

# Media Asset Management Market Projected to Reach USD 5.6 Billion by 2032, Driven by Digital Transformation Initiatives

*The surge in digital transformation across industries is propelling the demand for efficient media asset management solutions.*

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According to a report by SNS Insider, the Media Asset Management market was valued at USD 1.7 billion in 2023 and is projected to grow to USD 5.6 billion by 2032, exhibiting a compound annual growth rate of 14.1% over the forecast period of 2024-2032.



Media-Asset-Management-Market

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## Keyplayers:

- Adobe Systems Incorporated (Adobe Premiere Pro, Adobe Creative Cloud)
- IBM Corporation (IBM Aspera, IBM Watson Media)
- Oracle Corporation (Oracle Content Management, Oracle Cloud Infrastructure)
- Microsoft Corporation (Azure Media Services, Microsoft Stream)
- Cloudinary (Media Optimizer, Programmable Media API)
- Avid Technology, Inc. (Avid MediaCentral, Avid Nexis)
- Dalet Digital Media Systems (Dalet Galaxy five, Dalet Flex)
- Widen Enterprises (Widen Collective, Widen Media Asset Management)
- Vimeo, Inc. (Vimeo OTT, Vimeo Enterprise)
- Arvato Systems (VidiNet, Media Management Cloud)

## Revolutionizing Digital Asset Management: AI-Driven Growth in the Media Asset Management Market

The MAM market is experiencing significant growth due to the increasing volume of digital content generated across various sectors. Organizations are seeking robust solutions to

efficiently store, organize, and retrieve media assets, leading to the adoption of advanced MAM systems. The integration of artificial intelligence and machine learning technologies into MAM solutions enhances metadata tagging, content indexing, and automated workflows, thereby improving operational efficiency and reducing manual intervention. Additionally, the shift towards cloud-based deployments offers scalability and remote accessibility, further fueling market expansion.

#### By Organization Size: Large Enterprises Lead, SMEs Exhibit Rapid Growth

Large enterprises dominated the MAM market with 76% of revenue share due to their substantial volumes of media content and the necessity for sophisticated asset management solutions. These organizations invest heavily in MAM systems to manage complex workflows, ensure regulatory compliance, and protect intellectual property. The trend is expected to continue, with large enterprises maintaining a significant market share throughout the forecast period.

Small and Medium-sized Enterprises are anticipated to register the fastest CAGR during 2024-2032. The increasing affordability of cloud-based MAM solutions has made them accessible to SMEs, enabling these organizations to efficiently manage their growing digital content. The need for cost-effective, scalable, and user-friendly asset management tools drives SMEs to adopt MAM systems, contributing to their rapid market growth.

#### Deployment Mode: Cloud Deployment Dominates, On-Premises Solutions Grow Steadily

Cloud-based deployment dominated the MAM market and represented a significant revenue share of 72% in 2023, attributed to their flexibility, scalability, and reduced infrastructure costs. Organizations prefer cloud solutions for their ease of access, collaborative features, and automatic updates, which are essential in managing dynamic media assets. This deployment mode is expected to retain its leading position during the forecast period.

On-premises deployment, while experiencing steady growth, is favored by organizations with stringent security requirements and control preferences. Industries dealing with sensitive or proprietary content often opt for on-premises solutions to maintain data sovereignty and comply with regulatory standards. Although the growth rate is moderate compared to cloud deployment, on-premises solutions remain integral to sectors where data control is paramount.

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#### End-User Industry: Media and Entertainment Sector Dominates, Healthcare Sector Shows Rapid Growth

The media and entertainment industry dominated the MAM market and accounted for a revenue share of more than 29% in 2023, driven by the exponential increase in digital content production and the need for efficient asset management to streamline workflows. Broadcasters, studios, and content creators rely heavily on MAM systems to manage large volumes of media assets, ensure timely content delivery, and monetize their libraries effectively.

The healthcare sector is projected to exhibit the fastest CAGR during the forecast period. The

adoption of MAM solutions in healthcare is propelled by the growing use of multimedia for patient records, medical imaging, and educational materials. Efficient management of these assets enhances patient care, supports medical research, and facilitates compliance with data management regulations, thereby driving the demand for MAM systems in healthcare.

**Regional Insights: North America Leads, Asia-Pacific Emerges as Fastest-Growing Region**  
North America currently dominated the MAM market and accounted for a revenue share of more than 38% in 2023, attributed to the presence of major media enterprises, advanced technological infrastructure, and early adoption of innovative solutions. The region's focus on digital transformation and content monetization strategies sustains its market dominance.

The Asia-Pacific region is anticipated to register the fastest CAGR during 2024-2032. Rapid economic growth, increasing digitalization, and a burgeoning media and entertainment industry contribute to the rising demand for MAM solutions. Countries such as India, China, and Japan are witnessing significant investments in media infrastructure and technology, fostering the adoption of MAM systems to manage the escalating volume of digital content.

In 2024, the MAM market witnessed notable developments:

□ In April 2024: Axel Springer announced a strategic separation from KKR, focusing on its media assets, including Politico and Business Insider, to enhance its position in digital journalism.

□ In September 2024: The Digital Asset Management market, closely related to MAM, was valued at US\$4.3 billion in 2023 and is projected to reach US\$16.0 billion by 2032, driven by the growing adoption of cloud-based solutions

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