소셜미디어 시장의 글로벌 AI 기술 : 산업분석과 전망 (2019-2026) – 종류, 기술, 응용분야, 지역에 따른 분석

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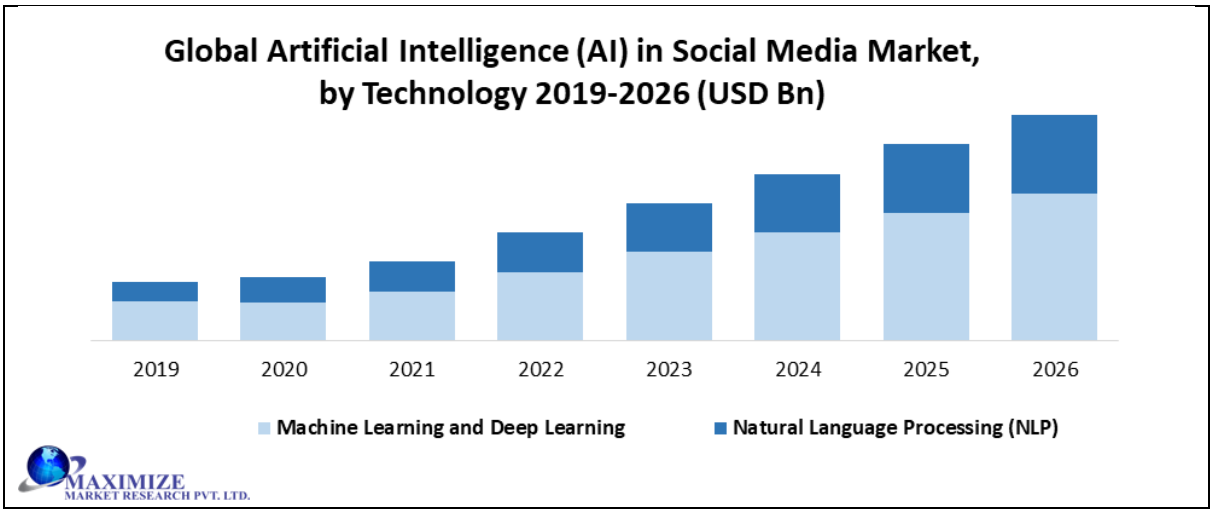
개요

소셜미디어 시장의 글로벌 AI는 XX억 US달러의 시장가치를 보여줬으며, 2026년 까지 28.5%의 연평균성장율을 보이며 XX억 US달러의 시장가치에 도달할 것으로 예측된다.



AI는 페이스북, 인스타그램, 트위터, 링크드인 등의 소셜네트워킹을 이용하여 브랜드 시장을 변화시킬 잠재력을 가지고 있다. AI는 소셜미디어 관리와 연관된 다양한 소작업들의 업무자동화를 지원한다. 오늘과 같은 기술혁신의 시대에 AI는 기업의 성과와 고객만족도를 향상시켜줄 핵심을 쥐고있다.

소셜미디어 시장과 글로벌 AI 기술의 역학관계:

현재 마케터들은 그들과 부합하는 이상적인 소비자들을 찾고 이목을 끌 수 있는 혁신적인 방법을 찾고있다. AI는 자료를 업로드하고 업로드 된 모든 자료를 관리하는 것을 도와준다. 자동적으로 해시태그를 추가하거나, 모든 플랫폼에 동시에 업로드하고, 사용자의 참여를 유도할 수 있는 다량 업로드 또한 할 수 있다.

조사에 따르면, 최근 몇 년간 AI는 소셜미디어 마케팅의 개념을 탈바꿈시켜 혁신적인 기술의 사용으로 65% 이상의 소비자들이 높은 고객충성도를 보이며 회사들을 신뢰하기 시작했다.

