

# **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**

<https://marketpublishers.com/r/BE1570D669FEN.html>

Date: July 2018

Pages: 140

Price: US\$ 5,650.00 (Single User License)

ID: BE1570D669FEN

## **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.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Breakdown of primaries
    - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 BOTTOM-UP APPROACH
  - 2.2.2 TOP-DOWN APPROACH
- 2.3 RESEARCH ASSUMPTIONS
- 2.4 LIMITATIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET
- 4.2 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET: TOP 3 APPLICATIONS
- 4.3 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SHARE: BY PROVIDER AND TOP 3 REGIONS
- 4.4 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET, BY REGION
- 4.5 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET, BY ENTERPRISE SIZE
- 4.6 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET

## SHARE, BY REGION

### 4.7 MARKET INVESTMENT SCENARIO

## 5 MARKET OVERVIEW AND INDUSTRY TRENDS

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

#### 5.2.1 DRIVERS

5.2.1.1 Rising demand for eliminating intermediaries between content creators and end-users

5.2.1.2 Increasing instances of data piracy in the media, entertainment, and advertising sectors

5.2.1.3 Growing need for secure and faster transactions

#### 5.2.2 RESTRAINTS

5.2.2.1 Lack of standardization

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Increasing adoption of the blockchain technology in various application areas

#### 5.2.4 CHALLENGES

5.2.4.1 Limited scalability

5.2.4.2 Integration with legacy systems

### 5.3 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET: USE CASES

#### 5.3.1 INTRODUCTION

#### 5.3.2 USE CASE: SCENARIO 1

#### 5.3.3 USE CASE: SCENARIO 2

#### 5.3.4 USE CASE: SCENARIO 3

#### 5.3.5 USE CASE: SCENARIO 4

### 5.4 INDUSTRY TRENDS

#### 5.4.1 TYPES OF BLOCKCHAIN TECHNOLOGY

5.4.1.1 Public blockchain

5.4.1.2 Private blockchain

5.4.1.3 Permissioned blockchain

#### 5.4.2 BLOCKCHAIN ASSOCIATIONS AND CONSORTIUMS

5.4.2.1 CLS Group

5.4.2.2 R3CEV Blockchain Consortium

5.4.2.3 Hyperledger

5.4.2.4 Global Payments Steering Group (GPSG)

5.4.2.5 Financial Blockchain Shenzhen Consortium (FBSC)

5.4.2.6 CU Ledger

5.4.2.7 Blockchain Collaborative Consortium (BCCC)

5.4.2.8 Wall Street Blockchain Alliance (WSBA)

## 5.5 MARKET EVOLUTION

## **6 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET, BY PROVIDER**

6.1 INTRODUCTION

6.2 APPLICATION PROVIDERS

6.3 MIDDLEWARE PROVIDERS

6.4 INFRASTRUCTURE PROVIDERS

## **7 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET, BY APPLICATION**

7.1 INTRODUCTION

7.2 LICENSING AND RIGHTS MANAGEMENT

7.3 DIGITAL ADVERTISING

7.4 SMART CONTRACTS

7.5 CONTENT SECURITY

7.6 ONLINE GAMING

7.7 PAYMENTS

7.8 OTHERS

## **8 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET, BY ENTERPRISE SIZE**

8.1 INTRODUCTION

8.2 SMALL AND MEDIUM-SIZED ENTERPRISES

8.3 LARGE ENTERPRISES

## **9 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET, BY REGION**

9.1 INTRODUCTION

9.2 NORTH AMERICA

9.2.1 UNITED STATES

9.2.2 CANADA

9.3 EUROPE

- 9.3.1 UNITED KINGDOM
- 9.3.2 GERMANY
- 9.3.3 REST OF EUROPE
- 9.4 ASIA PACIFIC
  - 9.4.1 CHINA
  - 9.4.2 INDIA
  - 9.4.3 AUSTRALIA AND NEW ZEALAND
  - 9.4.4 REST OF ASIA PACIFIC
- 9.5 LATIN AMERICA
  - 9.5.1 BRAZIL
  - 9.5.2 MEXICO
  - 9.5.3 REST OF LATIN AMERICA
- 9.6 MIDDLE EAST AND AFRICA
  - 9.6.1 MIDDLE EAST
  - 9.6.2 AFRICA

