

Renren, Inc. (China): Market Research Report

https://marketpublishers.com/r/RBA116BB4B7EN.html Date: January 2015 Pages: 244 Price: US\$ 3,500.00 (Single User License) ID: RBA116BB4B7EN

Abstracts

This report presents quick facts about Renren, Inc., which is principally a Social Networking Internet Platform. Illustrated with 233 tables, the report showcases the company's recent news stories and events, sales performance, key markets and market position as against its competitors operating in the industry.



Contents

1. COMPANY SNIPPETS

2. MAJOR PRODUCTS AND SERVICES

3. SALES DATA

Table 1. Renren, Inc.'s Sales by Product Segment Worldwide (2013-2014) inPercentage for Renren (Online Advertising and Other IVAS) and Games

4. COMPETITION BY DIVISION

5. MARKET OVERVIEW

Advertising

Table 2. Advertising Market by Region Worldwide (2014) - Percentage Breakdown byValue for Asia, Europe, Latin America, United States and Others

Table 3. Advertising Market by Country Worldwide (2014) - Percentage Breakdown for Argentina, Australia, Brazil, China, Colombia, Germany, Hong Kong, India, Indonesia, Japan, Russia, UK, USA, and Others

Table 4. Advertising Market by Medium Worldwide (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Digital (Internet & Mobile), Directories, Local TV (ex. Cable), Magazines, National TV (ex. Cable), Newspapers, Outdoor and Radio

Table 5. Advertising Market by Segment Worldwide (2014) - Percentage Market ShareBreakdown by Value Sales for Online Advertising, Online Display, Rich Media, VideoAdvertising, Socially-Enabled Advertising, and Others

 Table 6. Global Marketing/Advertising Automation Market (2014) in US\$ Million

Table 7. Advertising Market by Category in Australia (2014) - Percentage ShareBreakdown by Value Sales for Cinema, Metro TV FTA, Online, Outdoor, Print (ex-



directories), Print directories, Radio and Others (Includes Regional TV - FTA, and Subscription)

Table 8. Advertising Market by Channel in Australia (2014) - Percentage ShareBreakdown by Value for Quokka, Radio, The West Australian (Including Magazines)and Others

Table 9. Advertising Market by Type in Australia (2014) - Percentage Share Breakdown by Value for Magazines, Metropolitan TV, Newspapers, Online, Radio, Regional TV, Subscription TV, and Others

Table 10. Advertising Market in Australia (2014) in A\$ Million

Table 11. Advertising Market by Segment in Australia (2014) - Percentage ShareBreakdown by Value Sales for Magazines, Newspapers, Online, Radio and Others

Table 12. Advertising Market by Category in Brazil (2014) - Percentage ShareBreakdown by Value Sales for Online Advertising, and Others

Table 13. Advertising Market by Segment in Canada (2014) - Percentage ShareBreakdown by Value Sales for Catalogue/Direct Mail, Community Newspapers,Conventional Television, Daily Newspapers, Internet, Magazines, Mobile, Out-of-Home,Radio, Specialty Television, Yellow Pages, and Miscellaneous

Table 14. Advertising Market by Category in China (2014) - Percentage ShareBreakdown by Value Sales for Online Advertising, and Others

Table 15. Advertising Market by Medium in China (2014) - Percentage Share Breakdown by Value for Broadcast, Internet (Non-Video), Magazines, Mobile, Newspapers, Online Videos and Television

Table 16. Advertising Market by Medium in France (2014) - Percentage ShareBreakdown by Value Sales for Cinema, Internet, Magazines, Newspapers, Outdoor,Radio and TV

Table 17. Advertising Market by Category in India (2014) - Percentage ShareBreakdown by Value Sales for Online Advertising, and Others

Table 18. Advertising Market by Media in Japan (2014) - Percentage Share Breakdown



by Value for Internet, Magazine, Newspaper, Radio, Television, and Others

Table 19. Advertising Market by Segment in North America (2014) – Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, and Others

Table 20. Advertising Market by Category in Russia (2014) - Percentage ShareBreakdown by Value Sales for Online Advertising, and Others

Table 21. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, TV, and Cinema and Others

Table 22. Advertising Market by Channel in Russia (2014) - Percentage Share Breakdown by Volume Sales for Mail. ru (excl. OK), OK, Radio (Russia), TV (Channel 1), TV (CTC Media), TV (NTV), TV (Russia), TV (TNT), Vkontakte, Yandex, and Others

Table 23. Advertising Market by Segment in Russia (2014) - Percentage ShareBreakdown by Value Sales for Internet, TV, and Others

Table 24. Advertising Market in the US (2014) in US\$ Million

Classifieds Advertising

Table 25. Classifieds Advertising Market by Type for Automotives Worldwide (2014) -Percentage Share Breakdown by Value for Carsales, Carsguide, Drive, and Others

Table 26. Classifieds Advertising Market by Type in Australia (2014) - PercentageShare Breakdown by Value for Newspapers and Online

Table 27. Advertising Classifieds Market by Category in Australia (2014) – Percentage Share Breakdown by Value for Automotive, Employment, Residential Real Estate, and Others