다수의 중소기업 및 대기업은 AI 기술을 소셜미디어에 활용하여 그들의 시장 입지를 향상시키고

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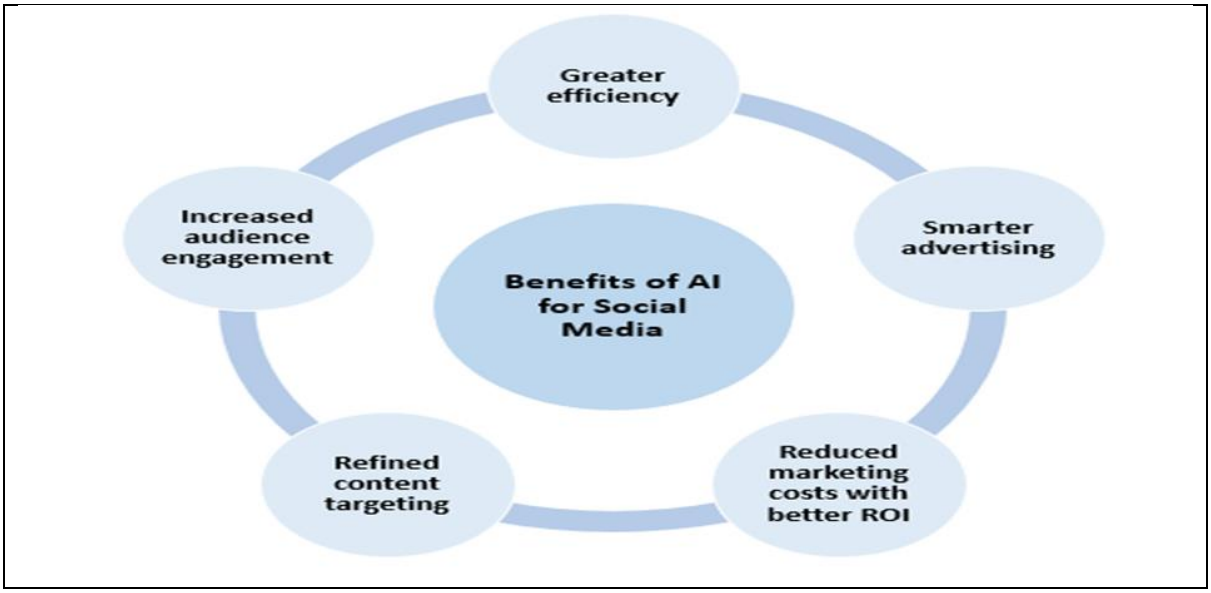
경쟁우위를 확보하였다. AI 기술은 UX관리, 판매 및 마케팅 관리, 성과 점검, 인력 관리의 적합한 해결책이며 고객의 참여를 극대화시키고 조직에게 기능성을 제공해준다. 이는 글로벌 AI시장의 발전을 도모할 주요 요인으로 여겨진다. 반면 AI 전문인력의 부족은 시장 성장의 제한사항으로 여겨진다.

소셜미디어의 AI활용

AI는 마케터들의 사업방향 결정에 필수적인 역할을 하고있다. 소셜미디어의 AI는 마케터들로 하여금 그들의 고객, 이해관계자, 경쟁사, 정치 및 사회적 기관들의 관계를 이해하게 돕는다. 또한, AI는 판매자들에게는 적합한 고객을 위한 타겟 마케팅을 도우며, 소비자에게는 적합한 관련 제품과 서비스를 제공을 돕는다. 소셜미디어에서의 AI 활용은 날이 갈수록 뜨거운 관심을 받고 있다.



AI가 소셜미디어에 미친 영향

페이스북: 페이스북은 AI를 통해 목적적합한 광고 타겟을 선정하여 광고하고, 사진의 안면인식기술을 이용한 자동 태그 기술을 활용한다. AI는 특히 타겟 소비자의 인지도와 관심을 얻기 위한 사업체들에게 유용하다. 페이스북은 가장 큰 규모의 소셜네트워크 플랫폼으로 전세계적으로 26억 명의 월간 활동 사용자를 두고있다.

