

Music Video Production Market, Global Outlook and Forecast 2022-2028

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Abstracts

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.

This report contains market size and forecasts of Music Video Production in Global, including the following market information:

Global Music Video Production Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Music Video Production market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Performance Videos Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Music Video Production include Litewave Media, Video Ink, TribeSound, London Alley, Lighthouse Films, Maximum Flavor Media, Go Big LA, ARTtouchesART and Partizan, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Music Video Production companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Music Video Production Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Music Video Production Market Segment Percentages, by Type, 2021 (%)

Performance Videos

Narrative Videos

Concept Videos

Others

Global Music Video Production Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Music Video Production Market Segment Percentages, by Application, 2021 (%)

Music Album

Commercial Advertisement

Public-Interest Advertising

Other

Global Music Video Production Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Music Video Production Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Music Video Production revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Music Video Production revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

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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Figure 59. Demo Duck Music Video Production Revenue Year Over Year Growth (US\$,

Mn) & (2017-2022)

Figure 60. Thinkmojo Music Video Production Revenue Year Over Year Growth (US\$,

Mn) & (2017-2022)

Figure 61. Explainify Music Video Production Revenue Year Over Year Growth (US\$,

Mn) & (2017-2022)

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