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Plunkett's Games, Apps & Social Media Industry Almanac 2014: Games, Apps & Social Media Industry Market Research, Statistics, Trends & Leading Companies (Plunkett's Industry Almanacs)

Jack W. Plunkett

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PLUNKETT'S GAMES, APPS & SOCIAL MEDIA INDUSTRY ALMANAC 2014

Key Features:
•Industry trends analysis, market data and competitive intelligence
•Market forecasts and Industry Statistics
•Industry Associations and Professional Societies List
•In-Depth Profiles of hundreds of leading companies
•Industry Glossary
•Buyer may register for free access to search and export data at Plunkett Research Online
•Link to our 5-minute video overview of this industry

Pages: 329
Statistical Tables Provided: 16
Companies Profiled: 196
Geographic Focus: Global

A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments.
•How is the industry evolving?
•How is the industry being shaped by new technologies?
•How is demand growing in emerging markets and mature economies?
•What is the size of the market now and in the future?
•What are the financial results of the leading companies?
•What are the names and titles of top executives?
•What are the top companies and what are their revenues?

Contents, Statistics, Forecasts and Analysis Include:

Major Trends Affecting the Games, Apps & Social Media Industry
1)Introduction to the Games, Apps and Social Media Industry
2)User Generated Content Drives Social Media and Generates Ad Revenues
3)Online Advertising Becomes More Targeted, Takes 25% Share of U.S. Advertising Market
4)Social Media Privacy Concerns Plague the Industry
5)Multimedia Hub Homes Slowly Become a Reality/TVs are Internet Ready
6)New Game Consoles Attempt to Revive Sales
7)3-D Games Open New Opportunities/Immersion Games Offer Virtual Reality

8)Kindle, Tablets and Smartphones Download Entertainment and Games/eBook Sales Soar

9)Bluetooth Provides Wireless Connectivity to Millions of Cellphones and Other Devices

10)Fantasy Sports Post Growth, Creating $1 Billion in Revenue Online

11)Online and Mobile Game Playing Booms/Multi-Player Gaming (MMORPG) is Strong Worldwide

12)Virtual Worlds Open Up New Revenue Sources for Games Publishers

13)App Revenues Approach $25 Billion

14)Wireless Devices are Fastest Growing Platform for Electronic Games

15)Ford Sync and Microsoft Software Race to Bring Onboard Apps to New Car Buyers/In- Car Internet Grows

Games, Apps & Social Media Industry Statistics

1)Games, Apps & Social Media Industry Overview

2)Top 10 Social Networking Websites: May 2013

3)Percent of Internet Users who Use Social Networking Sites, U.S.: 2012

4)Top 5 Search Engines, U.S.: May 2013

5)Home Broadband Adoption Demographics, U.S.: 2012

6)Number of Business & Residential High Speed Internet Lines, U.S.: 2008-2012

7)Number of Business & Residential High Speed Internet Lines, by Speed, U.S.: 2010-2012

8)Quarterly Software Publishing Industry Revenues, U.S.: 2012-1st Quarter 2013

9)Software Publishing Industry, U.S.: Estimated Revenue, Inventories & Expenses, 2007-2011

10)Software Publishing Industry, U.S.: Estimated Operating Expenses, 2007-2011

11)Wireless Telecommunications Carriers (except Satellite), Estimated Sources of Revenue & Expenses, U.S.: 2007-2012

12)Internet Publishing & Broadcasting & Web Search Portals: Estimated Revenue & Expenses, U.S. 2007-2012

13)Estimated U.S. Information & Entertainment Sector Revenues by NAICS Code: 2007-2012

14)Wireless Standards & Speeds

15)Common Internet Activities, U.S.

16)Common Daily Internet Activities, U.S.

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