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# LAMEA Automatic Content Recognition Market (2016 - 2022)

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## Abstracts

Automatic Content Recognition technology helps audiences easily retrieve information about the content they watched. For smart TVs and applications with ACR technology embedded the audience can check the name of the song which is played or descriptions of the movie they watched. In addition to that, the identified video and music content can be linked to internet content providers for on-demand viewing, third parties for additional background information, or complementary media.

Automatic Content Recognition is the Catalyst for Content Consumption in the Living Room: driving interaction, monetization and creativity. The way people watch TV is changing rapidly. What used to be a passive and lean-back experience is now becoming an interactive and engaging experience. Consumers use their 2nd screen devices - such as smartphones, tablets, laptops - to search, interact and engage with a rich variety of 2nd screen applications, websites and communities while still watching the TV. The next generation TVs are also connected and -similar to the 2nd screen devices - offer access to a wide variety of first screen applications. According to the estimates showed that nearly half of all 16-24 year olds use messaging, email, Facebook or Twitter to discuss what they are viewing on TV. In fact 24% of all respondents use second screens.

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

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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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA. South Africa remained the dominant region in the LAMEA Automatic Content Recognition market in 2015. Nigeria 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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