

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

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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?



Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MEDIA & ENTERTAINMENT STORAGE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY STORAGE SOLUTION

- 6.1 Direct-attached Storage
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Network-attached Storage
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Storage Area Network



- 6.3.1 Market Trends
- 6.3.2 Market Forecast

7 MARKET BREAKUP BY DEPLOYMENT MODE

- 7.1 On-premises
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Cloud-based
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Hybrid
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY STORAGE MEDIUM

- 8.1 HDD
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 SSD
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Digital Tape
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Others
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast

9 MARKET BREAKUP BY END USER

- 9.1 Broadcast
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Production and Post-Production
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Media Agencies



- 9.3.1 Market Trends
- 9.3.2 Market Forecast
- 9.4 Advertising
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Others
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends



10.2.7.2 Market Forecast

10.3 Europe

- 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
- 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
- 10.3.4 Italy
 - 10.3.4.1 Market Trends
- 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 DRIVERS, RESTRAINTS, AND OPPORTUNITIES



- 11.1 Overview
- 11.2 Drivers
- 11.3 Restraints
- 11.4 Opportunities

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Amazon Web Services Inc. (Amazon.com Inc.)
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.1.3 SWOT Analysis
 - 15.3.2 Cisco Systems Inc.
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.2.3 Financials
 - 15.3.2.4 SWOT Analysis
 - 15.3.3 Dell Technologies Inc.
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.3.3 Financials
 - 15.3.3.4 SWOT Analysis
 - 15.3.4 International Business Machines Corporation



- 15.3.4.1 Company Overview
- 15.3.4.2 Product Portfolio
- 15.3.4.3 Financials
- 15.3.4.4 SWOT Analysis
- 15.3.5 Microsoft Corporation
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.5.3 Financials
 - 15.3.5.4 SWOT Analysis
- 15.3.6 NetApp Inc.
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
 - 15.3.6.4 SWOT Analysis
- 15.3.7 Seagate Technology LLC
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
- 15.3.8 Western Digital Corporation
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
- 15.3.8.4 SWOT AnalysisKindly note that this only represents a partial list of companies, and the complete list has been provided in the report.



List Of Tables

LIST OF TABLES

Table 1: Global: Media & Entertainment Storage Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Media & Entertainment Storage Market Forecast: Breakup by Storage Solution (in Million US\$), 2023-2028

Table 3: Global: Media & Entertainment Storage Market Forecast: Breakup by Deployment Mode (in Million US\$), 2023-2028

Table 4: Global: Media & Entertainment Storage Market Forecast: Breakup by Storage Medium (in Million US\$), 2023-2028

Table 5: Global: Media & Entertainment Storage Market Forecast: Breakup by End User (in Million US\$), 2023-2028

Table 6: Global: Media & Entertainment Storage Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Media & Entertainment Storage Market: Competitive Structure

Table 8: Global: Media & Entertainment Storage Market: Key Players



List Of Figures

LIST OF FIGURES

Figure 1: Global: Media & Entertainment Storage Market: Major Drivers and Challenges

Figure 2: Global: Media & Entertainment Storage Market: Sales Value (in Billion US\$),

2017-2022

Figure 3: Global: Media & Entertainment Storage Market Forecast: Sales Value (in

Billion US\$), 2023-2028

Figure 4: Global: Media & Entertainment Storage Market: Breakup by Storage Solution

(in %), 2022

Figure 5: Global: Media & Entertainment Storage Market: Breakup by Deployment Mode

(in %),2022

Figure 6: Global: Media & Entertainment Storage Market: Breakup by Storage Medium

(in %), 2022

Figure 7: Global: Media & Entertainment Storage Market: Breakup by End User (in %),

2022

Figure 8: Global: Media & Entertainment Storage Market: Breakup by Region (in %),

2022

Figure 9: Global: Media & Entertainment Storage (Direct-attached Storage) Market:

Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Media & Entertainment Storage (Direct-attached Storage) Market

Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Media & Entertainment Storage (Network-attached Storage) Market:

Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Media & Entertainment Storage (Network-attached Storage) Market

Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Media & Entertainment Storage (Storage Area Network) Market:

Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Media & Entertainment Storage (Storage Area Network) Market

Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Media & Entertainment Storage (On-premises) Market: Sales Value

(in Million US\$), 2017 & 2022

Figure 16: Global: Media & Entertainment Storage (On-premises) Market Forecast:

Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Media & Entertainment Storage (Cloud-based) Market: Sales Value

(in Million US\$), 2017 & 2022

Figure 18: Global: Media & Entertainment Storage (Cloud-based) Market Forecast:

Sales Value (in Million US\$), 2023-2028



Figure 19: Global: Media & Entertainment Storage (Hybrid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Media & Entertainment Storage (Hybrid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Media & Entertainment Storage (HDD) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Media & Entertainment Storage (HDD) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Media & Entertainment Storage (SSD) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Media & Entertainment Storage (SSD) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Media & Entertainment Storage (Digital Tape) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Media & Entertainment Storage (Digital Tape) Market Forecast:

Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Media & Entertainment Storage (Other Storage Mediums) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Media & Entertainment Storage (Other Storage Mediums) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Media & Entertainment Storage (Broadcast) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Media & Entertainment Storage (Broadcast) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Media & Entertainment Storage (Production and Post-Production) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Media & Entertainment Storage (Production and Post-Production) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Media & Entertainment Storage (Media Agencies) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Media & Entertainment Storage (Media Agencies) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Media & Entertainment Storage (Advertising) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Media & Entertainment Storage (Advertising) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Media & Entertainment Storage (Other End Users) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Media & Entertainment Storage (Other End Users) Market Forecast:



Sales Value (in Million US\$), 2023-2028

Figure 39: North America: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: North America: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: United States: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: United States: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Canada: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Canada: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Asia-Pacific: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Asia-Pacific: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: China: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: China: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Japan: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Japan: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: India: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: India: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: South Korea: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: South Korea: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Australia: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Australia: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Indonesia: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022



Figure 58: Indonesia: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Others: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Others: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Europe: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Europe: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Germany: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Germany: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: France: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: France: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: United Kingdom: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: United Kingdom: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Italy: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Italy: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Spain: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Spain: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Russia: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Russia: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Others: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Others: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Latin America: Media & Entertainment Storage Market: Sales Value (in



Million US\$), 2017 & 2022

Figure 78: Latin America: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 79: Brazil: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Brazil: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Mexico: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Mexico: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Others: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 84: Others: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Middle East and Africa: Media & Entertainment Storage Market: Sales Value (in Million US\$), 2017 & 2022

Figure 86: Middle East and Africa: Media & Entertainment Storage Market: Breakup by Country (in %), 2022

Figure 87: Middle East and Africa: Media & Entertainment Storage Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 88: Global: Media & Entertainment Storage Industry: Drivers, Restraints, and Opportunities

Figure 89: Global: Media & Entertainment Storage Industry: Value Chain Analysis Figure 90: Global: Media & Entertainment Storage Industry: Porter's Five Forces Analysis



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