

Digital Rights Management Market Outlook 2020

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Abstracts

Globally, the extensive generation of web-based data has resulted in the amplification of demand for solutions pertaining to streamlining of secured data access and its management. The global market of DRM holds a large potential not only due to the obvious concerns of copyright holders, but also due to laws mandating increased security for private information held in digital form. Since the organizational web-content is critical and needs efficient handling and consistency while publishing on websites, digital rights management (DRM) can be seen as an attempt to provide access control of that digital content.

In our latest research study “ Digital Rights Management Market Outlook 2020”, RNCOS’ analysts have identified and described the market dynamics in important segments thus clearly highlighting the areas offering promising possibilities for companies to boost their growth. The global DRM market is estimated to grow at a CAGR of around 16% during 2015-2020. On studying the market thoroughly, we observed that the trends like increasing government support for safer digital economy, growing pay TV services market, and rising digital watermarks technology are propelling the demand for DRM worldwide. Moreover, with growth in digital broadcasting, the global DRM market is expected to reach new heights.

In the report, the DRM market has been studied by major application segments, which states that mobile content, live streaming video, mobile game, digital music industry and global e-book market are the basic driving forces behind the growing demand for DRM. In addition to that, the report includes an in-depth analysis of the major DRM market regions such as North America, Europe, Asia Pacific and Middle East & Africa. Also, a thorough analysis has been conducted on industry players that will help clients to have a detail understanding of the competitors in the DRM market. Overall, the report is likely to provide clients with an optimum source of knowledge and statistics related to global DRM market.

Notably, the report is an outcome of extensive research and analysis of the global DRM market as it discusses the industry's restraints, like growing trend of DRM free content and the issue of interoperability which are impacting the industry's growth. Besides, DRM providers are facing tough times due to increasing DRM removing software and ineffective government regulations. As a whole, the research provides all the prerequisite information for intending clients looking out to venture into these markets, and facilitates them to devise strategies, while going for an investment/partnership in the global digital rights management industry.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. INDUSTRY TRENDS AND DRIVERS

- 3.1 Increasing Government Initiatives towards Safe Digitalization
- 3.2 Digital Watermarks Technology Storming the Online Publishing World
- 3.3 Growth in Online Media Boosting the DRM Market
- 3.4 Growing Popularity of Pay-TV Services Fueling Market Growth

4. DRM MARKET OUTLOOK TO 2020

5. MARKET POTENTIAL BY APPLICATIONS

- 5.1 Mobile Content Industry
- 5.2 Video on Demand (VOD)
- 5.3 Music Industry
- 5.4 Healthcare Industry
- 5.5 Educational Services
- 5.6 Software Industry
- 5.7 Financial Sector

6. REGIONAL LEVEL ANALYSIS

- 6.1 North America
- 6.2 Europe
- 6.3 Asia Pacific
- 6.4 Middle East & Africa

7. INDUSTRY RESTRAINTS

- 7.1 DRM Free Content Affecting Market Growth
- 7.2 Growing Issues of Interoperability
- 7.3 Technology Barriers and DRM Removing Software

8. COMPETITIVE LANDSCAPE

- 8.1 Adobe
- 8.2 Intel
- 8.3 Microsoft
- 8.4 Hewlett-Packard
- 8.5 IBM
- 8.6 Sony Corporation
- 8.7 RealNetworks
- 8.8 VeriSign
- 8.9 EMC Corporation
- 8.10 Oracle Corporation

List Of Figures

LIST OF FIGURES:

Figure 4-1: Global - DRM Market (Million US\$), 2013-2020

Figure 5-1: Global - Mobile Content Market (Billion US\$), 2013-2020

Figure 5-2: Global - Mobile Gaming Industry (Billion US\$), 2013-2020

Figure 5-3: Global - Video on Demand Market (Billion US\$), 2013-2020

Figure 5-4: Global - Digital Music Market (Billion US\$), 2013-2020

Figure 5-5: Global - Comparison of Digital Music to Physical Music Sale (%), 2014 & 2020

Figure 5-6: Global - EMR Market (Billion US\$), 2013-2020

Figure 5-7: Global - e-Book Market (Billion US\$), 2013-2020

Figure 5-8: Global - Value of Unlicensed Software (Billion US\$), 2008-2011 & 2013

Figure 5-9: Global - M-commerce Market (Billion US\$), 2013-2020

List Of Tables

LIST OF TABLES:

- Table 5-1: Global - Unlicensed Software Piracy Rates by Country (%), 2013
- Table 8-1: Adobe - Financial Overview (Million US\$), 2013 & 2014
- Table 8-2: Intel - Financial Overview (Million US\$), 2012-2014
- Table 8-3: Microsoft - Financial Overview (Million US\$), 2012-2014
- Table 8-4: Hewlett-Packard - Financial Overview (Million US\$), 2012-2014
- Table 8-5: IBM - Financial Overview (Million US\$), 2012-2014
- Table 8-6: Sony Corporation - Financial Overview (Billion JPY), FY 2012-FY 2014
- Table 8-7: RealNetworks - Financial Overview (Million US\$), 2013 & 2014
- Table 8-8: VeriSign - Financial Overview (Million US\$), 2012-2014
- Table 8-9: EMC Corporation - Financial Overview (Million US\$), 2012-2014
- Table 8-10: Oracle Corporation - Financial Overview (Million US\$), 2012-2014

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