Table 28. Classifieds Advertising Market in Australia (2014) in A\$ Millions

Cinema Advertising



Table 29. Spending on Advertising through Cinema by Region Worldwide (2014) -Percentage Share Breakdown by Value for Asia-Pacific, Central & Eastern Europe,Latin America, Middle East & North Africa, North America, Western Europe, and Rest ofWorld

Table 30. Spending on Advertising through Cinema by Country in Asia-Pacific (2014) -Percentage Share Breakdown by Value for Australia, China, India, Indonesia, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea and Thailand

Table 31. Spending on Advertising through Cinema by Country in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Czech Republic, Greece, Hungary, Poland, Romania, Russia, Turkey, Ukraine and Others

Table 32. Spending on Advertising through Cinema by Country in Latin America (2014)- Percentage Share Breakdown by Value for Argentina, Brazil, Chile, Costa Rica,Mexico, Peru, Puerto Rico, Venezuela and Others

Table 33. Spending on Advertising through Cinema by Country in Western Europe(2014) - Percentage Market Share Breakdown by Value for Austria, Belgium, Denmark,Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain,Sweden, Switzerland, UK

Digital Advertising

 Table 34. Global Digital Video Ad Spend (2014) in US\$ Million

Table 35. Digital Video Ad Spend in the US (2014) in US\$ Million

Table 36. Digital Ad Spending by Segment in the US (2014) - Percentage Market ShareBreakdown by Value Sales for Digital Video Ad Spend, and Others

Table 37. Virtual and Digital Goods Advertising Market by Web Sites Worldwide (2014)- Percentage Share Breakdown by Value for Facebook and Virtual and Digital GoodsWebsites

Display Advertising



Table 38. Display Advertising Spend through Source in Australia (2014) - Percentage Market Share Breakdown by Value for Communications, Entertainment, Finance, Government, Health, Media, Motor Vehicles, Real Estate, Recruitment, Retail, Services, Travel, and Others

Table 39. Display Advertising Domestic Market in the US (2014) in US\$ Million

Internet Advertising

Table 40. Global Internet Advertising (2014) in US\$ Million

Table 41. Internet Advertising by Type Worldwide (2014) - Percentage ShareBreakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, andTelevision

Table 42. Advertising through Internet Market by Segment in Canada (2014) -Percentage Share Breakdown by Value Sales for Automotive, Entertainment,Financial/Insurance, Government, Media, Packaged Goods, Retail, Technology,Telecommunications, Travel/Leisure and Others

Table 43. Internet Advertising Market in China (2014) in RMB Million

Table 44. Internet Advertising (including Display, Mobile, Online Video) Market byCountry in Europe (2014) - Percentage Share Breakdown by Value for France,Germany, Italy, Spain, Sweden, UK, and Others

Table 45. Spending on Advertising through Internet by Country in North America (2014)- Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 46. Spending on Advertising through Internet by Type in the US (2014) -Percentage Market Share Breakdown by Value Sales for Classifieds, Display,InternetVideo, Rich Media, Paid Search, and Social Media

Table 47. Spending on Advertising through Internet by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for France, Germany, UK, and Others



Table 48. Internet Advertising in Western Europe (2014) in US\$ Million

Radio Advertising

Table 49. Advertising through Radio Market by Segment in Canada (2014) – Percentage Share Breakdown by Value Sales for Automotive, Entertainment, Financial/Insurance, Government, Media Promotion, Petroleum & Auto Parts, Restaurants, Retail, Telecommunications, Travel & Transportation and Others

 Table 50.
 North America Land Radio Market (2014) in US\$ Million

Table 51. Spending on Advertising through Radio by Medium in the US (2014) -Percentage Market Share Breakdown by Value Sales for Local Radio, and NetworkRadio

Magazine Advertising

Table 52. Spending on Advertising through Magazine by Region Worldwide (2014) -Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe,Latin America, North America, and Western Europe

Table 53. Spending on Advertising through Magazines by County in Asia-Pacific (2014)- Percentage Share Breakdown by Value for Australia, China, Hong Kong, India,Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, and Thailand

Table 54. Advertising through Magazines Market Segment in Canada (2014) -Percentage Share Breakdown by Value Sales for Automotive, Cosmetics & Toiletries,Drug Products, Entertainment, Financial/Insurance, Food, Hair Products, MediaPromotion, Retail, Travel & Transportation and Others

Table 55. Spending on Advertising through Magazines by County in Central & EasternEurope (2014) - Percentage Share Breakdown by Value for Czech, Greece, Hungary,Poland, Romania, Russia, and Turkey

Table 56. Spending on Advertising through Magazines by County in Latin America (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Chile, Colombia, Mexico, Panama, Puerto Rico, and Venezuela



Table 57. Spending on Advertising through Magazines by County in Middle East &North Africa (2014) - Percentage Share Breakdown by Value for Egypt, Pan Arab, andSaudi Arabia

Table 58. Spending on Advertising through Magazines by County in North America(2014) - Percentage Share Breakdown by Value for Canada and USA

Table 59. Advertising through Magazines by Type in the UK (2014) - PercentageMarket Share Breakdown by Value for B2B magazines and B2C magazines

Table 60. Spending on Advertising through Magazines by Medium in the US (2014) -Percentage Market Share Breakdown by Value Sales for B to B Magazines, andConsumer Magazines

