

Media Monitoring Tools Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Report description:

Market Overview:

The global media monitoring tools market size reached US\$ 4.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 9.0 Billion by 2028, exhibiting a growth rate (CAGR) of 13% during 2023-2028.

Media monitoring tools represent a range of software applications that enable organizations to scan and monitor public information, publicity of content, and diverse topics across print, online, and broadcasted media outputs. They are algorithm-based solutions that use machine learning (ML) tactics to crawl continuously and index sites. Post website indexing, the topics can be searched to discover opportunities through explored mentions, conversations, and various sentiments toward diverse brands, companies, and products. Media monitoring tools include free, premium, and paid solutions that provide a surface-level overview of the events and insightful data, which comes with personalized support. Apart from this, the solution helps discover key consumer information and market trends, track brand awareness and reputation, conceptualize authentic content to offer customized customer experience, and manage crisis situations. As a result, media monitoring tools are used by franchises and brands to automate public relations (PR) tasks and perform competitive analysis.

Media Monitoring Tools Market Trends:

Rapid digitalization, significant expansion in the media and entertainment sector, and the increasing usage of online and social media platforms to post digital ads and read digital magazines, e-books, articles, and blogs are primarily driving the market growth. Moreover, the extensive utilization of cloud-based media monitoring applications by prominent news agencies and PR companies to monitor, track, and visualize the overall performance of their campaigns and digital content is acting as another growth-inducing factor. In line with this, the growing need for effective crisis management solutions has further supplemented the demand for media monitoring tools across various industrial verticals. Such technologies can provide an early indicator regarding the denigration of organizations and adverse reactions and predict and plan strategies to overcome crisis circumstances

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effectively, thus favoring the market growth. Apart from this, the integration of artificial intelligence (AI) and machine learning (ML) solutions to deliver real-time analysis of diverse trends and perform digital marketing and sales and content management operations are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global media monitoring tools market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, deployment, type, enterprise size, application and industry.

Breakup by Component:

- Software
- Services

Breakup by Deployment:

- Cloud-based
- On-premises

Breakup by Type:

- Print Media Monitoring
- Social Media Monitoring
- Broadcast Media Monitoring
- Online Media Monitoring
- Others

Breakup by Enterprise Size:

- Small and Medium-sized Enterprises
- Large Enterprises

Breakup by Application:

- Customer Experience and PR Management
- Real-Time Analytics
- Content Management
- Digital Marketing and Sales Management
- Others

Breakup by Industry:

- BFSI
- Healthcare
- Media and Entertainment
- Retail and E-Commerce
- IT and Telecommunication

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Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Agility PR Solutions (Innodata Inc.), Brand24 Global Inc., Cision Ltd., Coosto, Critical Mention Inc (Onclusive, Inc.), CyberAlert LLC, Hootsuite, Meltwater (Meltwater Us Holdings Inc.), Oracle Corporation, SemanticForce Inc., Sprinklr and YouScan.

Key Questions Answered in This Report:

How has the global media monitoring tools market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global media monitoring tools market?

What are the key regional markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the deployment?

What is the breakup of the market based on the type?

What is the breakup of the market based on the enterprise size?

What is the breakup of the market based on the application?

What is the breakup of the market based on the industry?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global media monitoring tools market and who are the key players?

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What is the degree of competition in the industry?

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