

## Scientific Analysis and Significance of the Digital Media Market, Global Market Share, Media Vendor, Multimedia Systems Design and Computer Graphics Amidst Fluctuating Global and Local Scale Economy

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**Abstract :** The study focused on determining the impact of multimedia systems and computer graphic design on global and local scale economies. Firstly, the study identified the major players and the world's top five digital media distribution in the digital media market. It then examined if the Digital Media Vendor and Market Shares differ or remain the same. Also, the research studied whether the global and local desktop, mobile, and tablet markets differ. Again, the study assessed the link between the top five Digital Media and Global Market Shares. Finally, the paper observed the extent of growth rate, economic gains, major setbacks, and opportunities within the digital media industry amidst global and local scale economic flux. A multiple regression analysis method was used to analyse the significant influence of the top five Global Digital Media on the total market share. Furthermore, to analyse the global Digital Media Vendor Market share data, and so on, the Analysis of Variance (ANOVA) was employed. The findings were intriguing and significant.

**Keywords :** multimedia, systems design, computer graphics, digital media market, media vendor, global market share, user interface, social media, market size

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