인스타그램: 인스타그램 또한 AI를 통해 사용자 편향적인 콘텐츠를 추천해주는 Explore 서비스를 제공한다. 설문조사에 따르면, 월간 45억 4천여명 이상의 사용자들이 인스타그램을 접속한다.

링크드인: 링크드인은 AI를 프로세스 전반에 활용하는 소셜미디어 중 하나이다. AI는 인재 및 회사 추천, 게시글을 타겟에 맞게 추천해주고, 입사제안 서비스를 제공한다.

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소셜미디어 시장의 글로벌 AI 기술 세부 분석

머신러닝과 딥러닝은 소셜미디어의 글로벌 AI 기술에서 XX% 만큼 공헌할 것으로 예측된다. 해당 기술은 소셜미디어에서 높은 중요성을 가지고 있다. 이는 빅데이터와 비구조화된 소셜미디어 정보를 통해 분석된 정보를 통해 데이터 패턴을 인식한다. AI의 도입은 머신러닝, 딥러닝 기술이 셀프러닝 서비스와 업무자동화 기술이 소셜미디어에 활용됨에 따라 빠른 속도로 성장하고 있다.

아시아는 소셜미디어관련 글로벌 AI 시장을 이끄는 지역이 될 것으로 예측된다

공적 및 사적 분야에서 AI 도입의 증가, 인터넷을 사용하는 거대한 소비자층, 기술과 관련된 중국, 인도 개발도상국의 대기업의 투자는 지역적 시장발전 배후의 주요 요인이다. 글로벌 소셜미디어 사용자의 52.2%는 아시아권 사용자이다. 또한, 아시아의 97.3% 이상의 사용자들이 핸드폰을 통해 소셜미디어에 접속한다. 이런 아시아 지역의 수요는 페이스북의 성장에 중대한 공헌을 했다. 페이스북은 아시아권에서만 42.6억 명의 월간 활성 사용자를 보유하고있다.

인도의 소셜미디어 사용자 분포

2020년 기준 인도에만 4억 명의 소셜미디어 사용자가 존재한다

인도의 소셜미디어 사용자는 2019년부터 2020년 까지 130만 명이 증가했다.

2020년 인도의 소셜미디어 사용인구 비율은 29%이상을 기록했다.

본 보고서의 목적은 소셜미디어 시장과 모든 이해관계자들의 글로벌 AI 기술의 활용성에 대해 포괄적인 분석을 제공하는 것에 있다. 또한, 해당 산업의 과거와 현재 상황 및 예측되는 시장 크기, 시장 동향에 대한 분석이 다양한 자료와 함께 간결한 언어로 풀이 되어있다.

본 보고서는 산업의 모든 방면을 다루며, 지역별 시장 선두주자, 시장 추종자, 신규사업자 등의

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주요한 시장참여자에 대한 헌신적 연구를 통해 조사했다. PORTER, SVOR, PESTEL 등을 활용한 다양한 분석과 지역별 시장의 미시경제요소의 잠재적 영향이 포함되어 있다. 산업에 긍정적 또는 부정적 영향을 미친 내부요인 및 외부요인을 분석했으며, 이는 해당 산업의 의사결정자들에게 선명한 미래지향적 관점을 제공할 것이다.

본 보고서는 소셜미디어 시장과 글로벌 AI 기술의 역학관계에 대한 이해를 도울 것이고, 시장 세부 분석을 통한 시장 구조 및 규모에 대한 이해를 도울 것이다. 응용분야별 주요 시장참여자에 대한 경쟁적 분석의 명확한 표현, 가격, 재무상태, 제품 포트폴리오, 발전 전략, 글로벌 AI 시장에서의 지역 입지 등을 포함하고 있으며, 이는 투자자에게 유용한 정보를 제공한다.

