

Digital Rights Management Market – Vietnam Industry Size, Share, Trends, Opportunity, and Forecast, 2017-2027 Segmented By Application (Mobile Content, Video on Demand, Mobile Gaming, eBook, others), By End User (SME and Large Enterprises), By Deployment (On Premise and Cloud), By Industry Vertical (Healthcare, Music, Education, BFSI, Legal/Law, Printing and Publication, Television and Film, Others), and By Region

<https://marketpublishers.com/r/DADA769CEDDCEN.html>

Date: February 2023

Pages: 76

Price: US\$ 3,500.00 (Single User License)

ID: DADA769CEDDCEN

Abstracts

Vietnam digital rights management market is anticipated to grow at an impressive CAGR during the forecast period, 2023-2027. Change in consumers' preference to watch OTT platforms, deployment of high-speed internet connection, and proliferation of smart devices are the key drivers for the Vietnam digital rights management market. Growing awareness about the benefits of implementing digital rights management solutions among OTT service providers and large market capture by foreign market players are expected to create numerous growth opportunities for the Vietnam digital rights management market over the next five years.

A rise in Internet Penetration Drives the Market Growth

Ongoing advancements in Information and Communication Technology (ICT) and ICT-based infrastructure coupled with the expected roll-out of 5G technology in the country are expected to accelerate the development of the digital rights management market. With the growing technological development and digitization of information, the need to share information among users is expanding at a rapid rate. The rise in the number of

OTT platforms and the massive number of subscriptions purchased by users emphasizes the need to prevent unauthorized usage and copying of data, which results in financial losses for online service provider companies. To enable the distribution of copyrighted content by using internet facilities in digital forms is bolstering the need to protect the information and content from unauthorized users.

The emergence of Local Market Players Supports Market Growth

Digital rights management solutions are still at a nascent stage in Vietnam. Growing investments in research and development activities by the local market players and the introduction of advanced digital rights management solutions are expected to garner customer attraction. Thu Do Multimedia JSC is the first technology to develop digital content copyright solutions satisfying international standards. They combine the technology of Fingerprint Online (solution for detecting re-streaming video sources) and DRM (Digital Right Management) to detect the infringements of re-streaming of video. Vietnamese content owners are actively adopting domestic solutions to ensure digital content privacy.

The development of digital rights management solutions by local companies is expected to benefit the local content providers and owners in Vietnam, as investing in foreign solutions is expensive. Also, obtaining a security key and coordinating with local market players is easier for negotiation, upgradation, and security. The local market players and technological advancements are expected to prove as a positive factor for Vietnam digital rights management market.

Increase in Copyright Violations Fuels the Market Growth

The surge in security concerns and increased enterprise digital rights management solution adoption is expected to influence the Vietnam digital rights management market demand. Primary applications of digital rights management solutions are smart devices, wireless devices, and IT hardware. The rise in the number of hackers and fraudsters who make authorized access to government and corporate networks and extract critical information for gain is expected to bolster the market growth for the next five years.

Market Segmentation

The Vietnam digital rights management market is segmented into application, end user, deployment, industry vertical, regional distribution, and company. Based on application, the market is divided into mobile content, video on demand, mobile gaming, eBook, and

others. Based on end users, the market is divided into SMEs and large enterprises. Based on deployment, the market is bifurcated into on-premise and cloud. Based on industry vertical, the market is divided into healthcare, music, education, BFSI, legal/law, printing and publication, television and film, and others. To analyze the market based on the region, the Vietnam digital rights management market is studied in major regions namely the northern region, southern region, and central region.

Market Players

Apple Inc., Adobe Systems, EMC Corporation, Hewlett-Packard, IBM, Microsoft Corporation, Oracle Corporation, Realnetworks, Inc., Sony Corporation, and Verisign Inc, are the major market players operating in the Vietnam digital rights management market.

Report Scope:

In this report, Vietnam digital rights management market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vietnam Digital Rights Management Market, By Application:

Mobile Content

Video on Demand

Mobile Gaming

eBook

Others

Vietnam Digital Rights Management Market, By End User:

SME

Large Enterprises

Vietnam Digital Rights Management Market, By Deployment:

On-Premise

Cloud

Vietnam Digital Rights Management Market, By Industry Vertical:

Healthcare

Music

Education

BFSI

Legal/Law

Printing and Publication

Television and Film

Others

Vietnam Digital Rights Management Market, By Region:

North

South

Central

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Vietnam digital rights management market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

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Detailed analysis and profiling of additional market players (up to five).

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