Digital Rights Management Market by Application (Mobile Content, Video on Demand, Mobile Gaming, eBook, others), by End User (SME and Large Enterprises), by Deployment (On-Premise and On Cloud) by Industry, and by Region - Global Forecast to 2020

Description:

Digital Rights Management (DRM) was introduced to stop the unwanted and uncontrolled copying of a product. DRM technology ensures that the file cannot be used if the correct license template (key) is not given. Though the files can be copied and shared with other users, they cannot be opened; specific rights can also be set through DRM solutions.

The global DRM market is driven by factors such as increase in internet usage and growth in smart devices. There are also challenges and restraints, which hamper the market growth, such as lack of awareness about the difference between encryption and DRM. The various DRM applications in different verticals offer opportunities for the global Digital Rights Management market.

Earlier, the implementation of DRM was in the form of a concept by Roichi Mori, a Japanese scientist. He named it as ‘Software Service System (SSS)’. It was also known as the first generation of DRM. It attached focus on security and encryption as a measure to curb unauthorized copying of data.

The second generation DRM was the Super Distribution Architecture (SDA), also developed by Mori. SDA was an improvement over SSS, since it covered tracking and monitoring of all form of rights, usage over both tangible and intangible assets and management of relationships with right holders.

The report analyzes the global adoption trends, future growth potential, key drivers, restraints, opportunities, and best practices in the market. The report also examines the growth potential, market sizes, and revenue forecasts across different regions as well as industry verticals.

The research is a comprehensive study of the global Digital Rights Management market. The report forecasts the revenues and trends for DRM in the following submarkets:

On the basis of Applications:

- Mobile Content
- Video on Demand
- Mobile Gaming
- eBook
- Others

On the basis of Industries:

- Healthcare
- Music
- Education
- BFSI
- Legal/Law
- Printing and Publication
- Software
- Television and Film
- Others

On the basis of End Users:

- SME
- Large Enterprise
- DRM Market on the basis of deployment modes:
- On-Premise
On Cloud

On the basis of Regions:

- North America
- Europe
- Asia-Pacific (APAC)
- Middle-East and Africa (MEA)
- Latin America

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