

Digital Rights Management Market Outlook, Analysis & Industry Forecast, 2021–2030 | Covid-19 Impact Analysis

An increase in internet usage and growth in smart devices drive the growth of the global digital rights management market.

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/EINPresswire.com/ -- The rise in copyright protection policies for digital IPs and corporate needs to protect their data has boosted the growth of the global [digital rights management market](#).



However, costly fees and complexity of DRMs and limited control over the content hinder the market growth. On the contrary, rise in demand for OTT content delivery, rise in penetration of digital devices, and the growing data volumes are expected to open new opportunities for the market players in the future.

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As per the report, the global digital rights management industry was pegged at \$3.60 billion in 2020, and is expected to reach \$24.63 billion by 2030, growing at a CAGR of 21.4% from 2021 to 2030.

By industry vertical, the healthcare segment would showcase the highest CAGR of 24.8% from 2021 to 2030, due to concerns regarding unfettered access to data in the healthcare industry. However, the television and film segment held the largest share in 2020, contributing to more than two-fifths of the global digital rights management market, due to use of digital content, rise in customer base for online content-based publishers, and increase in demand for DRM in media and entertainment segment.

By region, the market across North America held the lion's share in 2020, accounting for nearly

two-fifths of the market, due to the rise in demand for better viewing experience than before, advances in mobile devices, and the explosion of internet content. However, the global digital rights management market across Asia-Pacific would showcase the highest CAGR of 23.9% from 2021 to 2030, owing to an increase in the number of people accessing web content and rise in internet live video streaming, mobile TV, and video-on-demand.

By application, the video-on-demand segment held the largest share in 2020, accounting for more than two-fifths of the global digital rights management market, as it protects video content while ensuring smooth delivery and playback. However, the mobile content segment is expected to register the highest CAGR of 23.8% during the forecast period, owing to growth in internet usage and rise in use of smart devices that contain sensitive information.

Major market players:

- Adobe
- Apple Inc.
- Dell Inc.
- DivX, LLC.
- Easoo
- International Business Machines Corporation
- Microsoft Corporation
- NEXTLABS INC.
- Oracle Corporation
- Sony Corporation

Covid-19 scenario:

- The Covid-19 pandemic led to the implementation of home quarantine rules and adoption of work from home culture across the globe. This increased the demand for OTT platforms.
- Due to rise in demand for digital content, the content creators and publishers were prompted to expand their content libraries and employ several digital rights management methods.

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Lastly, this report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights

on the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Related Reports:

1. [Information Rights Management Market](#)
2. [Digital Logistics Market](#)

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