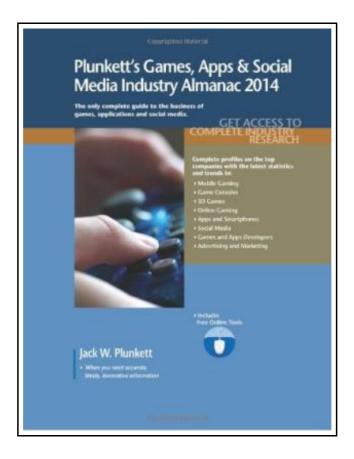
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Plunkett Research, Ltd. Paperback. Book Condition: New. Paperback. 329 pages. Dimensions: 11.1in. x 8.4in. x 0.9in.PLUNKETTS GAMES, APPS and SOCIAL MEDIA INDUSTRY ALMANAC 2014Key Features: Industry trends analysis, market data and competitive intelligenceMarket forecasts and Industry StatisticsIndustry Associations and Professional Societies ListIn-Depth Profiles of hundreds of leading companiesIndustry GlossaryBuyer may register for free access to search and export data at Plunkett Research OnlineLink to our 5-minute video overview of this industry Pages: 329Statistical Tables Provided: 16Companies Profiled: 196Geographic Focus: GlobalA 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 technologiesHow is demand growing in emerging markets and mature economiesWhat is the size of the market now and in the futureWhat are the financial results of the leading companiesWhat are the names and titles of top executivesWhat are the top companies and what are their revenuesContents, Statistics, Forecasts and Analysis Include: Major Trends Affecting the Games, Apps and Social Media Industry1)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 RealityTVs are Internet Ready 6)New Game Consoles Attempt to Revive Sales7)3-D Games Open New OpportunitiesImmersion Games Offer Virtual Reality 8)Kindle, Tablets and Smartphones Download Entertainment and GameseBook Sales Soar9)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 BoomsMulti-Player Gaming (MMORPG) is Strong Worldwide 12)Virtual Worlds Open Up New Revenue Sources...

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