

Blockchain Vertical Opportunities Report – 2018

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The business value of blockchain is projected to reach \$2.0 trillion by 2030

This is the first fully comprehensive vertical market report on blockchain from IHS Markit. Given the complexity of blockchain and the diversity of markets impacted by the technology, IHS Markit, after much industry demand provides this detailed analysis of individual vertical markets. It also provides key trends and development opportunities and analysis of where the future business value from blockchain will arise.

IHS Markit developed this report using a variety of sources, the core of which was composed of primary research interviews with strategic blockchain specialists. This research contains comprehensive market forecasts for each of the major vertical markets. The report also provides analysis of Initial Coin Offerings (ICOs) and cryptocurrencies. The report provides a clear and concise outlook on the market giving vendors and other industry stakeholders crucial insight into the opportunities and dynamics of the market over the forecast period.

ACTUALS AND FORECAST

Frequency, time period

- 13-year annual forecast (2018 - 2030)
- Base year (2017)
- Business value in \$

FORECAST SCENARIO

- Probable, Downside and Upside

VERTICAL MARKETS

- Advertising and Media
- Financial
- Government and Public Sector
- Healthcare
- Identity Management
- Legal and Governance
- Power and Energy
- Retail and E-commerce
- Supply Chain and Logistics
- Telecommunications
- Others
- All verticals have a probable, downside and upside forecast
- All verticals are further segmented by the five named regions below

GEOGRAPHY

- Asia Pacific
- Europe
- Middle East & Africa
- North America
- South America

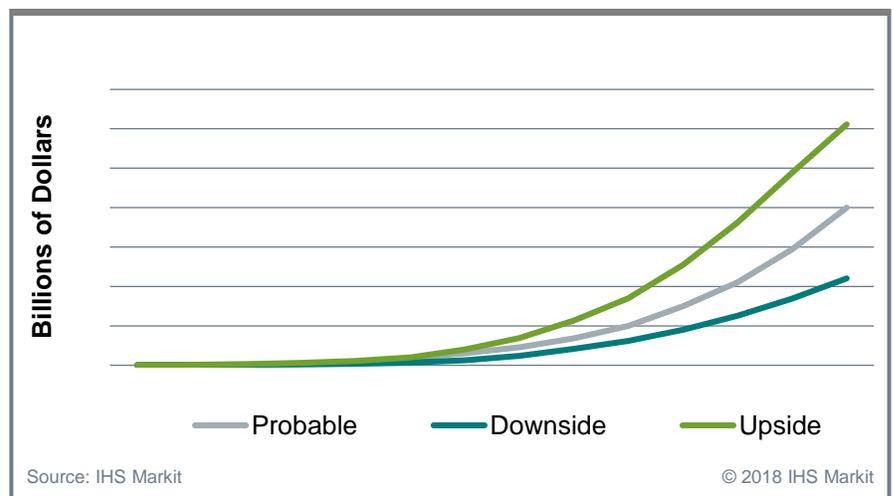
DEPLOYMENT TYPE

- Public
- Private
- Consortium / Permissioned
- All deployment types are segmented by the five named regions

ICOs AND CRYPTOCURRENCIES

- Mineable cryptocurrencies
- Non-mineable cryptocurrencies
- Utility and security tokens
- Regulation

The business value for the world market for blockchain by forecast scenario



Key Issues Addressed

- Which verticals provide the most attractive opportunities and potential threats?
- Which applications within the verticals are suited to adopting the technology?
- What business problems does blockchain solve within the verticals?
- Who were the leading suppliers of each vertical in blockchain?
- What business value and cost saving can be achieved in each vertical?

Applicable To

- Banks and financial institutions
- Supply chain and logistics suppliers
- Advertising and media companies
- Government and public-sector institutions
- Power and energy companies
- Retail and e-commerce
- Regulators
- Software specialists and developers
- Telecom operators and MNOs
- ICOs and cryptocurrency experts

LEAD ANALYST

Don Tait – Senior Blockchain Analyst

Don Tait is an IHS Markit analyst specializing in the cybersecurity areas of access management, identity governance and administration and mobile security. In addition to his work in cybersecurity, Don is also responsible for digital security research, specifically in the areas of chip-to-cloud security, fraud protection in payments, payment and banking cards, SIM/eSIM cards, NFC, smart cards, mPOS and contactless credentials.

Thomas Lynch – Executive Director for Security Technology, Safe Cities, Critical Communications and Blockchain

Thomas and his team of global experts focus across video surveillance equipment, safe cities, public safety, blockchain, future communications technologies such as LTE, command & control and cybersecurity.

Jesus Gonzalez-Medina – Senior Analyst, Blockchain and Critical Communications

Jesus is a senior analyst serving business strategy professionals. He leads IHS Markit's coverage of digital innovation in financial services and telecommunications. During his two years with IHS Markit, he has worked with numerous clients to develop digital business and innovation strategies. Before joining IHS Markit, he worked as an analyst at a commodities research firm focused on providing strategic market guidance. He advised companies in the aluminum value chain, into hedging opportunities in the futures markets.

Ruomeng Wang – Senior Analyst, Blockchain and Platforms, Operators and Fintech

Ruomeng is senior analyst covering platforms, fintech and blockchain and mobile financial services. Her reports and analysis include coverage of: the payment strategies of leading operators, technology and media platforms; blockchain opportunities in telecoms and media; mobile payments and financial inclusion in emerging markets. She is a regular speaker at industry conferences and is widely quoted in news organizations such as Forbes, CNBC, Reuters and Mobile World Live.

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For more information technology.ihs.com

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