Automatic Content Recognition Market - Global Forecast to 2021

Description: "Automatic Content Recognition Market by Solution (Audio, Video, & Image Recognition, Voice & Speech Recognition, Real time Content Analytics, Security and Copyright Management), by Service (Professional, Managed), by Technology (Acoustic & Digital Video Fingerprinting), by Vertical - Global Forecast to 2021"

"Increasing integration of ACR in smart TVs, and second screen devices such as smartphones and wearables is expected to drive the overall market"

The automatic content recognition market size is estimated to grow from USD 0.94 billion in 2016 to USD 3.57 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 30.6% due to the increasing integration of ACR in smart TVs, and second screen devices such as smartphones and wearables, and increasing deployment of ACR technologies by media companies for applications such as broadcast monitoring and audience measurement.

"Audio, video, and image recognition solution to dominate during the forecast period"

In 2016, audio, video, and image recognition solution is expected to dominate the solution segment in the ACR market as it is the most sought after solution, which helps in identifying all types of media content in the ACR market. Consumer electronics is the fastest-growing vertical in this market as the electronics manufacturing companies are increasingly embedding ACR technology in the smart devices such as TVs and mobile handsets. Professional services commands the major share in ACR services market as these services are necessary for the successful implementation of ACR platforms and technologies.

"Asia-Pacific (APAC) is projected to witness highest growth during the forecast period"

North America is expected to hold the largest market share of the ACR market in 2016 due to developed media & entertainment industry in the region. APAC is expected to have the highest growth rate during the forecast period attributing to the increasing technological adoption and growing number of ACR technology enabled smart devices in countries such as China, Japan, Australia, and India.

In the process of determining and verifying the market size for several segments and sub segments gathered through secondary research, extensive primary interviews were conducted with key industry personnel. The break-up of profile of primary discussion participants is given below.

- By Company Type: Tier-1 (35%), Tier-2 (45%), and Tier-3 (20%) companies
- By Designation: C-level (35%), Director Level (25%), and Others (40%)
- By Region: North America (45%), Europe (20%), APAC (30%), and Rest of World (5%)

The list of ACR vendors profiled in the report is as follows:

1. ArcSoft, Inc. (U.S.)
2. Digimarc Corporation (U.S.)
3. Google, Inc. (U.S.)
4. Microsoft Corporation (U.S.)
5. Nuance Communications (U.S.)
6. ACRCloud (China)
7. Audible Magic Corporation (U.S.)
8. Civolution (U.S.)
9. Enswers, Inc. (South Korea)
10. Gracenote, Inc. (U.S.)
11. Mufin GmbH (Germany)
12. Shazam Entertainment Ltd. (U.K.)
13. Vobile, Inc. (U.S.)
14. VoiceInteraction SA (Portugal)
15. Beatgrid Media BV (The Netherlands)
16. Clarifai, Inc. (U.S.)
17. DataScouting (Greece)
The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the ACR market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the sub segments across different verticals and regions.

2. The report helps the stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

3. This report will help the stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers & acquisitions.
5.4.1 Drivers
5.4.1.1 Increasing Integration of ACR in Smart TVs and Second Screen Devices Such as Smartphones and Wearables
5.4.1.2 Increasing Deployment of ACR Technologies By Media Companies for Applications Such as Broadcast Monitoring and Audience Measurement
5.4.1.3 Revenue Generated Benefits of Interactivity, Personalization, and Socialization Imparted By the ACR Technology to the Television Environment
5.4.1.4 Urgent Need Among the Companies to Understand the Consumer Behavior and Growing Number of Hosted ACR Solution Providers
5.4.2 Restraints
5.4.2.1 Privacy and Security Constraints
5.4.2.2 Requirement of Additional Bandwidth and Large Server Infrastructure for Applying ACR
5.4.3 Opportunities
5.4.3.1 The Evolving Concept of Contextual Advertising, Contextual Commerce, Enhanced Contextual Experiences, and Spoiler-Proof Social Feeds
5.4.3.2 Integration of IoT, Analytics, and Artificial Intelligence With Automatic Content Recognition
5.4.4 Challenges
5.4.4.1 Overcoming the Loopholes in ACR Technologies
5.4.4.2 Technological Challenges and Complexity of Devising Content Recognition Algorithms

6 Industry Trends
6.1 Introduction
6.2 Ecosystem and Value Chain Analysis
6.3 Automatic Content Recognition Standards and Regulations
6.3.1 Introduction
6.3.2 ISO/IEC JTC1/SC 24
6.3.3 ISO/IEC JTC1/SC 29
6.3.4 ISO/IEC 19794-5
6.4 Innovation Spotlight
6.5 Strategic Benchmarking

