

Animation & Gaming Industry in India (2011?15)

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Abstracts

Executive summary

The Indian Animation and Gaming industry is one of the fastest growing industries in the country today. Highly skilled manpower and dramatic cost-effectiveness have made India a sought after hub of animation industry.

The industry has shown considerable growth over the past few years, with a larger number of players foraying the space. India's animation and gaming industry is valued at 739 million dollars with a compound annual growth rate (CAGR) of 32 per cent between calendar years 2005 and 2009.

Trends in the Industry

Social Gaming popularity

Digital Technology

Changing Perceptions

The rise of kid's genre

Banking on Mythology

Animation, though a late starter in India is considered as one of the most promising segments of the Media & entertainment industry. The industry after experiencing healthy growth rate in the past is expected to be in the pink of its heath in the coming years. From the current market size of USD 774 million in 2010, it is anticipated to touch

the highs of USD 3040 million by 2015 growing at a CAGR of 25% during 2011-15.

Scope of the report

Indian Animation & Gaming Sector at a glance

Emerging trends in the industry like changing perception, popularity of social gaming, rise of kid's genre etc

Demand Supply scenario encompassing Inter-segmental growth rates and projections

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

Reasons to buy

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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