Table 61. Spending on Advertising through Magazines by County in Western Europe(2014) - Percentage Share Breakdown by Value for Austria, Belgium, Denmark,Finland, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, and UK

Media Advertising

 Table 62. Global Spending on Media through Advertising (2014) in US\$ Billion

Table 63. Global Automotive Ad Spending through Media (2014) in US\$ Thousand

Table 64. Spending on Media by Region Worldwide (2014) – Percentage Market Share Breakdown by Value for Asia Pacific, Europe, Latin America, Middle East & Africa, and North America

Table 65. Advertising through Media Market by Segment in Canada (2014) –Percentage Share Breakdown by Value Sales for Automotive, Dealer Automotive, DrugProducts, Entertainment, Financial/Insurance, Food, Restaurants, Retail,Telecommunications, Travel & Transportation and Others

Table 66. Spending on Advertising through Major Media by Medium in France (2014) -Percentage Market Share Breakdown by Value Sales for Internet, Magazines,Newspapers, Outdoor, Radio, and Television

Table 67. Spending on Media through Advertising in France (2014) in ? Million



Table 68. Spending on Media through Advertising in Germany (2014) in ? Million

Table 69. Spending on Advertising through Major Media by Medium in Germany (2014)- Percentage Market Share Breakdown by Value Sales for Internet, Magazines,Newspapers, Outdoor, Radio, and Television

 Table 70.
 Media & Entertainment Market in India (2014) in INR Million

Table 71. Media and Entertainment Market by Category in India (2014) - PercentageShare Breakdown by Value Sales for Animation & Visual Effects (VFX), DigitalAdvertising, Films, Gaming, Music, Out of Home (OOH), Print, Radio, and Television

Table 72. Spending on Advertising through Media and Entertainment by Machinery and Equipment Manufacturers in India (2014) - Percentage Market Share Breakdown by Value Sales for Digital Advertising, Out of Home (OOH), Print, Radio, and Television

Table 73. Spending on Advertising through Major Media by Medium in Italy (2014) -Percentage Market Share Breakdown by Value Sales for Internet, Magazines,Newspapers, Outdoor, Radio, and Television

Table 74. Spending on Advertising through Major Media by Medium in Spain (2014) -Percentage Market Share Breakdown by Value Sales for Internet, Magazines,Newspapers, Outdoor, Radio, and Television

Table 75. Spending on Media through Advertising in Spain (2014) in ? Million

Table 76. Spending on Media by Category in the UK (2014) - Percentage Market Share Breakdown by Value for Cinema, Magazines, News Papers, Outdoor, Radio, Search & Online, and TV

Table 77. Spending on Media through Advertising in the UK (2014) in ? Millions

Table 78. Advertising Market by Media in the US (2014) - Percentage Share Breakdownby Value Sales for Direct Media, Local Media, and National Media

Table 79. Advertising Market by Media in the US (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Direct Mail, Directories, Local Broadcast TV, Magazines, National Broadcast, Syndicated TV, Newspapers, Outdoor, Radio, and Others



Table 80. Direct Media Advertising Market by Medium in the US (2014) – Percentage Share Breakdown by Value Sales for Direct Mail, Directories, Internet Yellow Pages, Lead Generation, and Paid Search

Table 81. Spending on Advertising through Major Media by Medium in the US (2014) -Percentage Market Share Breakdown by Value Sales for Internet, Magazines,Newspapers, Outdoor, Radio, and Television

Table 82. Time Spent on Media by Adults in the US (2014) - Percentage Market ShareBreakdown by Volume for Digital, Print, Radio, TV, and Others

Table 83. Local Media Advertising Market by Medium in the US (2014) - PercentageShare Breakdown by Value Sales for Local Broadcast Radio, Local Broadcast TV, LocalCable TV, Local Digital, Online Media, Local Newspapers, Local TV PoliticalAdvertising, and Outdoor

Table 84. Retail Ad Spending through Media in the US (2014) in US\$ Million

Table 85. Wireless Ad Spending through Media in the US (2014) in US\$ Thousand

Table 86. National Media Advertising Market by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Magazines, National Cable TV, National Digital, Online Media, National Newspapers, National Syndication, Network Broadcast TV English Language, Network Broadcast TV Spanish Language, Network, and Satellite Radio

Mobile Advertising

Table 87. Spending on Advertising through Mobile by Category Worldwide (2014) -Percentage Market Share Breakdown by Value for Display Ads in the US, Internationaland Search Ads in the US

Table 88. Advertising through Mobile Market by Segment in Canada (2014) -Percentage Share Breakdown by Value Sales for Automotive, Drug Products,Entertainment, Financial/Insurance, Media, Packaged Goods, Retail, Technology,Telecommunications, Travel/Leisure and Others

Table 89. Mobile Advertising Market in China (2014) in US\$ Million



Newspaper Advertising

Table 90. Spending on Advertising through Newspaper by Region Worldwide (2014) -Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe,North America, Western Europe, and Rest of World

Table 91. Newspaper Revenue through Media by Type Worldwide (2014) – PercentageShare Breakdown by Value for Circulation, Digital Advertising, New Revenue, Non-Daily/Niche/Direct Mktg, and Print Newspaper Advertising

