

Digital Asset Management Market - Forecasts from 2018 to 2023

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Abstracts

The global digital asset management market was valued at US\$2.240 billion in 2017 and is projected to expand at a CAGR of 16.84% over the forecast period to reach US\$5.699 billion by 2023. Digital asset management is a process of organizing, storing, and retrieving rich media and managing digital rights and permission. The growing era of digital content across all industries from healthcare and finance to publishing and education is contributing to the growth of the digital asset management market. Moreover, it can lead to significant cost saving for the business as it enables faster creation, storage, search, and distribution of marketing network and content which is further supplementing the adoption of digital asset management solutions.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The

values obtained are correlated with the primary inputs of the key stakeholders in the digital asset management value chain. Last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the global digital asset management market.

Major industry players profiled as part of the report are Dell Technologies, IBM, Oracle, and H.P Development Company L.P among others.

Segmentation

The global digital asset management market has been analyzed through following segments:

By Type

Brand Asset Management

Library Asset management

Production Asset Management

By Deployment

Cloud

On-Premise

By Industry Vertical

Media and Entertainment

Government

Healthcare

BFSI

Retail

Education

Others

By Geography

North America

South America

Europe

Middle East and Africa

Asia Pacific

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