

In-Game Advertising: Market Research Report

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Abstracts

This report analyzes the worldwide markets for In-Game Advertising in US\$ Million.

The report provides separate comprehensive analytics for US, Canada, Japan, Europe, Asia-Pacific, The Middle East, and Latin America.

Annual estimates and forecasts are provided for the period 2009 through 2017.

Also, a six-year historic analysis is provided for these markets.

The report profiles 35 companies including many key and niche players such as Blockdot, Inc., BlueNoodle / NeoEdge, Double Fusion, Inc., Electronic Arts Inc., Google Adscape Media, Gaikai Inc., Game Creative Pty Ltd., Greystripe, IGA Worldwide, Intergi Entertainment, Mochi Media, Tap Me! Inc., WildTangent, Inc., and Yahoo, Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.

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Mangrove Capital Partners Invests in EnterMedia

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Doppelganger Selects Double Fusion to Integrate Brands into its vSide Virtual World

Double Fusion to Support Dynamic Advertising in Gearbox's New Games

Massive and EA Extend Existing Dynamic IGA Agreement

id Software Selects IGA Worldwide for Supporting IGA in Quake Live

Double Fusion Supports Spill Group's Casual Games

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Blockdot, Inc (US)

BlueNoodle / NeoEdge (US)

Double Fusion, Inc (US)

Electronic Arts Inc., (US)

Google Adscape Media (US)

Gaikai Inc (US)

Game Creative Pty Ltd (Australia)

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Region/CountryPlayers

The United States

Canada

Europe

The United Kingdom

Spain

Rest of Europe

Asia-Pacific (Excluding Japan)

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