Table 92. Spending on Advertising through Newspaper by Country in Asia-Pacific(2014) - Percentage Share Breakdown by Value for Australia, China, Hong Kong, India,Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, and Thailand

Table 93. Newspaper Advertising Market by Sector in Australia (2014) - PercentageShare Breakdown by Value for Automotive, Banking & Finance, Real Estate, Retail,Travel and Others

Table 94. Advertising through Daily Newspapers Market by Segment in Canada (2014)- Percentage Share Breakdown by Value Sales for Automotive, Dealer Automotive,Entertainment, Financial/Insurance, Internet Sites & Services, Media Promotion, RealEstate, Retail, Telecommunications, Travel & Transportation and Others

Table 95. Spending on Advertising through Newspaper by Country in Central & EasternEurope (2014) - Percentage Share Breakdown by Value for Croatia, Czech Republic,The, Greece, Hungary, Poland, Russia, and Turkey

Table 96. Spending on Advertising through Newspaper by Country in Middle East & North Africa (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Egypt, Kuwait, Latin America, Mexico, Puerto Rico, Saudi Arabia, and UAE (United Arab Emirates)

Table 97. Spending on Advertising through Newspaper by Country in North America(2014) - Percentage Share Breakdown by Value for Canada and USA

Table 98. Advertising through Newspapers by Type in the UK (2014) - PercentageMarket Share Breakdown by Value for National Newspapers and Regional Newspapers



Table 99. Newspaper Advertising by Category in the US (2014) - Percentage Market

 Share Breakdown by Value Sales for Automotive, Help Wanted, Real Estate and Others

Table 100. Newspaper Advertising by Segment in the US (2014) - Percentage MarketShare Breakdown by Value Sales, for Classifieds, National, Online and Retail

Table 101. Spending on Advertising through Newspaper by Country in Western Europe(2014) - Percentage Share Breakdown by Value for Austria, Belgium, Denmark,Finland, France, Germany, Italy, Netherlands, Norway, Spain, Sweden, Switzerland,and UK

Online Advertising

Table 102. Global Online Advertisement Market (2014) in US\$ Million

 Table 103. Global Online Advertising Market (2014) in US\$ Millions

Table 104. Global Online Advertising Spend (2014) in US\$ Million

 Table 105. Global Online Search Advertising Market (2014) in US\$ Million

Table 106. Online Advertising by Segment Worldwide (2014) - in Units for Mobileformats Out of home, Print, Radio, Search, Social formats, TV, Video, and Others

Table 107. Online Advertising Market by Region Worldwide (2014) - PercentageBreakdown by Value for Asia-Pacific, Central and Eastern Europe, Latin America,Middle East and Africa, North America, and Western Europe

Table 108. Spending on Advertising through Online by Type Worldwide (2014) -Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video,Display Ads, Lead Generation, Mobile, Rich Media, Search, and Sponsorship

Table 109. Online Search Advertising Market by Country Worldwide (2014) –Percentage Share Breakdown by Value for US, and Others

Table 110. Online Advertising Spend through Medium in Australia (2014) - PercentageBreakdown by Value for Classifieds, Display, Search and Directories



Table 111. Online Classifieds Advertising Market in Australia (2014) in A\$ Millions

Table 112. Online Search Ads Market in China (2012-2017) in US\$ Million

Table 113. Online Advertising Market by Segment in China (2014) - Percentage ShareBreakdown by Value Sales for Display, Paid Search, and Others

Table 114. Online Advertisement Market in India (2014) in US\$ Million

Table 115. Advertising through Internet by Category in the US (2014) - PercentageMarket Share Breakdown by Value Sales for Classifieds, Digital Video, Display/BannerAds, Email, Lead Generation, Mobile, Paid Search, Rich Media and Sponsorship

Table 116. Advertising through Online by Type in the UK (2014) – Percentage Market Share Breakdown by Value for Online Classified, Online Display, Paid Search, and Others (Online)

Table 117. Online Advertising Market by Category in the US (2014) – Percentage Share Breakdown by Value for Classifieds / Auctions, Display Advertising, Lead Generation/E-mail, Mobile, and Search

 Table 118.
 Online Advertising Market in the US (2014) in US\$ Million

Table 119. Online Real Estate Spending on Advertising by Medium in the US (2014) -Percentage Share Breakdown by Value Sales for Broadcast TV, Cable TV, Direct Mail, Newspapers, Other Print, Out of Home, Radio, and Others

Table 120. Online Search Ads Market by Company in the US (2014) – PercentageShare Breakdown for Google and Others

Table 121. Online Search Ads Market by Media in the US (2012-2017) in US\$ Millionfor Mobile and Others

Outdoor Advertising

Table 122. Outdoor Advertising Market by Type Worldwide (2014) - Percentage Share

 Breakdown by Value for Alternative Outdoor, Billboards, Street Furniture and Transit



Table 123. Spending on Advertising through Outdoor by Country Worldwide (2014) -Percentage Market Share Breakdown by Value Sales for France, Japan, USA, andOthers

Table 124. Spending on Advertising through Outdoor by Region Worldwide (2014) -Percentage Market Share Breakdown by Value Sales for Asia Pacific, North America,Western Europe, and Others

Table 125. Spending on Advertising through Outdoor by Country in Asia-Pacific (2014) -Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, andOthers

