



Plunkett's Games, Apps & Social Media Industry Almanac 2013

Jack W. Plunkett

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PLUNKETT'S GAMES, APPS & SOCIAL MEDIA INDUSTRY ALMANAC 2013

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 access to search and export data at Plunkett Research Online

Pages: 326

Statistical Tables Provided: 13

Companies Profiled: 197

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) Targeted Online Advertising and Social Network Advertising Boost Revenues
- 4) Social Media Privacy Concerns Plague the Industry
- 5) Multimedia Hub Homes Slowly Become a Reality/TVs are Internet Ready
- 6) New Platforms Revolutionize Electronic Games/Microsoft's Kinect Raises the Standard
- 7) 3-D Games Open New Opportunities/Some Safety Concerns Arise
- 8) Kindle, Tablets like iPad and Smartphones like iPhone Deliver Entertainment/eBook Sales Soar
- 9) Bluetooth Provides Wireless Connectivity to Millions of Cellphones and Other Devices
- 10) Fantasy Sports Post Growth, Creating More Than \$1 Billion in Revenue Online
- 11) Multi-Player Gaming (MMORPGs) is Strong Worldwide
- 12) Virtual Worlds Open Up New Revenue Sources
- 13) Online Play/Social Gaming on the Rise

- 14)TV over IP TV Networks, Cable Companies and Web Sites Converge
- 15)Apple Rules in Apps/Android Plays Catch-up
- 16)Wireless Devices Become a Fast-Growing Market for Electronic Games/Angry Birds Major Success
- 17)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: April 2012
- 3)Percent of Home Broadband Adoption Across Population Subgroups, U.S.: 2008-2012
- 4)Top 5 Search Engines, U.S.: April 2012
- 5)Number of Business & Residential High Speed Internet Lines, U.S.: 2004-2011
- 6)Software Publishing Industry, U.S.: Estimated Revenue, Inventories & Expenses, 2007-2010
- 7)Software Publishing Industry, U.S.: Estimated Operating Expenses, 2007-2010
- 8)Cellular & Other Wireless Telecommunications, Estimated Sources of Revenue & Expenses, U.S.: 2006-2010
- 9)Internet Publishing & Broadcasting: Estimated Sources of Revenue & Expenses, U.S.: 2007-2010
- 10)Estimated U.S. Information & Entertainment Sector Revenues by NAICS Code: 2008-2010
- 11)Wireless Standards & Speeds
- 12)Common Internet Activities, U.S.
- 13)Common Daily Internet Activities, U.S.



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Lonnie Bowers:

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