

## **Digital Media Adaptor (DMA) Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

Market Report | 2023-11-02 | 148 pages | IMARC Group

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### **Report description:**

The global digital media adaptor market size reached US\$ 2.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.8 Billion by 2028, exhibiting a growth rate (CAGR) of 4.6% during 2022-2028.

A digital media adaptor (DMA), also known as a digital media renderer or receiver, is an electronic device used to connect a computer to a home media system. It consists of a processor, operating system, in-built Wi-Fi receiver, collection of applications to access the streaming services, and a high-definition multimedia interface (HDMI) port, which connects to the television. It helps users locate different online media files and transfer them to audio or visual (AV) equipment connected to the home media system. As it is hassle-free to use and requires significantly less time to install, DMA consequently is gaining immense traction across the globe.

#### **Digital Media Adaptor Market Trends:**

Rapid urbanization and the emerging trend of home automation across the globe represent one of the key factors positively influencing the market. In smart homes, several electronic gadgets are connected to the home network and digital media adaptors, enabling the devices to connect. Additionally, rising preferences for online streaming services is creating a positive outlook for the market. Besides this, there is an increase in automation across various industries and a rapid expansion of smart city projects across the globe. This, coupled with the development of innovative DMAs with enhanced audio transmission and minimal instances of freeze frames, is contributing to the market growth. These technologically advanced DMAs support high broadband speeds to offer users an improved viewing experience. Furthermore, leading industry players are introducing miniaturized variants that require minimal wiring and can be conveniently mounted on televisions (TVs). Moreover, increasing investments in extensive research and development (R&D) activities are expected to propel market growth.

#### **Key Market Segmentation:**

IMARC Group provides an analysis of the key trends in each sub-segment of the global digital media adaptor (DMA) market report,

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along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on type, content, distribution channel, and application.

#### Breakup by Type:

Wired Digital Media Adaptors  
Wireless Digital Media Adaptors

Wireless digital media adaptors presently represent the largest market segment as they are integrated with built-in Wi-Fi. They can be wirelessly connected to devices, such as televisions, computers, and tablets, and help resolve the issue of connecting a large number of cables together.

#### Breakup by Content:

Audio  
Video

Audio content currently holds the majority of the market share as using digital media adaptors makes streaming quality quite high and assists in resolving any audio transmission issue.

#### Breakup by Distribution Channel:

Online  
Offline

Online channels dominate the market due to the shifting consumer inclination towards online shopping, along with the proliferation of the e-commerce industry.

#### Breakup by Application:

Residential  
Commercial  
Others

The residential sector accounts for the largest market share on account of the rising trend of smart homes across the globe.

#### Breakup by Region:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia

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Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

North America exhibits a clear dominance in the market due to the established network infrastructure, early adoption of advanced technology, and the increasing demand for video streaming solutions in the region.

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Apple Inc., Archos SA, Cisco Systems, Inc., Google LLC (Alphabet Inc.), NETGEAR Inc., Roku, Inc., Samsung Electronics Co., Ltd., Seagate Technology LLC, Western Digital Technologies, Inc., and Zyxel Communications Corporation.

#### Key Questions Answered in This Report

1. What was the size of the global digital media adaptor (DMA) market in 2022?
2. What is the expected growth rate of the global digital media adaptor (DMA) market during 2023-2028?
3. What has been the impact of COVID-19 on the global digital media adaptor (DMA) market?
4. What are the key factors driving the global digital media adaptor (DMA) market?
5. What is the breakup of the global digital media adaptor (DMA) market based on the type?
6. What is the breakup of the global digital media adaptor (DMA) market based on the content?
7. What is the breakup of the global digital media adaptor (DMA) market based on distribution channel?
8. What is the breakup of the global digital media adaptor (DMA) market based on the application?
9. What are the key regions in the global digital media adaptor (DMA) market?
10. Who are the key players/companies in the global digital media adaptor (DMA) market?

#### Table of Contents:

- 1 Preface
- 2 Scope and Methodology
  - 2.1 Objectives of the Study
  - 2.2 Stakeholders
  - 2.3 Data Sources
    - 2.3.1 Primary Sources
    - 2.3.2 Secondary Sources
  - 2.4 Market Estimation
    - 2.4.1 Bottom-Up Approach

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- 2.4.2Top-Down Approach
- 2.5Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
- 4.1Overview
- 4.2Key Industry Trends
- 5 Global Digital Media Adaptor (DMA) Market
- 5.1Market Overview
- 5.2Market Performance
- 5.3Impact of COVID-19
- 5.4Market Forecast
- 6 Market Breakup by Type
- 6.1Wired Digital Media Adaptors
- 6.1.1 Market Trends
- 6.1.2 Market Forecast
- 6.2Wireless Digital Media Adaptors
- 6.2.1 Market Trends
- 6.2.2 Market Forecast
- 7 Market Breakup by Content
- 7.1Audio
- 7.1.1 Market Trends
- 7.1.2 Market Forecast
- 7.2Video
- 7.2.1 Market Trends
- 7.2.2 Market Forecast
- 8 Market Breakup by Distribution Channel
- 8.1Online
- 8.1.1 Market Trends
- 8.1.2 Market Forecast
- 8.2Offline
- 8.2.1 Market Trends
- 8.2.2 Market Forecast
- 9 Market Breakup by Application
- 9.1Residential
- 9.1.1 Market Trends
- 9.1.2 Market Forecast
- 9.2Commercial
- 9.2.1 Market Trends
- 9.2.2 Market Forecast
- 9.3Others
- 9.3.1 Market Trends
- 9.3.2 Market Forecast
- 10 Market Breakup by Region
- 10.1North America
- 10.1.1 United States
- 10.1.1.1 Market Trends
- 10.1.1.2 Market Forecast