Table 126. Spending on Advertising through Outdoor by Country in Central and EasternEurope (2014) - Percentage Market Share Breakdown by Value Sales for Poland,Russia, Turkey, and Others

Table 127. Spending on Advertising through Outdoor by Country in Latin America(2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil,Chile, and Others

Table 128. Spending on Advertising through Outdoor by Country in Middle East andNorth Africa (2014) - Percentage Market Share Breakdown by Value Sales for SaudiArabia, UAE, and Others

Table 129. Spending on Advertising through Outdoor by Country in North America(2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 130. Spending on Advertising through Outdoor by Medium in the US (2014) -Percentage Market Share Breakdown by Value Sales for Billboards, and Others

Table 131. Spending on Advertising through Outdoor by Country in Western Europe(2014) - Percentage Market Share Breakdown by Value Sales for Belgium, France,Germany, Italy, Spain, Switzerland, UK, and Others

Search Advertising

Table 132. Search Advertising Market by Country in Europe (2014) - Percentage Share

 Breakdown by Value for France, Germany, Italy, Spain, Sweden, UK, and Others



Social Media

Table 133. Social Media Market in Asia-Pacific (2014) in US\$ Thousand

Spending on Advertising

 Table 134. Global Spending on Advertising (2014) in US\$ Million

Table 135. Spending on Advertising through Sector Worldwide (2014) - PercentageShare Breakdown by Value for Automotive, Consumer Electronics and Technology,Entertainment and Media, Food and Beverages (incl. Alcohol), Household Products,Personal Care, Pharmaceuticals, Restaurants, Retail, Telecommunications, and Others

Table 136. Spending on Advertising through Medium Worldwide (2014) – PercentageMarket Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers,Outdoor, Radio and Television

Table 137. Spending on Advertising through Hispanic Media Worldwide (2014) -Percentage Market Share Breakdown by Value for Cable TV, Internet, Magazines,Network TV, Newspapers, Spot Radio and Spot TV

Table 138. Spending on Advertising through Medium in Asia-Pacific (2014) – Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 139. Advertising through Out-of-Home Medium Market by Segment in Canada(2014) - Percentage Share Breakdown by Value Sales for Alcohol, Automotive,Entertainment, Financial/Insurance, Food, Media Promotion, Restaurants, Retail,Telecommunications, Travel/Leisure and Others

Table 140. Spending on Advertising through Medium in China (2014) – PercentageShare Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor,Radio and Television

 Table 141. Personal Computer (PC) Advertising Market in China (2014) in US\$ Million

Table 142. Spending on Advertising through Media in India (2014) – Percentage Market



Share Breakdown by Value for Internet, Print, Television, and Others

Table 143. Spending on Advertising through Print Media by Language in India (2014) - Percentage Market Share Breakdown by Value for English, Hindi, Tamil, Telugu, and Others

Table 144. Spending on Advertising through Media in the UK (2014) - PercentageMarket Share Breakdown by Value for Internet, Print, Television, and Others

Table 145. Spending on Advertising through Media in the US (2014) - PercentageMarket Share Breakdown by Value for Internet, Print, Television, and Others

Table 146. Spending on Advertising through Media in the US (2014) in US\$ Million

Table 147. Spending on Direct Mail Advertising by Category in the US (2014) -Percentage Market Share Breakdown by Value Sales for Addressed, and Unaddressed

Table 148. Spending on Advertising by Category in the US (2014) - Percentage MarketShare Breakdown by Value Sales for Major Media, and Marketing Services

Table 149. Spending on Advertising through Cable TV in the US (2014) in US\$ Million

Table 150. Spending on Advertising through Network TV in the US (2014) in US\$Million

Table 151. Personal Care Ad Spending through Media in the US (2014) in US\$Thousand

 Table 152.
 Beverages Ad Spending through Media in the US (2014) in US\$
 Thousand

 Table 153.
 Spending on Advertising through Cinema in the US (2014) in US\$
 Thousand

Table 154. Spending on Advertising through Medium in Western European (2014) -Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines,Newspapers, Outdoor, Radio and Television

Television Advertising



Table 155. Advertising through Television by Type in Australia (2014) - Percentage Market Share Breakdown by Value Sales for Metropolitan TV, Regional TV, Subscription TV and Others

Table 156. Advertising through Television Market by Segment in Canada (2014) -Percentage Share Breakdown by Value Sales for Alcohol, Automotive, Cosmetics & Toiletries, Drug Products, Entertainment, Financial/Insurance, Food, Restaurants, Telecommunications, Retail and Others

Table 157. Spending on Advertising through Television by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for National Cable, Network, Spot TV, and Syndication

Table 158. Advertising through Television Market in the US (2014) in US\$ Million

Table 159. Advertising Spending through Cable TVs in the US (2014) - Percentage Share Breakdown by Value for Comcast Corporation, Time Warner, Inc., Viacom Media Networks, and Walt Disney Company, The

Games

Table 160. Games Market by Category Worldwide (2014) - Percentage ShareBreakdown by Value Sales for Arcade, Mobile, Online, Portable Console (PC) andVideo

Table 161. Games Market by Country Worldwide (2014) - Percentage ShareBreakdown by Value Sales for Canada, China, France, Germany, Italy, Japan, Korea,Spain, United Kingdom, United States and Others

