

Media & Entertainment Storage Market by Storage Solution (Direct-attached Storage, Network-attached Storage, Storage Area Network), Deployment Mode (On-premises, Cloud-based, Hybrid), Storage Medium (HDD, SSD, Digital Type, and Others), End User (Broadcast, Production and Post-Production, Media Agencies, Advertising, and Others), and Region 2023-2028

<https://marketpublishers.com/r/MF448D2092A4EN.html>

Date: March 2023

Pages: 145

Price: US\$ 2,249.00 (Single User License)

ID: MF448D2092A4EN

Abstracts

Market Overview:

The global media & entertainment storage market size reached US\$ 9.40 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 19.71 Billion by 2028, exhibiting a growth rate (CAGR) of 12.85% during 2023-2028. The growing use of digital advertising channels, rising demand for 4K ultra-high definition (UHD) content, and the thriving media and entertainment industry represent some of the factors driving the market.

Media & entertainment storage is used to enhance broadcast and content delivery through high-performance creation, real-time workflows, and cost-effective archives. It allows media companies to create and deliver improved media content while simplifying information technology (IT) infrastructure management and maintenance. It also offers a disk-based active archive on-premises and a secure remote location for disaster recovery. It assists in providing secure collaboration, modular expansion options, flexible consumption models, easy integration with cloud, and management tools bridging multiple platforms. It also aids the media and entertainment industry in

providing customers with limitless capacity, automated data protection, and cloud integration with artificial intelligence (AI) and machine learning (ML)-based media enrichment. It finds applications in 4K uncompressed digital media content creation, enhanced rendering, and visual effects (VFX).

Media & Entertainment Storage Market Trends:

At present, the growing demand for digital advertising channels that allow posts and advertisements to be viewed without any constraints on locations or time represents one of the key factors contributing to the growth of the market. Besides this, there is a rise in the demand for 4K ultra-high definition (UHD) content and supporting video displays, such as 4K2K televisions (TVs), among the masses across the globe. This, along with the thriving media and entertainment industry, is strengthening the growth of the market. In addition, there is an increase in the utilization of direct-attached storage (DAS) solutions by individual content producers and small and medium-sized companies (SMCs) as it is highly effective and low-cost. This, coupled with the rising awareness among the masses about the benefits of media and entertainment storage, is propelling the growth of the market. Moreover, the growing concerns about the security of data or content associated with media and entertainment projects are offering lucrative growth opportunities to industry investors. Apart from this, the wide availability of enhanced media and entertainment storage devices through online distribution channels is supporting the growth of the market. Other growth-inducing factors are the increasing need for creating high-volume digital content, escalating demand for 1-bay to 8-bay network attached storage (NAS) solutions, and the rising utilization of smartphones, laptops, and tablets worldwide.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global media & entertainment storage market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on storage solution, deployment mode, storage medium, and end user.

Storage Solution Insights:

- Direct-attached Storage
- Network-attached Storage
- Storage Area Network

The report has provided a detailed breakup and analysis of the media & entertainment storage market based on the storage solution. This includes direct-attached storage, network-attached storage, and storage area network. According to the report, direct-attached storage represented the largest segment.

Deployment Mode Insights:

- On-premises
- Cloud-based
- Hybrid

A detailed breakup and analysis of the media & entertainment storage market based on the deployment mode has also been provided in the report. This includes on-premises, cloud-based, and hybrid. According to the report, on-premises accounted for the largest market share.

Storage Medium Insights:

- HDD
- SSD
- Digital Type
- Others

A detailed breakup and analysis of the media & entertainment storage market based on storage medium has also been provided in the report. This includes HDD, SSD, digital type and others. According to the report, HDD accounted for the largest market share.

End User Insights:

- Broadcast
- Production and Post-Production
- Media Agencies
- Advertising
- Others

A detailed breakup and analysis of the media & entertainment storage market based on end user has also been provided in the report. This includes the broadcast, production and post-production, media agencies, advertising, and others. According to the report, the production and post-production 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 media & entertainment storage. Some of the factors driving the North America media & entertainment storage market included rapid expansion of streaming video on demand (SVOD), the growing demand for virtual reality (VR) gaming, thriving media and entertainment industry, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global media & entertainment storage market. Detailed profiles of all major companies have also been provided. Some of the companies include Amazon Web Services Inc. (Amazon.com Inc.), Cisco Systems Inc., Dell Technologies Inc., International Business Machines Corporation, Microsoft Corporation, NetApp Inc., Seagate Technology LLC, Western Digital Corporation, 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 media & entertainment storage market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global media & entertainment storage market?

What are the key regional markets?

Which countries represent the most attractive media & entertainment storage markets?

What is the breakup of the market based on the storage solution?

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

What is the breakup of the market based on the storage medium?

What is the breakup of the market based on the end user?

What is the competitive structure of the global media & entertainment storage market?

Who are the key players/companies in the global media & entertainment storage market?

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