7 Automatic Content Recognition Market Analysis, By Type
7.1 Introduction
7.2 Solution
7.2.1 Audio, Video, and Image Recognition
7.2.2 Voice and Speech Recognition
7.2.3 Real-Time Content Analytics
7.2.4 Security and Copyright Management
7.2.5 Data Management and Metadata
7.2.6 Content Aggregation, Processing, Filtering, and Enhancement
7.2.7 Encoding and Transcoding
7.2.8 Broadcast and Media Monitoring
7.2.9 Media Synchronization
7.2.10 Audience Measurement
7.3 Services
7.3.1 Professional Services
7.3.1.1 Consulting Services
7.3.1.2 Integration and Deployment Services
7.3.1.3 Support Services
7.3.2 Managed Services
7.3.3 Value-Added Services

8 Automatic Content Recognition Market Analysis, By Technology
8.1 Introduction
8.2 Acoustic and Digital Video Fingerprinting
8.3 Digital Audio, Video, and Image Watermarking
8.4 Optical Character Recognition
8.5 Speech Recognition

9 Automatic Content Recognition Market Analysis, By Vertical
9.1 Introduction
9.2 Media and Entertainment
9.3 Consumer Electronics
9.4 E-Commerce
9.5 Education
9.6 Automotive
9.7 IT and Telecommunication
9.8 Healthcare
9.9 Defense and Public Safety
9.10 Avionics
9.11 Others

10 Geographic Analysis
10.1 Introduction
10.2 North America
10.3 Europe
10.4 Asia-Pacific
10.5 Middle East and Africa
10.6 Latin America

11 Competitive Landscape
11.1 Overview
11.2 Portfolio Comparison
11.3 Competitive Situation and Trends
11.3.1 Partnerships, Agreements, and Collaborations
11.3.2 New Product Launches
11.3.3 Business Expansions
11.3.4 Mergers and Acquisitions

12 Company Profiles
(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View)*
12.1 Introduction
12.2 Arcsoft, Inc.
12.3 Digimarc Corporation
12.4 Google Inc.
12.5 Microsoft Corporation
12.6 Nuance Communications, Inc.
12.7 ACR Cloud
12.8 Audible Magic
12.9 Civolution (Kantar Media)
12.10 Enswers, Inc.
12.11 Gracenote, Inc.
12.12 Mufin GmbH
12.13 Shazam Entertainment Ltd.
12.14 Vobile, Inc.
12.15 Voiceinteraction

*Details on Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View Might Not Be Captured in Case of Unlisted Companies.

12.16 Key Innovators
12.16.1 Beatgrid Media B.V.
12.16.2 Clarifai Inc.
12.16.3 Datascouting
12.16.4 Ipharro Media GmbH
12.16.5 Viscovery PTE Ltd.
12.16.6 Voicebase, Inc.

