Consequently, digital advertising relies heavily on stalking online users. Effective advertising targets the people most likely to buy the product. Therefore, advertisers collect user data to determine where to most effectively deploy their resources. Advertisers gather as much personal data as possible and store this data in a centralized manner. This being the case, blockchain in media and entertainment using digital advertising fundamentally clashes with the very nature of cryptocurrency based on blockchain technology.

In 2018, the global Blockchain in Media, Advertising, and Entertainment market size was xx million US$ and it is expected to reach xx million US$ by the end of 2025, with a CAGR of xx% during 2019-2025.

This report focuses on the global Blockchain in Media, Advertising, and Entertainment status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Blockchain in Media, Advertising, and Entertainment development in United States, Europe and China.

The key players covered in this study are:
- IBM
- Microsoft
- SAP
- Accenture
- AWS
- Oracle
- Infosys
- Bitfury
- Factom
- Guardtime
- ARK
- Auxesis Group
- Nyiax
- Metax
- BTL
- Voise
- Bloq
- Clearcoin
- Decent
- Synerge
- Brainbot Technologies
- Bigchaindb
- Iprodoos

Market segment by Type, the product can be split into:
- Media
- Advertising
- Entertainment

Market segment by Application, split into:
- Small and Medium-Sized Enterprises
- Large Enterprises

Market segment by Regions/Countries, this report covers:
- United States
- Europe
- China
- Japan
- Southeast Asia
- India
- Central & South America

The study objectives of this report are:
- To analyze global Blockchain in Media, Advertising, and Entertainment status, future forecast, growth opportunity, key market and key players.
- To present the Blockchain in Media, Advertising, and Entertainment development in United States, Europe and China.
- To strategically profile the key players and comprehensively analyze their development plan and strategies.
- To define, describe and forecast the market by product type, market and key regions.

In this study, the years considered to estimate the market size of Blockchain in Media, Advertising, and Entertainment are as follows:
- History Year: 2014-2018
- Base Year: 2018
- Estimated Year: 2019
- Forecast Year 2019 to 2025

For the data information by region, company, type and application, 2018 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.
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