소셜미디어 시장의 글로벌 AI 기술의 범위:

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Report Coverage	Global Artificial Intelligence (AI) in Social Media Market		
Base Year	2019	**Forecast Period**	2020-2026
Historical Data :	2016 to 2019	**Market Size in 2019:**	US$ XX Bn
Forecast Period 2020 to 2026 CAGR:	28.5 %	**Market Size in 2026**	US$ XX Bn
Segments covered:	By Technology	• Machine Learning and Deep Learning • Natural Language Processing (NLP)	
	By Enterprise Size	• Small and Medium-sized Enterprises (SMEs) • Large Enterprises	
	By Component	• Solutions ▪ Software tools ▪ Platforms • Services ▪ Support and maintenance ▪ System Integration ▪ Training	
	By Application	• Sales and Marketing • Customer Experience Management • Predictive Risk Assessment	
	By End-user	• Retail and eCommerce • Banking, Financial Services, and Insurance (BFSI) • Media and Advertising • Education • Public Utilities • Others (government and defense, and manufacturing)	

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46. 주요 통찰

❑ 보고서 문의

(주)에스비디인포메이션
SBD Information Co., Ltd.

T 02 561 1910
F 02 561 1920
M 010 9992 1910
E sales@sbdi.co.kr
www.marketresearch.co.kr
www.sbdi.co.kr

06177
서울특별시 강남구 영동대로 324,
8층 6호(대치동, 타워크리스탈빌딩)
Suite 806, Tower Crystal bldg, 324,
Yeongdong-daero, Gangnam-gu,
Seoul, 06177, Korea

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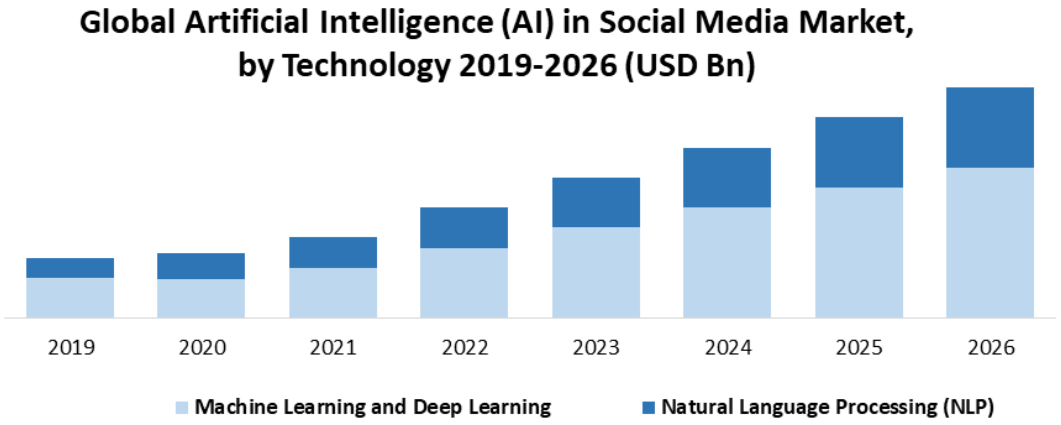
Global Artificial Intelligence (AI) in Social Media Market: Industry Analysis and Forecast (2019-2026) – By Type, Technology, Application, and Region.

Publishers: Maximize Market Research / Date: 2021-05 / Page: 302 / Price: Single User PDF; $4,100

Overview

Global Artificial Intelligence (AI) in Social Media Market was valued at US$ XX Bn in 2019 and is expected to reach US$ XX Bn by 2026, at a CAGR of 28.5 % during a forecast period.



Global Artificial Intelligence (AI) in Social Media Market

Artificial intelligence holds the potential to transform the brands market across social networks like Facebook, Instagram, Twitter, and LinkedIn. Artificial Intelligence (AI) in Social Media automate many tedious tasks associated with social media management. In the innovative age of technology, Artificial Intelligence (AI) in Social Media holds the key enhance better company performance and customer satisfaction.

Global Artificial Intelligence (AI) in Social Media Market Dynamics:

In the current years, marketers are all looking for innovative ways to find and attract their ideal customers. Artificial intelligence helps to create posts and manage them all on their own capabilities. It automatically adds hashtags, release the content on every platform and also upload in bulk to get user engagements.

According to the research, with AI more than 65% of consumers have started believing companies and have shown higher loyalty that proves Artificial Intelligence has revolutionized the concept of social media marketing in recent years.

