

Europe Automatic Content Recognition Market (2016 - 2022)

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Abstracts

Automatic content recognition is moving from legacy applications, such as broadcast monitoring and theft prevention, full-force into enabling interactive and synchronized advertising across a wide variety of platforms. The rush around third party consumer-facing ACR-enabled applications has significantly dissipated with a turn to broadcaster-centric social and interactive content applications. Meanwhile, CE manufacturers are rapidly incorporating ACR into their Smart TV line-ups, both natively and embedded in apps, as they look to advertising revenue-sharing agreements to provide some incremental revenues.

Increasing integration of Automatic content recognition in smart TVs, and second screen devices such as smartphones and wearable, and increasing deployment of ACR technologies by media companies for applications such as broadcast monitoring and audience measurement, are the major driving factors for the growth of this market.

Based on the type, the Automatic content recognition market is segmented into solution and services. Solution Segment is further divided into Audio, Video & Image Recognition, Voice & Speech Recognition, Real Time Content Analytics, Security & Copyright Management, Data Management & Metadata, Content Aggregation, Processing, Filtering & Enhancement, Encoding & Transcoding Solution, Broadcast & Media Monitoring, Media Synchronization and Audience Measurement. Services segment is divided into professional, managed and value-added services. Professional services covered in this report include Consulting Services, Integration & Deployment Services and Support Services. The technologies highlighted in the report are Media & Entertainment, Consumer Electronics, E-Commerce, Education, Automotive, IT & Telecommunication, Healthcare, Defence & Public Safety, Avionics and Others.

Based on country, Automatic Content Recognition market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant region in the Europe Automatic Content Recognition market in 2015. Italy would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Automatic Content Recognition market. Key companies profiled in the report include Microsoft Corporation, Google Inc. (Alphabet Inc.), Nuance Communications, Inc., Digimarc Corporation, Shazam Entertainment Limited, ArcSoft, Inc., Enswers Inc. and Doreso.

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