Table 162. Global Games Market (2014) in US\$ Million

Table 163. Games Market by Category in China (2014) - Percentage Share Breakdownby Value Sales for Arcade Games, Mobile Games, Online Games and Portable Console(PC) Games

Table 164. Games Market by Type in China (2014) - Percentage Share Breakdown byValue for Mobile game, PC client game, and Web game



Table 165. Gaming Market in China (2014) in KRW Million

Table 166. Games Market by Category in Japan (2014) - Percentage Share Breakdown by Value Sales for Arcade, Mobile, Online, Portable Console (PC) and Video

Table 167. North American Game Based Educational Learning Market by Category(2012-2017) in US\$ Million for Mobile Edu Games, and Non-Mobile Edugames

Table 168. Games Market by Category in North America (2014) - Percentage ShareBreakdown by Value Sales for Arcade Games, Mobile Games, Online Games, PortableConsole (PC) Games and Video Games

Table 169. Games Market by Segment in North America (2014) - Percentage ShareBreakdown by Volume Sales for Class II, Poker, Reels, Video

 Table 170. Gaming Market in Philippines (2014) in US\$ Million

Table 171. Games Market by Category in South Korea (2014) - Percentage ShareBreakdown by Value Sales for Mobile Games, Online Games, Portable Console (PC)Game Room, Video Games and Others

Table 172. Games Selection Market by Category in South Korea (2014) - PercentageShare Breakdown by Value Sales for Background/Content/Material,Benefits/Educational Gains, Characters, Genre, Graphics/Sound, ProductionCompanies, Recommendations from Other Users and Others

Table 173. US Game Based Educational Learning Market by Category (2012-2017) inUS\$ Million for Custom Content Development Services, and Mobile PackagedEdugames

Table 174. Games Market by Category in the US (2014) - Percentage Share Breakdown by Value Sales for Arcade, Mobile, Online, Portable Console (PC) and Video

Table 175. Gaming Market by State in the US (2014) - Percentage Share Breakdown by Value Sales for Colorado, Connecticut, Delaware, Florida, Illinois, Indiana, Iowa, Louisiana, Maryland, Michigan, Mississippi, Missouri, Nevada, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, West Virginia and Others



Mobile Games

Table 176. Global Mobile Games Market (2014) in US\$ Million

Table 177. Mobile Games Market by Region Worldwide (2014) - Percentage ShareBreakdown by Value Sales for Asia, Europe, Latin America and North America

Table 178. Mobile Gaming Market by Country Worldwide (2014) - Percentage Share Breakdown by Value for China, Japan, Korea, Latin America, Spain, UK, US, and Others

 Table 179.
 Mobile Gaming Market in China (2014) in RMB Million

Table 180. Mobile Gaming Market by Category in Japan (2014) - Percentage ShareBreakdown by Value Sales for Mobile Web and Native Applications (Apps)

Table 181. Mobile Gaming Market in Japan (2014) in US\$ Million

Table 182. Mobile Gaming Market in Korea (2014) in KRW Billion

Online Games

 Table 183. Global Online Games Market (2014) in US\$ Million

Table 184. Online Gaming Market by Country Worldwide (2014) - Percentage ShareBreakdown by Value for Canada, China, France, Japan, Korea, UK, US, and Others

Table 185. Online Games Market by Region Worldwide (2014) - Percentage ShareBreakdown by Value Sales for Asia, Europe, Latin America and North America

 Table 186.
 Online Gaming Market in China (2014) in US\$ Million

Table 187. Online Gaming Market in China (2014) in RMB Million

Table 188. Online Games Market by Type in Russia (2014) - Percentage Breakdown by Value for Casual Games, Consoles, Massively Multiplayer Online Game (MMO), PC Games, and Social Games



PC Games

Table 189. PC Games End Users Market by Gender in China (2014) – PercentageShare Breakdown by Value Sales for Female, and Male

Table 190. PC Games Market by Category in Europe (2014) - Percentage Breakdown

 by Value for Role-Playing Games, Shooters, and Others

Toys and Games

Table 191. Toys and Games Market by Region Worldwide (2014) - Percentage ShareBreakdown by Value Sales for Asia-Pacific, Europe, US and Others

Table 192. Toys and Games Market by Region Worldwide (2014) - Percentage ShareBreakdown by Value for China and Others

Table 193. Toys and Games Market by Category Worldwide (2014) - Percentage ShareBreakdown by Value Sales for Activity Toys, Dolls, Games and Puzzles, InfantPreschool, Plush, Ride-Ons and Others

Table 194. Toys and Games Market by Distribution Channel Worldwide (2014) -Percentage Share Breakdown by Value Sales for Department Stores, Hypermarket,Supermarket and Discounters, Specialist Stores, Variety and General Retailers andOthers

Table 195. Toys and Games Sales by Country Worldwide (2014) - Percentage MarketShare Breakdown by Value for China, Europe, US and Others

Table 196. Toys and Games Market by Distribution Channel in China (2014) –Percentage Share Breakdown by Value Sales for Department Stores, GeneralRetailers, Hypermarket, Supermarket and Discounters, Specialist Stores and Others