13 Appendix
13.1 Insight of Industry Experts
13.2 Discussion Guide

List of Tables
Table 1 Automatic Content Recognition Market Size, By Type, 2016-2021 (USD Billion)
Table 2 Market: Innovation Spotlight
Table 3 Market Size, By Type, 2014-2021 (USD Million)
Table 4 Market Size, By Solution, 2014-2021 (USD Million)
Table 5 Automatic Content Recognition Solutions Market Size, By Region, 2014-2021 (USD Million)
Table 6 Audio, Video, and Image Recognition Solution: Market Size, By Region, 2014-2021 (USD Million)
Table 7 Voice and Speech Recognition: Market Size, By Region, 2014-2021 (USD Million)
Table 8 Real-Time Content Analytics: Automatic Content Recognition Market Size, By Region, 2014-2021 (USD Million)
Table 9 Security and Copyright Management: Market Size, By Region, 2014-2021 (USD Million)
Table 10 Data Management and Metadata: Market Size, By Region, 2014-2021 (USD Million)
Table 11 Content Aggregation, Processing, Filtering, and Enhancement: Market Size, By Region, 2014-2021 (USD Million)
Table 12 Encoding and Transcoding: Market Size, By Region, 2014-2021 (USD Million)
Table 13 Broadcast and Media Monitoring: Market Size, By Region, 2014-2021 (USD Million)
Table 14 Media Synchronization: Automatic Content Recognition Market Size, By Region, 2014-2021 (USD Million)
Table 15 Audience Measurement: Market Size, By Region, 2014-2021 (USD Million)
Table 16 Market Size, By Service, 2014-2021 (USD Million)
Table 17 Automatic Content Recognition Services Market Size, By Region, 2014-2021 (USD Million)
Table 18 Professional Services: Market Size, By Region, 2014-2021 (USD Million)
Table 19 Market Size, By Professional Service, 2014-2021 (USD Million)
Table 20 Consulting Services: Market Size, By Region, 2014-2021 (USD Million)
Table 21 Integration and Deployment Services: Automatic Content Recognition Market Size, By Region, 2014-2021 (USD Million)
Table 22 Support Services: Market Size, By Region, 2014-2021 (USD Million)
Table 23 Managed Services: Market Size, By Region, 2014-2021 (USD Million)
Table 24 Value-Added Services: Market Size, By Region, 2014-2021 (USD Million)
Table 25 Market Size, By Technology, 2014-2021 (USD Million)
Table 26 Acoustic and Digital Video Fingerprinting: Market Size, By Region, 2014-2021 (USD Million)
Table 27 Digital Audio, Video, and Image Watermarking: Market Size, By Region, 2014-2021 (USD Million)
Table 28 Optical Character Recognition: Automatic Content Recognition Market Size, By Region, 2014-2021 (USD Million)
Table 29 Speech Recognition: Market Size, By Region, 2014-2021 (USD Million)
Table 30 Market Size, By Vertical, 2014-2021 (USD Million)
Table 31 Media and Entertainment: Market Size, By Region, 2014-2021 (USD Million)
Table 32 Consumer Electronics: Market Size, By Region, 2014-2021 (USD Million)
Table 33 E-Commerce: Market Size, By Region, 2014-2021 (USD Million)
Table 34 Education: Market Size, By Region, 2014-2021 (USD Million)
Table 35 Automotive: Automatic Content Recognition Market Size, By Region, 2014-2021 (USD Million)
Table 36 IT and Telecommunication: Market Size, By Region, 2014-2021 (USD Million)
Table 37 Healthcare: Market Size, By Region, 2014-2021 (USD Million)
Table 38 Defense and Public Safety: Market Size, By Region, 2014-2021 (USD Million)
Table 39 Avionics: Market Size, By Region, 2014-2021 (USD Million)
Table 40 Others: Market Size, By Region, 2014-2021 (USD Million)
Table 41 Market Size, By Region, 2014-2021 (USD Billion)
Table 42 North America: Market Size, By Type, 2014-2021 (USD Million)
Table 43 North America: Market Size, By Solution, 2014-2021 (USD Million)
Table 44 North America: Automatic Content Recognition Market Size, By Service, 2014-2021 (USD Million)
Table 45 North America: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 46 North America: Market Size, By Technology, 2014-2021 (USD Million)
Table 47 North America: Market Size, By Vertical, 2014-2021 (USD Million)
Table 48 Europe: Market Size, By Type, 2014-2021 (USD Million)
Table 49 Europe: Market Size, By Solution, 2014-2021 (USD Million)
Table 50 Europe: Automatic Content Recognition Market Size, By Service, 2014-2021 (USD Million)
Table 51 Europe: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 52 Europe: Market Size, By Technology, 2014-2021 (USD Million)
Table 53 Europe: Market Size, By Vertical, 2014-2021 (USD Million)
Table 54 Asia-Pacific: Market Size, By Type, 2014-2021 (USD Million)
Table 55 Asia-Pacific: Market Size, By Solution, 2014-2021 (USD Million)
Table 56 Asia-Pacific: Automatic Content Recognition Market Size, By Service, 2014-2021 (USD Million)
Table 57 Asia-Pacific: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 58 Asia-Pacific: Automatic Content Recognition Market Size, By Technology, 2014-2021 (USD Million)
Table 59 Asia-Pacific: Market Size, By Vertical, 2014-2021 (USD Million)
Table 60 Middle East and Africa: Market Size, By Type, 2014-2021 (USD Million)
Table 61 Middle East and Africa: Market Size, By Solution, 2014-2021 (USD Million)
Table 62 Middle East and Africa: Market Size, By Service, 2014-2021 (USD Million)
Table 63 Middle East and Africa: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 64 Middle East and Africa: Automatic Content Recognition Market Size, By Technology, 2014-2021 (USD Million)
Table 65 Middle East and Africa: Market Size, By Vertical, 2014-2021 (USD Million)
Table 66 Latin America: Market Size, By Type, 2014-2021 (USD Million)
Table 67 Latin America: Market Size, By Solution, 2014-2021 (USD Million)
Table 68 Latin America: Market Size, By Service, 2014-2021 (USD Million)
Table 69 Latin America: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 70 Latin America: Automatic Content Recognition Market Size, By Technology, 2014-2021 (USD Million)
Table 71 Latin America: Market Size, By Vertical, 2014-2021 (USD Million)
Table 72 Partnerships, Agreements, and Collaborations, 2016
Table 73 New Product Launches, 2016
Table 74 Business Expansions, 2014-2016
Table 75 Mergers and Acquisitions, 2014-2015