## **10 COMPETITIVE LANDSCAPE**

- 10.1 OVERVIEW
- 10.2 TOP PLAYERS IN THE BLOCKCHAIN IN MEDIA, ADVERTISING, AND

## **ENTERTAINMENT MARKET**

- 10.3 COMPETITIVE SCENARIO
  - 10.3.1 NEW PRODUCT LAUNCHES AND PRODUCT UPGRADATIONS
  - 10.3.2 PARTNERSHIPS AND COLLABORATIONS
  - 10.3.3 BUSINESS EXPANSIONS

## **11 COMPANY PROFILES**

- 11.1 INTRODUCTION

(Business Overview, Products Platforms, & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View)\*

- 11.2 IBM
- 11.3 MICROSOFT
- 11.4 SAP
- 11.5 ACCENTURE

- 11.6 AWS
- 11.7 ORACLE
- 11.8 INFOSYS
- 11.9 BITFURY
- 11.10 FACTOM
- 11.11 GUARDTIME
- 11.12 ARK
- 11.13 AUXESIS GROUP
- 11.14 NYIAX
- 11.15 METAX
- 11.16 BTL
- 11.17 VOISE
- 11.18 BLOQ
- 11.19 CLEARCOIN
- 11.20 DECENT
- 11.21 KRYPC
- 11.22 SYNEREO
- 11.23 UJO
- 11.24 BRAINBOT TECHNOLOGIES
- 11.25 BIGCHAINDB
- 11.26 IPRODOOS

\*Details on Business Overview, Products, Platforms & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

## **12 APPENDIX**

- 12.1 INDUSTRY EXCERPTS
- 12.2 DISCUSSION GUIDE
- 12.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 12.4 AVAILABLE CUSTOMIZATIONS
- 12.5 RELATED REPORTS
- 12.6 AUTHOR DETAILS



## List Of Tables

### LIST OF TABLES

Table 1 UNITED STATES DOLLAR EXCHANGE RATE, 2015–2017

Table 2 GLOBAL BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE AND GROWTH RATE, 2016–2023 (USD MILLION, Y-O-Y %)

Table 3 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY PROVIDER, 2016–2023 (USD MILLION)

Table 4 APPLICATION PROVIDERS: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 5 MIDDLEWARE PROVIDERS: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 6 INFRASTRUCTURE PROVIDERS: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 7 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 8 LICENSING AND RIGHTS MANAGEMENT: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 9 DIGITAL ADVERTISING: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 10 SMART CONTRACTS: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 11 CONTENT SECURITY: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 12 ONLINE GAMING: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 13 PAYMENTS: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 14 OTHERS: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 15 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

Table 16 SMALL AND MEDIUM-SIZED ENTERPRISES: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 17 LARGE ENTERPRISES: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 18 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 19 NORTH AMERICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 20 NORTH AMERICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY PROVIDER, 2016–2023 (USD MILLION)

Table 21 NORTH AMERICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 22 NORTH AMERICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

Table 23 EUROPE: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 24 EUROPE: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY PROVIDER, 2016–2023 (USD MILLION)

Table 25 EUROPE: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 26 EUROPE: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

Table 27 ASIA PACIFIC: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 28 ASIA PACIFIC: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY PROVIDER, 2016–2023 (USD MILLION)

Table 29 ASIA PACIFIC: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 30 ASIA PACIFIC: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

Table 31 LATIN AMERICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 32 LATIN AMERICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY PROVIDER, 2016–2023 (USD MILLION)

Table 33 LATIN AMERICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 34 LATIN AMERICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

Table 35 MIDDLE EAST AND AFRICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY SUBREGION, 2016–2023 (USD MILLION)

Table 36 MIDDLE EAST AND AFRICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY PROVIDER, 2016–2023 (USD MILLION)

Table 37 MIDDLE EAST AND AFRICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 38 MIDDLE EAST AND AFRICA: BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SIZE, BY ENTERPRISE SIZE, 2016–2023 (USD MILLION)

Table 39 NEW PRODUCT LAUNCHES AND PRODUCT UPGRADATIONS, 2015–2018

Table 40 PARTNERSHIPS AND COLLABORATIONS, 2016–2018

Table 41 BUSINESS EXPANSIONS, 2017–2018

## List Of Figures

### LIST OF FIGURES

Figure 1 GLOBAL BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET: MARKET SEGMENTATION