Many small & medium scale enterprises and large scale enterprises are using AI in social media platforms to enhance their market presence and attain a competitive edge by analyzing the competition. The AI technology is a suitable solution for customer experience management, sales and marketing management, performance monitoring, and workforce management. It provides functionalities for organizations to get maximum customer engagements. These are some of the prominent factors, which are expected to drive the global artificial intelligence (ai) in social media market growth. On the other hand, the lack of a number of AI experts is expected to limit the market growth.

AI In Social Media

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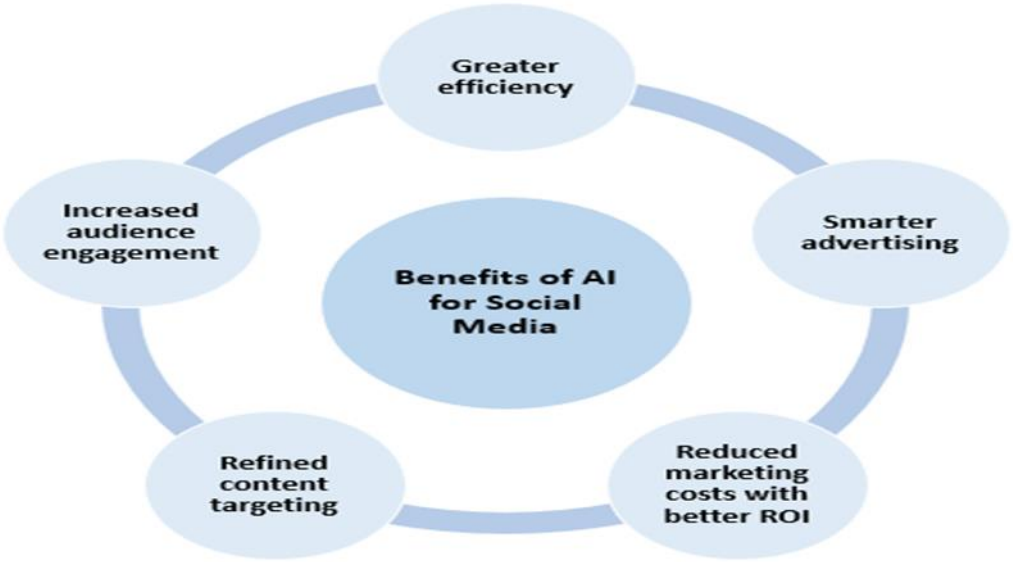
Artificial Intelligence is playing an integral part in making business decisions for marketers. Social media Artificial Intelligence (AI) in social media is assisting marketers to understand their audience, customers, interests, competitors, and campaigns. It also helps the seller to reach their target audience, and sell more relevant products and services to customers. Artificial Intelligence (AI) in social media marketing is heating day by day. It is occupying the marketing and sales industries in recent years.

Global Artificial Intelligence (AI) in Social Media Market



An influence of Artificial Intelligence on Social Media

Facebook: Facebook uses Artificial Intelligence to target customers for advertising products, scans images to identify faces and tag them in pictures. Artificial Intelligence is particularly useful for businesses, who want to target customers to gain recognition and gain publicity. Facebook usages a variety of AI tools to heighten each user's experience. Facebook is the largest social media platform, which has 2.6 billion monthly active users worldwide.

Instagram: Instagram also uses AI to display the content of user preference. Instagram uses artificial intelligence is on its Explore page. As per the research survey, more than 4.54 Bn internet users access Instagram monthly.

LinkedIn: LinkedIn is one of the social media networks, which is using AI in everyday processes. Artificial Intelligence delivers connection suggestions, targets posts to users and also offers job recommendations

Global Artificial Intelligence (AI) in Social Media Market Segment Analysis:

Machine Learning and Deep Learning segment is expected to contribute XX% share in the global artificial intelligence (AI) in the social media market. It is gaining high importance on social media platforms. It identifies data patterns using AI, big data, and analytics from unstructured data, which is generated on social media.

