

Global Digital Asset Management System Market (2017 - 2023)

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Abstracts

The Digital Asset Management (DAM) Market is expected to attain a market size of \$5.1 billion by 2023, growing at a CAGR of 14.3% during the forecast period. 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. These 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.

Small enterprises generally witness resource crunch when compared to the larger enterprises; therefore, they require superior methods to address the potential complexities to optimize expenditure. Implementing efficient solutions to manage and maintain metadata and digital assets have been some of the underlying benefits enjoyed by the small enterprises with the adoption of DAM. The cloud-based DAM solutions have rapidly gained market attraction.

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 region, the market is segmented into North America, Europe, Asia-Pacific, and Latin America, Middle East & Africa.

The report covers the analysis of key stake holders 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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