



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

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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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**Michael Bennett:**

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