Table 197. Toys and Games Market by Category in China (2014) - Percentage ShareBreakdown by Value Sales for Activity Toys, Dolls, Games and Puzzles, InfantPreschool, Plush, Ride-Ons and Others

Video Games



Table 198. Video Games Market by Region Worldwide (2014) - Percentage Share Breakdown by Value Sales for Asia, Europe, Latin America and North America

Table 199. Video Games Software Market by Platform Type Worldwide (2014) -Percentage Share Breakdown by Value Sales for Console, Handheld and PersonalComputer (PC)

Table 200. Video Games Software Market by Platform Type in Europe (2014) -Percentage Share Breakdown by Value Sales for Console, Handheld and Personal Computer (PC)

Table 201. Video Games Software Market by Platform Type in Japan (2014) -Percentage Share Breakdown by Value Sales for Console, Handheld and PersonalComputer (PC)

Table 202. Video Game Software Market by Platform Type in the US (2014) – Percentage zShare Breakdown by Value Sales for Console, Handheld and Personal Computer (PC)

Table 203. Video Game Software Market by Title in the US (2014) - Percentage Share Breakdown by Value for Animal Crossing: New Leaf, Fire Emblem: Awakening, Lego Battles Ninjago, Minecraft, Pikmin 3, Sim City 2013, Starcraft II: Heart of the Swarm Expansion Pack, Starcraft II: Wings of Liberty, The Sims 3: Island Paradise Expansion Pack, The Sims 3: University Life Expansion Pack and Others

Table 204. Video Games Software Market by Genre in the US (2014) - PercentageShare Breakdown by Value Sales for Action, Adventure, Casual, Complications, FamilyEntertainment, Fighting, Racing, Role-Playing, Shooter, Sport Games and Strategy

6. COMPETITIVE LANDSCAPE

Advertising and Marketing

Table 205. Market Shares of Leading Advertising and Marketing Providers Worldwide (2014) - Percentage Market Share Breakdown by Value for Dentsu Aegis Network Ltd., Havas Media Group, Interpublic Group Plc, Omnicom Group, Inc., Publicis Groupe, and



WPP Plc

Digital Advertising

Table 206. Market Shares of Leading Digital Advertising Companies in Japan (2014) - Percentage Breakdown by Value for Asatsu-DK, Inc., Dentsu, Inc., Hakuhodo, Inc. and Others

Table 207. Market Shares of Leading Digital Display, Rich Media, Video Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc. Twitter, Inc., and Others

Table 208. Market Shares of Leading Display Advertising Companies by Value Sales inRussia (2014) - Percentage Breakdown for Mail. Ru Group, Yandex, and Others

Table 209. Market Shares of Leading Domestic Display Advertising Companies in the US (2014) - Percentage Breakdown by Value for AOL Inc., Facebook. com, Google, Yahoo! Inc., and Others

Media Ad Spending

Table 210. Market Shares of Leading Insurance Providers Advertising Spendingthrough Media in the US (2014) - Percentage Breakdown by Value for AflacIncorporated, Allstate Corporation, American Family Mutual Insurance Company,Government Employees Insurance Company, Liberty Mutual Group, Nationwide MutualInsurance Company, Progressive Corporation, State Farm Mutual AutomobileInsurance Company, UnitedHealth Group, Inc., Zurich Insurance Group Ltd. and Others

Table 211. Market Shares of Leading Media Ad Spending Retailers in the US (2014) -Percentage Breakdown by Value for Best Buy Company, Inc., Gap, Inc., The, Home Depot, The, J. C. Penney Company, Inc., Kohl's Corporation, Lowe's Companies, Inc., R. H. Macy & Co., Sears Holdings Corporation, Target Corporation, Wal-Mart Stores, Inc., and Others

Mobile Display Advertising



Table 212. Market Shares of Leading Mobile Display Advertising Companies by ValueSales Worldwide (2014) - Percentage Breakdown for Apple, Inc., Google, Inc.,Millennial Media, and Others

Newspaper

Table 213. Market Shares of Newspaper Companies by Circulation in Australia (2014) -Percentage Breakdown by Value Sales for APN News & Media, Fairfax Media Limited,News Corporation, and The West Australian

Online Advertising

Table 214. Market Shares of Leading Online Advertising Companies Worldwide (2014)
Percentage Breakdown by Value Sales for Facebook, Inc., Google,
IAC/InterActiveCorp (IAC), Microsoft Corporation, Twitter Inc., Yahoo! Inc., and Others (Includes AOL, Inc., Pandora, LinkedIn, Millenial Media)

Personal Care

Table 215. Market Shares of Leading Personal Care Advertising Companies Worldwide(2014) - Percentage Breakdown by Value for Colgate-Palmolive Company,Hypermarcas S.A., L'Oreal Group, Procter & Gamble (P&G) and Unilever Plc.

