

Europe Digital Asset Management System Market (2017 - 2023)

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Abstracts

The Digital Asset Management (DAM) Market in Europe is expected to register a CAGR of 13.4% during the forecast period (2017 – 2023). Digital Asset Management (DAM) is a system which is used to organize, categorize, search, retrieve and archive digital files effectively. The digitally created files are considered as assets, as significant amount of time, money and efforts go into the creation of content. The concentration of media and entertainment industries in the region has had a positive impact on the market in the region, and as a result, has led to the widespread adoption of DAM solutions and services. The digital assets become invaluable when they are used optimally, and as and when required by different stakeholders. Digital Asset Management software can be of great help to the organizations in significantly improving the efficiency of the process and as a result would save time and money.

Based on the component type, the Digital Asset Management System market is segmented into Solution and Services. The Services market is segmented into Professional and Managed Services. Professional services are further segmented into Implementation, Consulting & Training and Support & Maintenance. Based on the Organization Size, the market is segmented into Small & Medium enterprises and Large Enterprises. The Applications highlighted in this report include Enterprise, Marketing and Others. Based on Deployment Type, the market is segmented into On-Demand and On-Premise. The verticals covered under the report include Media & Entertainment, Manufacturing, Retail, BFSI, Healthcare & Life Sciences, Education, Travel & Tourism and Others. Based on Country, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The report covers the analysis of key stakeholders of the Digital Asset Management System market. Key companies profiled in the report include ADAM Software NV

(Aprimo), Adobe Systems Inc., Open Text Corporation, Celum, Mediabeacon, Inc.(Esko- A Danaher Corporation), Canto, Inc., Widen, Webdam (A Shutterstock Company), Bynder, and Mediavalet, Inc.

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