

# **Media Monitoring Tools Market Report by Component (Software, Services), Deployment (Cloud-based, On-premises), Type (Print Media Monitoring, Social Media Monitoring, Broadcast Media Monitoring, Online Media Monitoring, and Others), Enterprise Size (Small and Medium-sized Enterprises, Large Enterprises), Application (Customer Experience and PR Management, Real-Time Analytics, Content Management, Digital Marketing and Sales Management, and Others), Industry (BFSI, Healthcare, Media and Entertainment, Retail and E-Commerce, IT and Telecommunication, and Others), and Region 2024-2032**

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## **Abstracts**

The global media monitoring tools market size reached US\$ 4.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 12.4 Billion by 2032, exhibiting a growth rate (CAGR) of 11.34% during 2024-2032.

Media monitoring tools represent a range of software applications that enable organizations to scan and monitor public information, publicity of content, and diverse topics across print, online, and broadcasted media outputs. They are algorithm-based solutions that use machine learning (ML) tactics to crawl continuously and index sites. Post website indexing, the topics can be searched to discover opportunities through explored mentions, conversations, and various sentiments toward diverse brands,

companies, and products. Media monitoring tools include free, premium, and paid solutions that provide a surface-level overview of the events and insightful data, which comes with personalized support. Apart from this, the solution helps discover key consumer information and market trends, track brand awareness and reputation, conceptualize authentic content to offer customized customer experience, and manage crisis situations. As a result, media monitoring tools are used by franchises and brands to automate public relations (PR) tasks and perform competitive analysis.

### Media Monitoring Tools Market Trends:

Rapid digitalization, significant expansion in the media and entertainment sector, and the increasing usage of online and social media platforms to post digital ads and read digital magazines, e-books, articles, and blogs are primarily driving the market growth. Moreover, the extensive utilization of cloud-based media monitoring applications by prominent news agencies and PR companies to monitor, track, and visualize the overall performance of their campaigns and digital content is acting as another growth-inducing factor. In line with this, the growing need for effective crisis management solutions has further supplemented the demand for media monitoring tools across various industrial verticals. Such technologies can provide an early indicator regarding the denigration of organizations and adverse reactions and predict and plan strategies to overcome crisis circumstances effectively, thus favoring the market growth. Apart from this, the integration of artificial intelligence (AI) and machine learning (ML) solutions to deliver real-time analysis of diverse trends and perform digital marketing and sales and content management operations are creating a positive outlook for the market.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global media monitoring tools market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on component, deployment, type, enterprise size, application and industry.

### Breakup by Component:

Software

Services

**Breakup by Deployment:**

Cloud-based

On-premises

**Breakup by Type:**

Print Media Monitoring

Social Media Monitoring

Broadcast Media Monitoring

Online Media Monitoring

Others

**Breakup by Enterprise Size:**

Small and Medium-sized Enterprises

Large Enterprises

**Breakup by Application:**

Customer Experience and PR Management

Real-Time Analytics

Content Management

Digital Marketing and Sales Management

Others

**Breakup by Industry:**

BFSI

Healthcare

Media and Entertainment

Retail and E-Commerce

IT and Telecommunication

Others

**Breakup by Region:**

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

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Agility PR Solutions (Innodata Inc.), Brand24 Global Inc., Cision Ltd., Coosto, Critical Mention Inc (Onclusive, Inc.), CyberAlert LLC, Hootsuite, Meltwater (Meltwater Us Holdings Inc.), Oracle Corporation, SemanticForce Inc., Sprinklr and YouScan.

#### Key Questions Answered in This Report:

How has the global media monitoring tools market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global media monitoring tools market?

What are the key regional markets?

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

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

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

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

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

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

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global media monitoring tools market and who are the key players?

What is the degree of competition in the industry?