Social Advertising

Table 216. Market Shares of Leading Social Online Advertising Companies by ValueSales Worldwide (2014) - Percentage Breakdown for Facebook, Inc. Twitter, Inc., andOthers

Television Advertising

Table 217. Market Shares of Leading Advertising Companies through Television in Japan (2014) - Percentage Breakdown by Value for Asatsu-DK, Inc., Dentsu, Inc., Hakuhodo, Inc. and Others



Gaming

Table 218. Market Shares of Leading Gaming Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Bally Technologies Inc., International Game Technology (IGT), Konami Gaming Inc., Multimedia Games Holding Co. Inc., WMS Industries, Inc. and Others

Table 219. Market Shares of Leading Gaming Companies by Volume Sales Worldwide (2014) - Percentage Breakdown for Bally Technologies Inc., International Game Technology (IGT), Konami Gaming Inc., Multimedia Games Holding Co. Inc., WMS Industries, Inc. and Others

Table 220. Market Shares of Leading Gaming Companies by Volume Sales in North America (2014) - Percentage Breakdown for Aristocrat Technologies Australia Pty Ltd, Bally Technologies, Inc., GTECH S. p. A., International Game Technology (IGT), Konami Gaming, Inc., Video Gaming Technologies, Inc., WMS Industries, Inc. and Others

Table 221. Market Shares of Leading Gaming Companies for Class II Segment by Volume Sales in North America (2014) - Percentage Breakdown for American Gaming Systems, Bally Technologies, Inc., Cadillac Jack, Inc., International Game Technology (IGT), Multimedia Games Holding Company, Inc., Video Gaming Technologies, Inc. and Others

Table 222. Market Shares of Leading Gaming Companies for Poker Segment by Volume Sales in North America (2014) - Percentage Breakdown for Bally Technologies, Inc., (International Game Technology (IGT) and Others

Table 223. Market Shares of Leading Gaming Companies for Reels Segment byVolume Sales in North America (2014) - Percentage Breakdown for AristocratTechnologies Australia Pty Ltd, Bally Technologies, Inc., International GameTechnology (IGT), Konami Gaming, Inc., WMS Industries, Inc. and Others

Table 224. Market Shares of Leading Gaming Companies for Video by Volume Sales in North America (2014) - Percentage Breakdown for Aristocrat Technologies Australia Pty Ltd, Bally Technologies, Inc., International Game Technology (IGT), Konami Gaming, Inc., WMS Industries, Inc. and Others



Table 225. Market Shares of Leading Strategy and Role Playing Games Publishers in the US (2014) - Percentage Breakdown by Value Sales for Activision Blizzard, Inc., Electronic Arts, Inc., Microsoft Corporation, Nintendo Co., Ltd., Warner Bros. Interactive Entertainment, Inc. and Others

Online Games

Table 226. Market Shares of Leading Client based Online Game Companies in China (2014) - Percentage Breakdown by Value for Changyou. com Limited, Giant Interactive Group, Inc., NetEase, Inc., Perfect World Company Limited, Shanda Interactive Entertainment Limited, Tencent Holdings Limited and Others

Table 227. Market Shares of Leading Online Gaming Companies in China (2014) -Percentage Breakdown by Value Sales for ChangYou. com Ltd., COSLIGHT Group,Giants Gaming e-Sports, S. L, Kingsoft Corporation Ltd., Netdragon Websoft, Inc.,NetEase, Inc., Perfect World Co., Ltd., Shanda Games Ltd., Shanghai Posts &Telecommunications Technology Co., Ltd., Tencent Holdings Ltd., and Others

Social Games

Table 228. Market Shares of Leading Social Games Providers by Value Sales in Russia(2014) - Percentage Breakdown for Crazy Panda, Mail. Ru Group, Plarium Global Ltd.,Social Quantum Ltd., and Others

Table 229. Market Shares of Leading Social Gaming Companies in China (2014) -Percentage Breakdown by Value Sales for 139. com, 51. com, Bai. sohu. com, kaixin001. com, Renren, Inc., Tencent Holdings Ltd., and Others

Video Games

Table 230. Market Shares of Leading Video Game Companies Worldwide (2014) -Percentage Breakdown by Value for Activision Publishing, Inc., Capcom Co., Ltd.,Electronic Arts, Inc., Shanda Interactive Entertainment Limited, Square Enix HoldingsCo., Ltd., Take-Two Interactive Software, Inc., Ubisoft Entertainment S.A. and Others

Web Games



Table 231. Market Shares of Leading Web Game Developer Companies in China (2014) - Percentage Breakdown by Value for 7Road Technology Co., Ltd., Forgame. com., Gamevalley. com, Kunlun, Inc., Renren, Inc., Tencent Holdings Limited, The Dream. Com, Tianshenhudong. com., Xindong. com, Youzu Interactive Co., Ltd. and Others

Table 232. Market Shares of Leading Web Games Providers in China (2014) -Percentage Breakdown by Value for 4399. com, 37Wan, 7K7K4, 91Wan, Baidu, Inc., Tencent Holdings Ltd., Xunlei, Yaowan, YY, and Others

Table 233. Market Shares of Leading Web Platform based Game Companies in China (2014) - Percentage Breakdown by Value for 360 Game, 37wan. com, 4399 Network Co., 7k7k, 91wan. com, Baidu Beijing Baidu Network Technology Co., Kunlun, Inc., Quyou. com, Tencent Holdings Limited, YY, Inc. and Others

7. RECENT INDUSTRY DEVELOPMENTS



I would like to order

Product name: Renren, Inc. (China): Market Research Report Product link: https://marketpublishers.com/r/RBA116BB4B7EN.html Price: US\$ 3,500.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/RBA116BB4B7EN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970