

Global Media
Intelligence and PR
Software Market
with Impact Analysis
of Covid-19
(2021-2025 Edition)

May 2021



Global Media Intelligence and PR Software Market Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Competitive Landscape

Company Profiling

Global Media Intelligence and PR Software Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Media Intelligence and PR Software Market with Impact Analysis of Covid-19 (2021-2025 Edition)
Coverage	Global and Regional
Regional Coverage	The US, Asia and EMEA
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2021-2025
Competition in the Market	Dominated
Key Players	Cision Ltd., Isentia Group Ltd., Meltwater and WPP Plc (Kantar Media)

Global Media Intelligence and PR Software Market

Executive Summary

Media intelligence is a process to gather and analyze a large quantum of information that is produced by various media channels in order to access data on parameters such as business performance, consumers, competitors, and market sectors. Media intelligence companies extract information that is of interest to their clients from this data. Clients can use the data and use it to improve public relations (PR) or marketing content their brand has created. Media intelligence and PR software helps brands and businesses automate various tasks falling within public relations such as media monitoring, media analysis and influencer analysis.

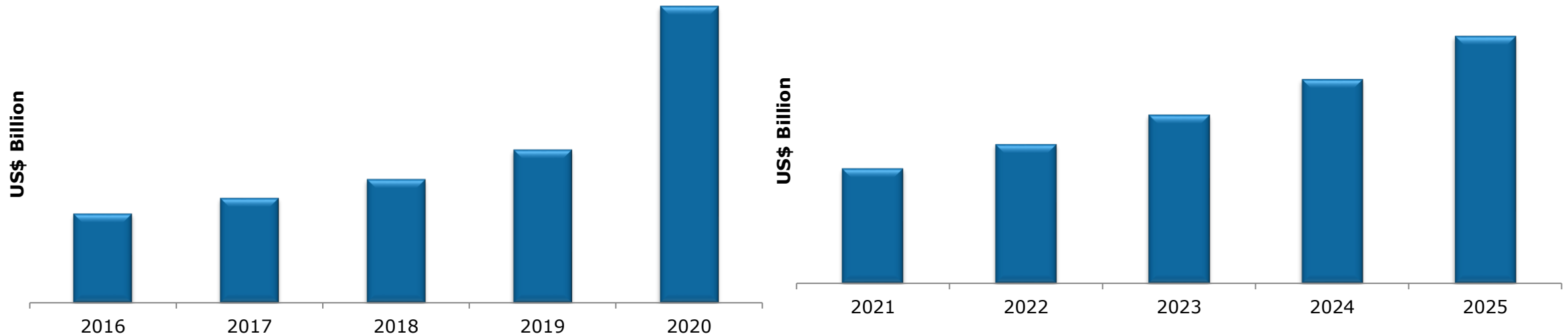
The global media intelligence and PR software market is segmented on the basis of type of solution and application. On the basis of type of solution, the market can be further bifurcated into media monitoring, media analysis, press release distribution and influencer analysis. On the basis of type of application, the market is divided into BFSI, consumer goods and retail, government and private sector, telecom, IT, healthcare, media and entertainment.

The global media intelligence and PR software market is forecasted to grow at a healthy rate during the forecast period (2021-2025). The market is supported by growth driver such as boost in advertising expenditure, surging reliance of PR professionals on social media and increasing emphasis of organizations on information disclosure and transparency. The market also faces some challenges such as regulatory risks, vulnerability to technological failure and cutthroat competition. The exact impact of the ongoing Coronavirus outbreak on this industry would only be known with passage of time.

Preference for integrated platforms over point solutions, rapidly changing digital media landscape, rising importance of earned media management, mergers and acquisitions (M&A) and use of artificial intelligence with PR software are some of the latest trends existing in the market.

Media Intelligence and PR Software Market: Global Analysis

Global Media Intelligence and PR Software Market by Value



CAGRs	
2013-2018	xx%
2021-2025	xx%

Media Intelligence and PR Software Market: Global Analysis

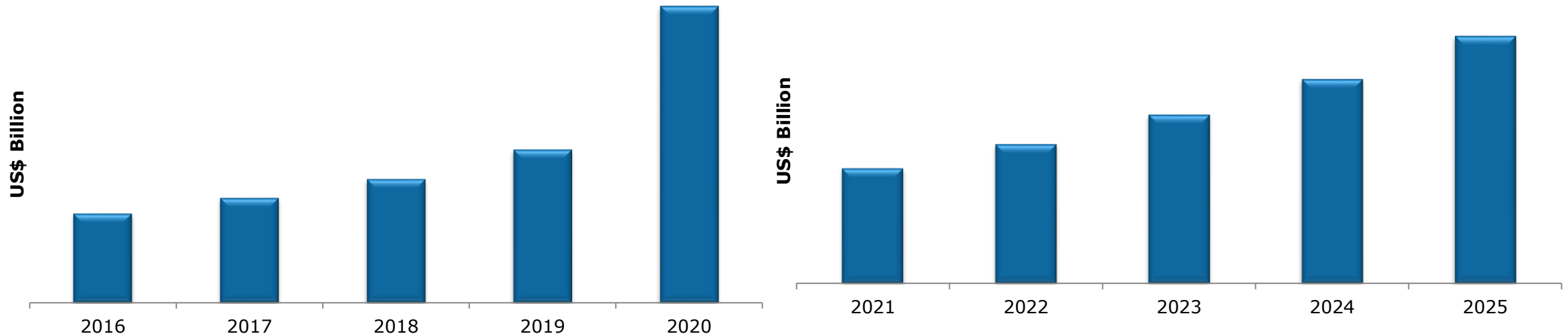
Global Media Intelligence and PR Software Market by
Region; 2020



