analysis of the digital rights management (DRM) market based on the component. This includes solutions and

services (consulting, integration, and operation and maintenance). According to the report, solutions accounted for the largest market share.

#### Deployment Mode Insights:

On-premises

Cloud-based

A detailed breakup and analysis of the digital rights management (DRM) market based on the deployment mode has also been provided in the report. This includes on-premises and cloud-based. According to the report, on-premises accounted for the largest market share.

#### Enterprise Size Insights:

Large Enterprises

Small and Medium-sized Enterprises

A detailed breakup and analysis of the digital rights management (DRM) market based on the enterprise size has also been provided in the report. This includes large enterprises and small and medium-sized enterprises. According to the report, large enterprises accounted for the largest market share.

#### Application Insights:

Video-on-demand

Mobile Content

Mobile Gaming

Others

A detailed breakup and analysis of the digital rights management (DRM) market based on the application has also been provided in the report. This includes video-on-demand, mobile content, mobile gaming, and others. According to the report, video-on-demand accounted for the largest market share.

#### End Use Industry Insights:

Media and Entertainment

IT and Telecommunication

BFSI  
Healthcare  
Education  
Others

A detailed breakup and analysis of the digital rights management (DRM) market based on the end use industry has also been provided in the report. This includes media and entertainment, IT and telecommunication, BFSI, healthcare, education, and others. According to the report, media and entertainment accounted for the largest market share.

#### Regional Insights:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional

markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for digital rights management (DRM). Some of the factors driving the North America digital rights management (DRM) market included the increasing adoption of digital content distribution, the rising need for intellectual property (IP) protection, and the growing demand for secure digital platforms to prevent piracy and unauthorized access to content.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global digital rights management (DRM) market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies include Adobe Inc., CapLinked Inc., DivX LLC, EZDRM Inc., Fasoo Inc., Google LLC (Alphabet Inc.), LockLizard Limited, NextLabs Inc., OVH Groupe SAS, Seclore, Vitrium Systems Inc., Vobile Group Limited, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global digital rights management (DRM) market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global digital rights management (DRM) market?

What is the impact of each driver, restraint, and opportunity on the global digital rights management (DRM) market?

What are the key regional markets?

Which countries represent the most attractive digital rights management (DRM) markets?

What is the breakup of the market based on the component?

Which is the most attractive component in the digital rights management (DRM) market?

What is the breakup of the market based on the deployment mode?

Which is the most attractive deployment mode in the digital rights management (DRM) market?

What is the breakup of the market based on the enterprise size?

Which is the most attractive enterprise size in the digital rights management (DRM) market?

What is the breakup of the market based on the application?

Which is the most attractive application in the digital rights management (DRM) market?

What is the breakup of the market based on the end use industry?

Which is the most attractive end use industry in the digital rights management (DRM) market?

What is the competitive structure of the global digital rights management (DRM) market?

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