

Artificial Intelligence in the Global Media & Advertising Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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Abstracts

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Artificial Intelligence in Media & Advertising Market Trends and Forecast

The future of the global artificial intelligence in the global media & advertising market looks promising with opportunities in gaming, fake story detection, plagiarism detection, personalization, production planning & management, sales & marketing, talent identification, content capture, and sports automatic production applications. Artificial intelligence in the global media & advertising market is expected to reach an estimated \$9.5 billion by 2028 with a CAGR of 16.1% from 2023 to 2028. The major drivers for this market are increasing trend of digitalization, growing popularity of OTT platforms, and rise in adoption of customer-centric marketing strategies.

Artificial Intelligence in Media & Advertising Market

A more than 150-page report is developed to help in your business decisions. A sample figure with some insights is shown below.

Artificial Intelligence in Media & Advertising Market by Segments

Artificial Intelligence in Media & Advertising Market by Segment

The study includes trends and forecast for artificial intelligence in the global media & advertising market by solution, application, and region, as follows:

Artificial Intelligence in Media & Advertising Market by Solution [Value (\$B) Shipment Analysis from 2017 to 2028]:

Hardware/Equipment

Services

Artificial Intelligence in Media & Advertising Market by Application [Value (\$B) Shipment Analysis from 2017 to 2028]:

Gaming

Fake Story Detection

Plagiarism Detection

Personalization

Production Planning & Management

Sales & Marketing

Talent Identification

Content Capture

Sports Automatic Productions

Video Production

Broadcasting & Live Streaming

Analytics

Artificial Intelligence in Media & Advertising Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

List of Artificial Intelligence in Media & Advertising Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies, artificial intelligence companies in the global media & advertising market cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the artificial intelligence companies in the global media & advertising market profiled in this report include-

Amazon Web Services

Gravity Media

GrayMeta

IBM

LMG

Matchroom Sport

Synthesia

Veritone

Pixellot

PlaySight Interactive

Artificial Intelligence in Media & Advertising Market Insights

Lucintel forecasts that services will remain the larger solution segment over the forecast period due to growing demand for computer-generated graphics and visual effects in commercial advertisements and ongoing technological advancements in AI-based technologies.

Within this market, sales & marketing will remain the largest application segment due to increasing adoption of AI for trading or marketing aspects, such as designing, advertising, and promotions, in the media and entertainment fields.

North America is expected to remain the largest region due to increasing investments by the companies in research & development for developing AI-based virtual production software solutions and growing demand for voice & speech recognition using AI in this region.

Features of Artificial Intelligence in the Media & Advertising Market

Market Size Estimates: Artificial intelligence in media & advertising market size estimation in terms of value (\$B)

Trend and Forecast Analysis: Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

Segmentation Analysis: Artificial intelligence in media & advertising market size by various segments, such as solution, application, and region

Regional Analysis: Artificial intelligence in media & advertising market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

Growth Opportunities: Analysis on growth opportunities in different solutions, applications, and regions for artificial intelligence in the global media & advertising market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape for artificial intelligence in media & advertising market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the artificial intelligence in media & advertising market size?

Answer: The global artificial intelligence in media & advertising market expected to reach an estimated \$9.5 billion by 2028.

Q2. What is the growth forecast for artificial intelligence in media & advertising market?

Answer: The global artificial intelligence in media & advertising is expected to grow with a CAGR of 16.1% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of artificial intelligence in media & advertising market?

Answer: The major drivers for this market are increasing trend of digitalization, growing popularity of OTT platforms, and rise in adoption of customer-centric marketing strategies.

Q4. What are the major segments for artificial intelligence in media & advertising market?

Answer: The future of artificial intelligence in the global media & advertising market looks promising with opportunities in gaming, fake story detection, plagiarism detection, personalization, production planning & management, sales & marketing, talent identification, content capture, and sports automatic production applications.

Q5. Who are the key artificial intelligence companies in media & advertising market?

Answer: Some of the key artificial intelligence companies in the media & advertising market are as follows:

Amazon Web Services

Gravity Media

GrayMeta

IBM

LMG

Matchroom Sport

Synthesia

Veritone

Pixellot

PlaySight Interactive

Q6. Which segment in the global media & advertising market in terms of artificial intelligence usage will be the largest in the future?

Answer: Lucintel forecasts that services will remain the larger solution segment over the forecast period due to growing demand for computer-generated graphics and visual effects in commercial advertisements and ongoing technological advancements in AI-based technologies.

Q7. In the artificial intelligence in media & advertising market, which region is expected to be the largest in next 5 years?

Answer: North America is expected to remain the largest region due to increasing investments by the companies in research & development for developing AI-based virtual production software solutions and growing demand for voice & speech recognition using AI in this region.

Q8. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for artificial intelligence in the global media & advertising market by solution (hardware/equipment and services), application (gaming, fake story detection, plagiarism detection, personalization, production planning & management, sales & marketing, talent identification, content capture, and sports automatic production [video production, broadcasting & live streaming, and analytics]), and region (North America, Europe, Asia

Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity did occur in the last five years and how did they impact the industry?

For any questions related to artificial intelligence in the global media & advertising market or related to artificial intelligence in the global media & advertising companies, artificial intelligence in the global media & advertising market size, artificial intelligence in the global media & advertising market share, artificial intelligence in the global media & advertising analysis, artificial intelligence in the global media & advertising market growth, artificial intelligence in the global media & advertising market research, write Lucintel analyst at email: helpdesk@lucintel.com we will be glad to get back to you soon.

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7.8 Veritone

7.9 Pixellot

7.10 PlaySight Interactive

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