Multimedia, Graphics & Publishing Software

Description:

Brief Excerpt from Industry Overview Chapter:

Companies in this industry design and publish computer software for multimedia production, editing, and distribution; graphics and Web design; and desktop and online publishing. Major companies include Adobe Systems, ArcSoft, Autodesk, and Avid Technology (all based in the US), as well as Corel (Canada), CyberLink (Taiwan), and Wix (Israel). Other leading providers of multimedia, graphics, and publishing software include diversified tech companies such as Apple and Microsoft.

Annual worldwide sales of the computer graphics software, including CAD/CAM, visualization/simulation, digital video, imaging, and modeling/animation products, total about $16 billion annually, according to Statista. North America is the biggest market for computer graphics software, followed by the Asia/Pacific region and Europe.

The multimedia, graphics and publishing software industry is a subset of the computer software industry, which is covered in a separate industry profile.

Competitive Landscape

Demand is driven by corporate spending on publishing and graphic arts. The profitability of individual companies depends on technical expertise and successful marketing. Large companies have advantages in development, marketing, and distribution resources. Small software companies compete by focusing on niche applications or emerging technologies.

Products, Operations & Technology

Major products include software for visualization/simulation, digital video, imaging, and modeling/animation. Other offerings include font development software, streaming media encoding software, and applications for imaging systems embedded in printers, copiers, and scanners.

Multimedia, graphics, and publishing software is used to aid in the creation of digital and print content.

Contents:

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