

# **Blockchain in Media, Advertising, and Entertainment Market by Provider, Application (Licensing & Rights Management, Digital Advertising, Smart Contracts, Content Security, Online Gaming, Payments), Enterprise Size, and Region - Global Forecast to 2023**

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## **Abstracts**

“The blockchain in media, advertising, and entertainment market is expected to grow at a CAGR of 81.1% during the forecast period”

MarketsandMarkets forecasts the global blockchain in media, advertising, and entertainment market to grow from USD 51.4 million in 2018 to USD 1,000.1 million by 2023, at a Compound Annual Growth Rate (CAGR) of 81.1% during the forecast period. The increasing adoption of blockchain technology for various applications in the media vertical and the utilization of AI-enabled smartphones are expected to drive the market growth. The lack of regulatory standardization and integration with legacy systems are anticipated to affect the adoption of the blockchain technology, which, in turn, could restrain the market growth.

“The application provider segment is expected to grow at the highest CAGR during the forecast period”

By providers, the blockchain in media, advertising, and entertainment market is segmented into application, middleware, and infrastructure. Blockchain-enabled applications change the distribution and production of content, help prevent illegal file sharing, and enable transparent rights management for media, advertising, and entertainment market players.

“North America is expected to have the largest market size during the forecast period”

North America is expected to have the largest market size in the global blockchain in media, advertising, and entertainment market by region during the forecast period. The North American region has witnessed increased investments in the market. The US is the largest market for blockchain-based solutions in this region. In North America, the adoption of advanced technologies and digitization are expected to fuel the growth of the blockchain in media, advertising, and entertainment market.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, innovation and technology directors, and executives from various key organizations operating in the blockchain in media, advertising, and entertainment market.

By Company Type: Tier I: 24%, Tier II: 42%, and Tier III: 34%

By Designation: C-Level: 32%, Director Level: 28%, and Others: 40%

By Region: North America: 28%, EMEA: 32%, and APAC: 40%

The report includes the study of the key players offering blockchain solutions for media, advertising, and entertainment vertical, such as IBM (US), Microsoft (US), SAP (Germany), Accenture (Ireland), AWS (US), Oracle (US), Digital Currency Group (US), Bitfury Group (US), Factom (US), Guardtime (Estonia), BRAINBOY (Germany), ARK (US), Auxesis (India), Synereo (Israel), NYIAX (US), MetaX (US), BTL (Canada), Voise (Canada), UJo (US), BigchainDb (Germany), Bloq (US), Clearcoin (US), iProdoos (US), Current (US), and Decent (Switzerland). The report includes an in-depth competitive analysis of these key players in the blockchain in media, advertising, and entertainment market, along with their company profiles that include business overviews, product offerings, recent developments, and market strategies.

## Research Coverage

The blockchain in media, advertising, and entertainment market has been segmented on the basis of providers, applications, enterprise size, and regions. The providers segment of the blockchain in media, advertising, and entertainment market includes application, middleware, and infrastructure. The application segment includes licensing & rights management, digital advertising, smart contracts, content security, online gaming, and payments. On the basis of enterprise size, the market has been divided

into Small and Medium-sized Enterprises (SMEs) and large enterprises. By region, the market is segment into 5 major geographic regions, namely, North America, Europe, Asia Pacific (APAC), Middle East and Africa (MEA), and Latin America.

The report would help the market leaders and new entrants in the blockchain in media, advertising, and entertainment market in the following ways:

1. The report segments the market into various subsegments, hence it covers the market comprehensively. It provides the closest approximations of the revenue numbers for the overall market and its subsegments. The market numbers are further split across various applications and regions.
2. The report helps in understanding the overall growth of the market. It provides information on key market drivers, restraints, challenges, and opportunities.
3. The report helps stakeholders in understanding their competitors better and gaining more insights to strengthen their positions in the market. The study also presents the positioning of the key players based on their product offerings and business strategies.

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