## 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 MONITORING TOOLS MARKET**

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

### **6 MARKET BREAKUP BY COMPONENT**

- 6.1 Software
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Services
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY DEPLOYMENT**

### 7.1 Cloud-based

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 On-premises

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY TYPE**

### 8.1 Print Media Monitoring

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Social Media Monitoring

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

### 8.3 Broadcast Media Monitoring

#### 8.3.1 Market Trends

#### 8.3.2 Market Forecast

### 8.4 Online Media Monitoring

#### 8.4.1 Market Trends

#### 8.4.2 Market Forecast

### 8.5 Others

#### 8.5.1 Market Trends

#### 8.5.2 Market Forecast

## **9 MARKET BREAKUP BY ENTERPRISE SIZE**

### 9.1 Small and Medium-sized Enterprises

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Large Enterprises

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

## **10 MARKET BREAKUP BY APPLICATION**

### 10.1 Customer Experience and PR Management



- 10.1.1 Market Trends
- 10.1.2 Market Forecast
- 10.2 Real-Time Analytics
  - 10.2.1 Market Trends
  - 10.2.2 Market Forecast
- 10.3 Content Management
  - 10.3.1 Market Trends
  - 10.3.2 Market Forecast
- 10.4 Digital Marketing and Sales Management
  - 10.4.1 Market Trends
  - 10.4.2 Market Forecast
- 10.5 Others
  - 10.5.1 Market Trends
  - 10.5.2 Market Forecast

## **11 MARKET BREAKUP BY INDUSTRY**

- 11.1 BFSI
  - 11.1.1 Market Trends
  - 11.1.2 Market Forecast
- 11.2 Healthcare
  - 11.2.1 Market Trends
  - 11.2.2 Market Forecast
- 11.3 Media and Entertainment
  - 11.3.1 Market Trends
  - 11.3.2 Market Forecast
- 11.4 Retail and E-Commerce
  - 11.4.1 Market Trends
  - 11.4.2 Market Forecast
- 11.5 IT and Telecommunication
  - 11.5.1 Market Trends
  - 11.5.2 Market Forecast
- 11.6 Others
  - 11.6.1 Market Trends
  - 11.6.2 Market Forecast

## **12 MARKET BREAKUP BY REGION**

- 12.1 North America

- 12.1.1 United States
  - 12.1.1.1 Market Trends
  - 12.1.1.2 Market Forecast
- 12.1.2 Canada
  - 12.1.2.1 Market Trends
  - 12.1.2.2 Market Forecast
- 12.2 Asia-Pacific
  - 12.2.1 China
    - 12.2.1.1 Market Trends
    - 12.2.1.2 Market Forecast
  - 12.2.2 Japan
    - 12.2.2.1 Market Trends
    - 12.2.2.2 Market Forecast
  - 12.2.3 India
    - 12.2.3.1 Market Trends
    - 12.2.3.2 Market Forecast
  - 12.2.4 South Korea
    - 12.2.4.1 Market Trends
    - 12.2.4.2 Market Forecast
  - 12.2.5 Australia
    - 12.2.5.1 Market Trends
    - 12.2.5.2 Market Forecast
  - 12.2.6 Indonesia
    - 12.2.6.1 Market Trends
    - 12.2.6.2 Market Forecast
  - 12.2.7 Others
    - 12.2.7.1 Market Trends
    - 12.2.7.2 Market Forecast
- 12.3 Europe
  - 12.3.1 Germany
    - 12.3.1.1 Market Trends
    - 12.3.1.2 Market Forecast
  - 12.3.2 France
    - 12.3.2.1 Market Trends
    - 12.3.2.2 Market Forecast
  - 12.3.3 United Kingdom
    - 12.3.3.1 Market Trends
    - 12.3.3.2 Market Forecast
  - 12.3.4 Italy

- 12.3.4.1 Market Trends
- 12.3.4.2 Market Forecast
- 12.3.5 Spain
  - 12.3.5.1 Market Trends
  - 12.3.5.2 Market Forecast
- 12.3.6 Russia
  - 12.3.6.1 Market Trends
  - 12.3.6.2 Market Forecast
- 12.3.7 Others
  - 12.3.7.1 Market Trends
  - 12.3.7.2 Market Forecast
- 12.4 Latin America
  - 12.4.1 Brazil
    - 12.4.1.1 Market Trends
    - 12.4.1.2 Market Forecast
  - 12.4.2 Mexico
    - 12.4.2.1 Market Trends
    - 12.4.2.2 Market Forecast
  - 12.4.3 Others
    - 12.4.3.1 Market Trends
    - 12.4.3.2 Market Forecast
- 12.5 Middle East and Africa
  - 12.5.1 Market Trends
  - 12.5.2 Market Breakup by Country
  - 12.5.3 Market Forecast

