



**Plunkett's Games, Apps & Social Media Industry
Almanac 2016: 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 2016: 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 2016

Key findings:

- Plunkett Research lists top 200 companies in Games, Apps & Social Media and names top trends changing the industry for the mid term.

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: 306

Statistical Tables Provided: 16

Companies Profiled: 181

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)Social Media to Generate \$23.6 Billion in Global Ad Revenues
- 3)Social Media Privacy Concerns Plague the Industry

- 4)TVs Are Internet Ready/Game Consoles and Set Top Accessories like Roku and Chromecast Stream Content
- 5)New Video Game Console Technologies and Features Boost Sales
- 6)Virtual Reality and 3-D Games Open New Opportunities/Immersion Games to Grow
- 7)Tablets and Smartphones Cause Shift in Desktop PC Market
- 8)Fantasy Sports Post Growth, Creating \$3.6 Billion in Revenue/Electronic Games Become Spectator Sports
- 9)Cloud Gaming Grows
- 10)Virtual Worlds Provide Revenue for Games Publishers
- 11)Global Mobile Apps Revenues to Hit \$77 Billion Yearly in 2017
- 12)Mobile Devices are Fastest Growing Platform for Electronic Games
- 13)Revenues Continue to Soar for MMORPGs, Massively Multiplayer Online Role Playing Games
- 14)Embedded LTE Wi-Fi and Onboard Apps Incorporated by Auto Makers in New Car Infotainment Systems
- 15)Gamification: Games Technology Boosts Education and Training

Games, Apps & Social Media Industry Statistics

- 1)Games, Apps & Social Media Industry Overview
- 2)Internet Usage Demographics, U.S.: 2014
- 3)Top 10 Social Networking Websites: May 2015
- 4)Percent of Internet Users who Use Social Networking Sites, U.S.: 2014
- 5)Top 5 Search Engines, U.S.: May 2015
- 6)Home Broadband Adoption Demographics, U.S.: September 2013
- 7)Smartphone Adoption Demographics, U.S.: 2014
- 8)Number of Business & Residential High Speed Internet Lines, U.S.: 2008-2014
- 9)Number of Business & Residential High Speed Internet Lines, by Speed, U.S.: 2010-2013
- 10)Quarterly Software Publishing Industry Revenues, U.S.: 4th Quarter 2013-4th Quarter 2014
- 11)Software Publishing Industry, U.S.: Estimated Revenue, Inventories & Expenses: 2009-2014
- 12)Software Publishing Industry, U.S.: Estimated Operating Expenses: 2009-2013
- 13)Wireless Telecommunications Carriers (except Satellite): Estimated Sources of Revenue & Expenses, U.S.: 2011-2014

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From reader reviews:

Susan Parker:

Have you spare time to get a day? What do you do when you have much more or little spare time? That's why, you can choose the suitable activity intended for spend your time. Any person spent their spare time to take a walk, shopping, or went to typically the Mall. How about open or even read a book called Plunkett's Games, Apps & Social Media Industry Almanac 2016: Games, Apps & Social Media Industry Market Research, Statistics, Trends & Leading Companies (Plunkett's Industry Almanacs)? Maybe it is to be best activity for you. You recognize beside you can spend your time with your favorite's book, you can wiser than before. Do you agree with their opinion or you have additional opinion?

Donna Kerns:

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Cheri Turner:

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Lisa Gregory:

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