The adoption of Artificial Intelligence (AI) in Social Media is growing at a rapid rate with machine learning and deep learning because of its usages in self-learning services and offering automation in social media applications.

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Asia Pacific Region Is Expected To Be Leading Region In Global Artificial Intelligence (AI) In Social Media Market.

An increase in adoption of artificial intelligence by public and private sectors, the presence of the large consumer base for internet users, and investments by tech giants into AI technology across developing countries like India, China are some of the prominent factors, behind the regional market growth. The Asia Pacific region accounts for more than 52.2 % of global social media users. In the region, more than 97.3 % of users have accessed social media on their mobile devices. The Asia Pacific is the major contributor to Facebook growth, the region has more than 426 million monthly active users.
Social Media Users Highlights in India

- As of 2020, 400.0 million social media users in India.
- The number of social media users in India increased by 130 million from 2019 to 2020.
- Social media penetration in India stood at more than 29% in 2020.

Global Artificial Intelligence (AI) in Social Media Market , Regional Mapping

The objective of the report is to present a comprehensive analysis of Global Artificial Intelligence (AI) in the Social Media Market including all the stakeholders of the industry. The past and current status of the industry with forecasted market size and trends are presented in the report with the analysis of complicated data in simple language.

The report covers all the aspects of the industry with a dedicated study of key players that include market leaders, followers and new entrants by region. PORTER, SVOR, PESTEL analysis with the potential impact of micro-economic factors by region on the market has been presented in the report. External as well as internal factors that are supposed to affect the business positively or negatively have been analyzed, which will give a clear futuristic view of the industry to the decision-makers.

The report also helps in understanding the Global Artificial Intelligence (AI) in Social Media Market dynamics, structure by analyzing the market segments and projects the Global Artificial Intelligence (AI) in Social Media Market size. Clear representation of competitive analysis of key players by Application, price, financial position, Product portfolio, growth strategies, and regional presence in the Global Artificial Intelligence (AI) in Social Media Market make the report investor’s guide.

Scope of the Global Artificial Intelligence (AI) in Social Media Market: Inquire before buying

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Report Coverage	Global Artificial Intelligence (AI) in Social Media Market		
Base Year	2019	**Forecast Period**	2020-2026
Historical Data :	2016 to 2019	**Market Size in 2019:**	US$ XX Bn
Forecast Period 2020 to 2026 CAGR:	28.5 %	**Market Size in 2026**	US$ XX Bn
Segments covered:	By Technology	• Machine Learning and Deep Learning • Natural Language Processing (NLP)	
	By Enterprise Size	• Small and Medium-sized Enterprises (SMEs) • Large Enterprises	

	By Component	• Solutions
		  ▪ Software tools
		  ▪ Platforms
		• Services
		  ▪ Support and maintenance
		  ▪ System Integration
		  ▪ Training	

	By Application	• Sales and Marketing • Customer Experience Management • Predictive Risk Assessment	
	By End-user	• Retail and eCommerce • Banking, Financial Services, and Insurance (BFSI) • Media and Advertising • Education • Public Utilities • Others (government and defense, and manufacturing)	

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• North America
• Europe
• Asia Pacific
• Middle East & Africa
• South America
Global Artificial Intelligence (AI) in the Social Media Market Key Players
• Microsoft

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• Google
• Facebook
• AWS
• IBM
• Adobe Systems
• Salesforce
• Snap
• Clarabridge
• Converseon
• Sprinklr
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• Isentium
• Cluep
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(주)에스비디인포메이션
SBD Information Co., Ltd.

T 02 561 1910
F 02 561 1920
M 010 9992 1910
E sales@sbdi.co.kr
www.marketresearch.co.kr
www.sbdi.co.kr

06177
서울특별시 강남구 영동대로 324,
8층 6호(대치동, 타워크리스탈빌딩)
Suite 806, Tower Crystal bldg, 324,
Yeongdong-daero, Gangnam-gu,
Seoul, 06177, Korea

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