ABSTRACT

The objective of this thesis is to examine the utilization of cloud computing in business entities, with a particular emphasis on the influence of cloud technology on multimedia asset management and control. The goal of the inquiry is to learn more about the security worries that businesses have about integrating cloud computing. The results show that government organizations' adoption rates of cloud computing vary, with some leading the way and others lagging behind. The study begins with a thorough analysis of relevant literature that clarifies the complex nature of cloud computing. After then, a thorough survey is carried out, and a subset of participants consent to additional interviews to clarify the state of cloud acceptability at that time. The importance of security concerns as a major barrier to the uptake of cloud technologies is one important finding. Interestingly, research indicates that careful cloud technology use might actually strengthen security protocols. The data analysis results show that while government organizations are leading the way in cloud adoption initiatives in the KSA, and some parts of the European Union, India and Pakistan

Keywords:

Multimedia control, cloud computing, security concerns, government adoption, data analysis.