Figure 2 REGIONAL SCOPE

Figure 3 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET: RESEARCH DESIGN

Figure 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY, DESIGNATION, AND REGION

Figure 5 DATA TRIANGULATION

Figure 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 8 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET: ASSUMPTIONS

Figure 9 NORTH AMERICA IS ESTIMATED TO HAVE THE LARGEST MARKET SHARE IN 2018

Figure 10 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SNAPSHOT, BY PROVIDER, 2017

Figure 11 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SNAPSHOT, BY APPLICATION, 2017

Figure 12 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET SNAPSHOT, BY ENTERPRISE SIZE, 2017

Figure 13 THE GLOBAL BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET IS EXPECTED TO WITNESS SIGNIFICANT GROWTH DURING THE FORECAST PERIOD

Figure 14 PAYMENTS APPLICATION IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 15 APPLICATION PROVIDERS SEGMENT AND NORTH AMERICA ARE ESTIMATED TO HAVE THE LARGEST MARKET SHARES IN THE BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET IN 2018

Figure 16 ASIA PACIFIC IS EXPECTED TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 17 LARGE ENTERPRISES SEGMENT IS EXPECTED TO HAVE THE LARGER MARKET SIZE DURING THE FORECAST PERIOD

Figure 18 NORTH AMERICA IS ESTIMATED TO HAVE THE LARGEST MARKET SHARE IN 2018

Figure 19 ASIA PACIFIC IS EXPECTED TO BE THE BEST REGION FOR

## INVESTMENTS DURING THE FORECAST PERIOD

Figure 20 BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 21 EVOLUTION OF THE BLOCKCHAIN MARKET

Figure 22 APPLICATION PROVIDERS SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 23 PAYMENTS APPLICATION IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 24 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 25 NORTH AMERICA IS ESTIMATED TO HOLD THE LARGEST MARKET SIZE IN 2018

Figure 26 ASIA PACIFIC IS EXPECTED TO REGISTER THE FASTEST GROWTH DURING THE FORECAST PERIOD

Figure 27 NORTH AMERICA: MARKET SNAPSHOT

Figure 28 PAYMENTS APPLICATION IS PROJECTED TO HOLD THE LARGEST MARKET SIZE BY 2023

Figure 29 PAYMENTS APPLICATION IS PROJECTED TO ACCOUNT FOR THE LARGEST MARKET SIZE IN EUROPE BY 2023

Figure 30 ASIA PACIFIC: MARKET SNAPSHOT

Figure 31 PAYMENTS APPLICATION IS PROJECTED TO ACCOUNT FOR THE LARGEST MARKET SIZE IN ASIA PACIFIC BY 2023

Figure 32 PAYMENTS APPLICATION IS ESTIMATED TO HOLD THE LARGEST MARKET SIZE IN LATIN AMERICA IN 2018

Figure 33 PAYMENTS APPLICATION IS ESTIMATED TO ACCOUNT FOR THE LARGEST MARKET SIZE IN MIDDLE EAST AND AFRICA IN 2018

Figure 34 KEY DEVELOPMENTS BY THE MAJOR PLAYERS IN THE BLOCKCHAIN IN MEDIA, ADVERTISING, AND ENTERTAINMENT MARKET, 2015–2018

Figure 35 IBM: COMPANY SNAPSHOT

Figure 36 IBM: SWOT ANALYSIS

Figure 37 MICROSOFT: COMPANY SNAPSHOT

Figure 38 MICROSOFT: SWOT ANALYSIS

Figure 39 SAP: COMPANY SNAPSHOT

Figure 40 SAP: SWOT ANALYSIS

Figure 41 ACCENTURE: COMPANY SNAPSHOT

Figure 42 ACCENTURE: SWOT ANALYSIS

Figure 43 AWS: COMPANY SNAPSHOT

Figure 44 AWS: SWOT ANALYSIS

Figure 45 ORACLE: COMPANY SNAPSHOT

## Figure 46 INFOSYS: COMPANY SNAPSHOT

## I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/BE1570D669FEN.html>

Price: US\$ 5,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BE1570D669FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970