Region	Share	CAGRs
The US	xx%	xx%
Asia	xx%	Xx%
EMEA	xx%	xx%

Media Intelligence and PR Software Market: Global Analysis

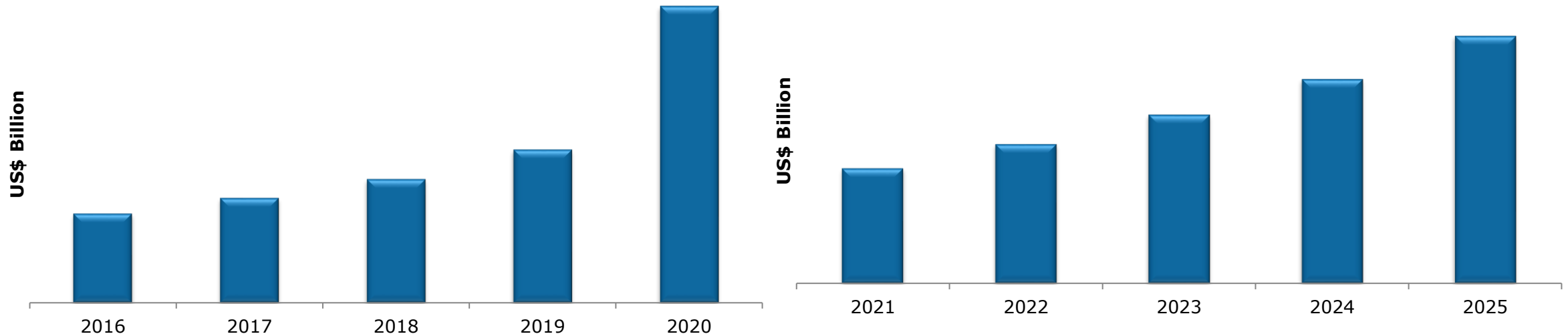
The US Media Intelligence and PR Software Market by Value



CAGRs	
2013-2018	xx%
2021-2025	xx%

Media Intelligence and PR Software Market: Global Analysis

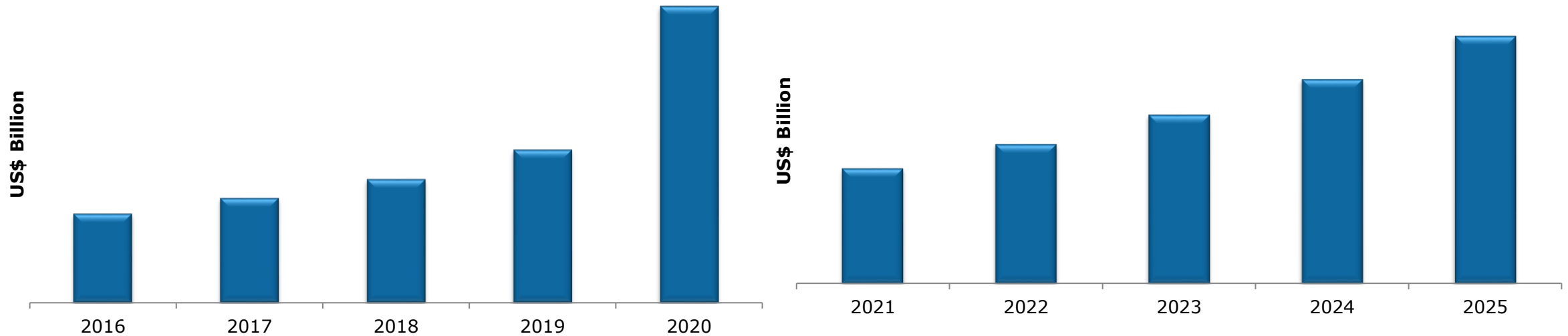
Asia Media Intelligence and PR Software Market by Value



CAGRs	
2013-2018	xx%
2021-2025	xx%

Media Intelligence and PR Software Market: Global Analysis





EMEA Media Intelligence and PR Software Market by Value



CAGRs	
2013-2018	xx%
2021-2025	xx%

Global Media Intelligence and PR Software Market : Competitive Landscape

Players Profiled

- Teladoc, Inc. 
- AMD Global Telemedicine, Inc. 
- Honeywell Life Care Solutions 
- Doctor On Demand 

Note: The graphs on this slide are only for sample representation.