## **13 SWOT ANALYSIS**

- 13.1 Overview
- 13.2 Strengths
- 13.3 Weaknesses
- 13.4 Opportunities
- 13.5 Threats

## **14 VALUE CHAIN ANALYSIS**

## **15 PORTERS FIVE FORCES ANALYSIS**

- 15.1 Overview

- 15.2 Bargaining Power of Buyers
- 15.3 Bargaining Power of Suppliers
- 15.4 Degree of Competition
- 15.5 Threat of New Entrants
- 15.6 Threat of Substitutes

## **16 PRICE ANALYSIS**

## **17 COMPETITIVE LANDSCAPE**

- 17.1 Market Structure
- 17.2 Key Players
- 17.3 Profiles of Key Players
  - 17.3.1 Agility PR Solutions (Innodata Inc.)
    - 17.3.1.1 Company Overview
    - 17.3.1.2 Product Portfolio
  - 17.3.2 Brand24 Global Inc.
    - 17.3.2.1 Company Overview
    - 17.3.2.2 Product Portfolio
  - 17.3.3 Cision Ltd.
    - 17.3.3.1 Company Overview
    - 17.3.3.2 Product Portfolio
  - 17.3.4 Coosto
    - 17.3.4.1 Company Overview
    - 17.3.4.2 Product Portfolio
  - 17.3.5 Critical Mention Inc (Onclusive, Inc.)
    - 17.3.5.1 Company Overview
    - 17.3.5.2 Product Portfolio
  - 17.3.6 CyberAlert LLC
    - 17.3.6.1 Company Overview
    - 17.3.6.2 Product Portfolio
  - 17.3.7 Hootsuite
    - 17.3.7.1 Company Overview
    - 17.3.7.2 Product Portfolio
  - 17.3.8 Meltwater (Meltwater Us Holdings Inc.)
    - 17.3.8.1 Company Overview
    - 17.3.8.2 Product Portfolio
    - 17.3.8.3 Financials
  - 17.3.9 Oracle Corporation

- 17.3.9.1 Company Overview
- 17.3.9.2 Product Portfolio
- 17.3.9.3 Financials
- 17.3.9.4 SWOT Analysis
- 17.3.10 SemanticForce Inc.
  - 17.3.10.1 Company Overview
  - 17.3.10.2 Product Portfolio
- 17.3.11 Sprinklr
  - 17.3.11.1 Company Overview
  - 17.3.11.2 Product Portfolio
  - 17.3.11.3 Financials
- 17.3.12 YouScan
  - 17.3.12.1 Company Overview
  - 17.3.12.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Media Monitoring Tools Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Media Monitoring Tools Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 3: Global: Media Monitoring Tools Market Forecast: Breakup by Deployment (in Million US\$), 2024-2032

Table 4: Global: Media Monitoring Tools Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 5: Global: Media Monitoring Tools Market Forecast: Breakup by Enterprise Size (in Million US\$), 2024-2032

Table 6: Global: Media Monitoring Tools Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 7: Global: Media Monitoring Tools Market Forecast: Breakup by Industry (in Million US\$), 2024-2032

Table 8: Global: Media Monitoring Tools Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 9: Global: Media Monitoring Tools Market: Competitive Structure

Table 10: Global: Media Monitoring Tools Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Media Monitoring Tools Market: Major Drivers and Challenges

Figure 2: Global: Media Monitoring Tools Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Media Monitoring Tools Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Media Monitoring Tools Market: Breakup by Component (in %), 2023

Figure 5: Global: Media Monitoring Tools Market: Breakup by Deployment (in %), 2023

