

Global Music Video Production Market Growth (Status and Outlook) 2023-2029

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Abstracts

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A music video is a short film that integrates a song with imagery, and is produced for promotional or artistic purposes. Modern music videos are primarily made and used as a marketing device intended to promote the sale of music recordings. There are also cases where songs are used in tie-in marketing campaigns that allow them to become more than just a song. Tie-ins and merchandising can be used for toys or for food or other products. Although the origins of the music video date back to musical short films that first appeared in the 1920s, they again came into prominence in the 1980s when the channel MTV (originally 'Music Television') based its format around the medium. Prior to the 1980s, these kinds of videos were described by various terms including 'illustrated song', 'filmed insert', 'promotional (promo) film', 'promotional clip', 'promotional video', 'song video', 'song clip' or 'film clip'.

Music videos use a wide range of styles and contemporary video-making techniques, including animation, live action, documentary, and non-narrative approaches such as abstract film. Some music videos combine different styles with the music, such as animation and live action. Combining these styles and techniques has become more popular because of the variety for the audience. Many music videos interpret images and scenes from the song's lyrics, while others take a more thematic approach. Other music videos may not have any concept, being merely a filmed version of the song's live concert performance.

LPI (LP Information)' newest research report, the "Music Video Production Industry Forecast" looks at past sales and reviews total world Music Video Production sales in 2022, providing a comprehensive analysis by region and market sector of projected

Music Video Production sales for 2023 through 2029. With Music Video Production sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Music Video Production industry.

This Insight Report provides a comprehensive analysis of the global Music Video Production landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Music Video Production portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Music Video Production market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Music Video Production and breaks down the forecast by type, by application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Music Video Production.

The global Music Video Production market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Music Video Production is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Music Video Production is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Music Video Production is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Music Video Production players cover Litewave Media, Video Ink, TribeSound, London Alley, Lighthouse Films, Maximum Flavor Media, Go Big LA, ARTtouchesART and Partizan, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Music Video Production market by product type, application, key

players and key regions and countries.

Market Segmentation:

Segmentation by type

Performance Videos

Narrative Videos

Concept Videos

Others

Segmentation by application

Music Album

Commercial Advertisement

Public-Interest Advertising

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered

from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Litewave Media

Video Ink

TribeSound

London Alley

Lighthouse Films

Maximum Flavor Media

Go Big LA

ARTtouchesART

Partizan

Escape Plan Productions

Remedy

Polar productions

Pulsecinema, inc

Marzmotion

Videocraft productions

The Mill

BBDO

One Media Group

Allua Limited

Yum Yum Videos

Epipheo Studios

Sandwich Video

Demo Duck

Thinkmojo

Explanify

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