

Global Automatic Content Recognition Market (2016 - 2022)

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Abstracts

The automatic content recognition market represents the implementation of identification technologies to recognize and verify the media content elements. With the increasing integration of automatic content recognition technology in smart phones and smart TVs, the demand for automatic content recognition solutions has grown tremendously across all the countries. Increasing integration of ACR 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.

Over the past decade, a golden age in TV entertainment technology has created an explosion in TV viewing options for the average consumer. However, as DVRs, Video on Demand and over-the-top streaming across all screens has made the viewer's life significantly better by allowing them to dictate what, when and where they watch, things have gotten more difficult for content owners and advertisers. This is because over the past decade, live audiences dwindled and overall viewer engagement declined.

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 region, Automatic Content Recognition market is segmented into North America (US, Canada, Mexico and Rest of North America), Europe (Germany, UK, France, Russia, Spain, Italy and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific) and Latin America, and Middle East & Africa. North America remained the dominant region in the global Automatic Content Recognition market in 2015. Asia-Pacific 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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