List of Figures

Figure 1 Global Automatic Content Recognition Market: Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Market Breakdown and Data Triangulation
Figure 5 Automatic Content Recognition Market Expected to Grow Owing to Increasing Integration of ACR Technologies in Smart TV and Second Screen Devices During 2016-2021
Figure 6 Top Three Segments for the Automatic Content Recognition Market During the Forecast Period
Figure 7 North America is Expected to Hold the Largest Market Share in 2016
Figure 8 Growing Adoption of Automatic Content Recognition in Smart Devices is Driving the Market Towards Growth
Figure 9 Asia-Pacific is Expected to Witness the Highest Growth Rate During the Forecast Period
Figure 10 Managed Services to Grow at the Highest CAGR in the Automatic Content Recognition Market
Figure 11 Media and Entertainment Vertical is Expected to Lead the Market in Terms of Market Share in 2016
Figure 12 Automatic Content Recognition Regional Lifecycle: Asia-Pacific Exhibits the Highest Growth Potential During the Forecast Period
Figure 13 Automatic Content Recognition Market: Market Investment Scenario
Figure 14 Evolution of Market
Figure 15 Market Segmentation: By Solution
Figure 16 Market Segmentation: By Service
Figure 17 Market Segmentation: By Technology
Figure 18 Market Segmentation: By Vertical
Figure 19 Market Segmentation: By Region
Figure 20 Market: Drivers, Restraints, Opportunities, Challenges
Figure 21 Automatic Content Recognition Market: Ecosystem and Value Chain
Figure 22 Companies Adopt Different Strategies to Gain Competitive Advantage
Figure 23 Audio, Video, and Image Recognition Solution is Expected to Lead the Automatic Content Recognition Solutions Market in Terms of Market Size During the Forecast Period
Figure 24 Professional Services Segment is Expected to Dominate the Services Segment in the Market During the Forecast Period
Figure 25 Acoustic and Digital Video Fingerprinting is Expected to Hold the Largest Market Size During the Forecast Period
Figure 26 Media and Entertainment Vertical is Expected to Dominate the Market During the Forecast Period
Figure 27 Asia-Pacific: an Attractive Destination for the Automatic Content Recognition Market, 2016-2021
Figure 28 Asia-Pacific is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 29 Regional Snapshot: Asia-Pacific as A Hotspot During the Period 2016-2021
Figure 30 North America Market Snapshot
Figure 31 Asia-Pacific Market Snapshot
Figure 32 Companies Adopted Partnership, Agreement, and Collaboration as the Key Growth Strategy From 2014 to 2016
Figure 33 Market: Portfolio Comparison
Figure 34 Market Evaluation Framework
Figure 35 Battle for Market Share: Agreement, Collaboration, and Partnership is the Key Strategy Adopted By Companies in the Automatic Content Recognition Market From 2014 to 2016
Figure 36 Geographic Revenue Mix of the Top 3 Market Players
Figure 37 Arcsoft, Inc.: SWOT Analysis
Figure 38 Digimarc Corporation: Company Snapshot
Figure 39 Digimarc Corporation: SWOT Analysis
Figure 40 Google, Inc.: Company Snapshot
Figure 41 Google, Inc.: SWOT Analysis
Figure 42 Microsoft Corporation: Company Snapshot
Figure 43 Microsoft Corporation: SWOT Analysis
Figure 44 Nuance Communications, Inc.: Company Snapshot
Figure 45 Nuance Communications, Inc.: SWOT Analysis

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3781843/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Automatic Content Recognition Market - Global Forecast to 2021
Web Address: http://www.researchandmarkets.com/reports/3781843/
Office Code: SC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>[ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof</td>
</tr>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td>*</td>
</tr>
<tr>
<td>Job Title</td>
<td></td>
</tr>
<tr>
<td>Organisation</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code</td>
<td></td>
</tr>
<tr>
<td>Country</td>
<td></td>
</tr>
<tr>
<td>Phone Number</td>
<td></td>
</tr>
<tr>
<td>Fax Number</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World