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- 10.1.2 Canada
  - 10.1.2.1 Market Trends
  - 10.1.2.2 Market Forecast
- 10.2 Asia Pacific
  - 10.2.1 China
    - 10.2.1.1 Market Trends
    - 10.2.1.2 Market Forecast
  - 10.2.2 Japan
    - 10.2.2.1 Market Trends
    - 10.2.2.2 Market Forecast
  - 10.2.3 India
    - 10.2.3.1 Market Trends
    - 10.2.3.2 Market Forecast
  - 10.2.4 South Korea
    - 10.2.4.1 Market Trends
    - 10.2.4.2 Market Forecast
  - 10.2.5 Australia
    - 10.2.5.1 Market Trends
    - 10.2.5.2 Market Forecast
  - 10.2.6 Indonesia
    - 10.2.6.1 Market Trends
    - 10.2.6.2 Market Forecast
  - 10.2.7 Others
    - 10.2.7.1 Market Trends
    - 10.2.7.2 Market Forecast
- 10.3 Europe
  - 10.3.1 Germany
    - 10.3.1.1 Market Trends
    - 10.3.1.2 Market Forecast
  - 10.3.2 France
    - 10.3.2.1 Market Trends
    - 10.3.2.2 Market Forecast
  - 10.3.3 United Kingdom
    - 10.3.3.1 Market Trends
    - 10.3.3.2 Market Forecast
  - 10.3.4 Italy
    - 10.3.4.1 Market Trends
    - 10.3.4.2 Market Forecast
  - 10.3.5 Spain
    - 10.3.5.1 Market Trends
    - 10.3.5.2 Market Forecast
  - 10.3.6 Russia
    - 10.3.6.1 Market Trends
    - 10.3.6.2 Market Forecast
  - 10.3.7 Others
    - 10.3.7.1 Market Trends
    - 10.3.7.2 Market Forecast

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- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast
- 11 SWOT Analysis
  - 11.1 Overview
  - 11.2 Strengths
  - 11.3 Weaknesses
  - 11.4 Opportunities
  - 11.5 Threats
- 12 Value Chain Analysis
- 13 Porters Five Forces Analysis
  - 13.1 Overview
  - 13.2 Bargaining Power of Buyers
  - 13.3 Bargaining Power of Suppliers
  - 13.4 Degree of Competition
  - 13.5 Threat of New Entrants
  - 13.6 Threat of Substitutes
- 14 Price Analysis
- 15 Competitive Landscape
  - 15.1 Market Structure
  - 15.2 Key Players
    - 15.3 Profiles of Key Players
      - 15.3.1 Apple Inc.
        - 15.3.1.1 Company Overview
        - 15.3.1.2 Product Portfolio
        - 15.3.1.3 Financials
        - 15.3.1.4 SWOT Analysis
      - 15.3.2 Archos SA
        - 15.3.2.1 Company Overview
        - 15.3.2.2 Product Portfolio
        - 15.3.2.3 Financials
      - 15.3.3 Cisco Systems Inc.
        - 15.3.3.1 Company Overview
        - 15.3.3.2 Product Portfolio
        - 15.3.3.3 Financials
        - 15.3.3.4 SWOT Analysis

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- 15.3.4 Google LLC (Alphabet Inc.)
  - 15.3.4.1 Company Overview
  - 15.3.4.2 Product Portfolio
  - 15.3.4.3 SWOT Analysis
- 15.3.5 NETGEAR Inc
  - 15.3.5.1 Company Overview
  - 15.3.5.2 Product Portfolio
  - 15.3.5.3 Financials
  - 15.3.5.4 SWOT Analysis
- 15.3.6 Roku Inc.
  - 15.3.6.1 Company Overview
  - 15.3.6.2 Product Portfolio
  - 15.3.6.3 Financials
- 15.3.7 Samsung Electronics Co. Ltd.
  - 15.3.7.1 Company Overview
  - 15.3.7.2 Product Portfolio
  - 15.3.7.3 Financials
  - 15.3.7.4 SWOT Analysis
- 15.3.8 Seagate Technology LLC
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
- 15.3.9 Western Digital Technologies
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
  - 15.3.9.3 Financials
  - 15.3.9.4 SWOT Analysis
- 15.3.10 Zyxel Communications Corporation
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio

## Digital Media Adaptor (DMA) Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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