

Health Entertainment: Bringing the Fun to Wellness and Fitness 3Q 2012

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Abstracts

This report analyzes the intersection of the entertainment world with human health and well being. It defines this unique industry sector with highlights of its value chain, major players, and various business models. It also analyzes major types of hardware and services and focuses on games, mobile apps, and new-generation fitness products and platforms. The report concludes with forecasts of market growth by users and end-user revenues.

"Health entertainment is a perfect example of technology's imprint on the science of human behavioral changes," said Harry Wang, Director of Mobile & Health Research at Parks Associates. "Technology, in the form of attractive hardware and easy-to-use software and applications, is gradually re-inventing patient engagement models and making self-care less dreadful to most patients."

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