Figure 6: Global: Media Monitoring Tools Market: Breakup by Type (in %), 2023

Figure 7: Global: Media Monitoring Tools Market: Breakup by Enterprise Size (in %), 2023

Figure 8: Global: Media Monitoring Tools Market: Breakup by Application (in %), 2023

Figure 9: Global: Media Monitoring Tools Market: Breakup by Industry (in %), 2023

Figure 10: Global: Media Monitoring Tools Market: Breakup by Region (in %), 2023

Figure 11: Global: Media Monitoring Tools (Software) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Media Monitoring Tools (Software) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Media Monitoring Tools (Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Media Monitoring Tools (Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Media Monitoring Tools (Cloud-based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Media Monitoring Tools (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Media Monitoring Tools (On-premises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Media Monitoring Tools (On-premises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Media Monitoring Tools (Print Media Monitoring) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Media Monitoring Tools (Print Media Monitoring) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Media Monitoring Tools (Social Media Monitoring) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Media Monitoring Tools (Social Media Monitoring) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Media Monitoring Tools (Broadcast Media Monitoring) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Media Monitoring Tools (Broadcast Media Monitoring) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Media Monitoring Tools (Online Media Monitoring) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Media Monitoring Tools (Online Media Monitoring) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Media Monitoring Tools (Other Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Media Monitoring Tools (Other Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Media Monitoring Tools (Small and Medium-sized Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Media Monitoring Tools (Small and Medium-sized Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Media Monitoring Tools (Large Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Media Monitoring Tools (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Media Monitoring Tools (Customer Experience and PR Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Media Monitoring Tools (Customer Experience and PR Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: Media Monitoring Tools (Real-Time Analytics) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: Media Monitoring Tools (Real-Time Analytics) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Global: Media Monitoring Tools (Content Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Global: Media Monitoring Tools (Content Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Global: Media Monitoring Tools (Digital Marketing and Sales Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Global: Media Monitoring Tools (Digital Marketing and Sales Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Global: Media Monitoring Tools (Other Applications) Market: Sales Value (in



Million US\$), 2018 & 2023

Figure 42: Global: Media Monitoring Tools (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Global: Media Monitoring Tools (BFSI) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Global: Media Monitoring Tools (BFSI) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Global: Media Monitoring Tools (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Global: Media Monitoring Tools (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Global: Media Monitoring Tools (Media and Entertainment) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Global: Media Monitoring Tools (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: Global: Media Monitoring Tools (Retail and E-Commerce) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Global: Media Monitoring Tools (Retail and E-Commerce) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Global: Media Monitoring Tools (IT and Telecommunication) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Global: Media Monitoring Tools (IT and Telecommunication) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Global: Media Monitoring Tools (Other Industries) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Global: Media Monitoring Tools (Other Industries) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: North America: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: North America: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: United States: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: United States: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Canada: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Canada: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Asia-Pacific: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Asia-Pacific: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: China: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: China: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Japan: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Japan: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: India: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: India: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: South Korea: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: South Korea: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Australia: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Australia: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Indonesia: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Indonesia: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Others: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Others: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Europe: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Europe: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Germany: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Germany: Media Monitoring Tools Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 81: France: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: France: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 83: United Kingdom: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 84: United Kingdom: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 85: Italy: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 86: Italy: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Spain: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 88: Spain: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 89: Russia: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 90: Russia: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 91: Others: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 92: Others: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 93: Latin America: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 94: Latin America: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 95: Brazil: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 96: Brazil: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 97: Mexico: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 98: Mexico: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 99: Others: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 100: Others: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 101: Middle East and Africa: Media Monitoring Tools Market: Sales Value (in Million US\$), 2018 & 2023

Figure 102: Middle East and Africa: Media Monitoring Tools Market: Breakup by Country (in %), 2023

Figure 103: Middle East and Africa: Media Monitoring Tools Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 104: Global: Media Monitoring Tools Industry: SWOT Analysis

Figure 105: Global: Media Monitoring Tools Industry: Value Chain Analysis

Figure 106: Global: Media Monitoring Tools Industry: Porter's Five Forces Analysis

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