

# North America Data Monetization Market Analysis (2017-2023)

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## Abstracts

The North America Data Monetization Market would witness market growth of 25.3% CAGR during the forecast period (2017 – 2023). Data monetization supports cost optimization; therefore, contributes to the revenue streams of an organization. As an example, Telecommunication Company with large amount of data can either sell the data by converting it into valuable insights or charge a fee to access and analyze the same. The emergence of Over-The-Top (OTT) services has driven down top line revenues among communication service providers (CSP). Therefore, the need for a strong infrastructure setup is vital. Nevertheless, concerns pertaining to data privacy and ownership are considerably high. Such concerns limit the widespread monetization of big data.

Based on Business Function, the Data Monetization market segments the market into Sales & Marketing, Finance, Supply Chain Management, Operations, and Others. Based on Data Type, the market report segments the market into Customer Data, Financial Data, Supplies Data, and Others. Based on Organization Size, the Data Monetization market segments the market into Small & Medium Enterprises and Large Enterprises. Based on Vertical, the Data Monetization market segments the market into BFSI, Consumer Goods, Government & Defense, Healthcare, Transportation & Logistics, Manufacturing, Telecom, Media & Entertainment, and Others. Based on Countries, the Data Monetization market segments the market into US, Mexico, Canada, and Rest of North America.

The market research report covers the competition analysis of key stake holders of the North America Data Monetization Market. Key companies profiled in the report include Accenture Plc., Cisco Systems, Inc., Virtusa Corporation, IBM Corporation, Gemalto NV, NetScout Systems, Inc., VIAVI Solutions Inc., Adastra Corporation, SAP SE, and

SAS Institute, Inc.

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