

Social Gaming: Market Updates 1Q 2011

<https://marketpublishers.com/r/S1428E570C1EN.html>

Date: December 2010

Pages: 51

Price: US\$ 3,500.00 (Single User License)

ID: S1428E570C1EN

Abstracts

This report focuses on the growing importance of social gaming. It analyzes the current state of the industry, market dynamics, business models, monetization opportunities, and revenue forecasts.

“As more than 200 million people play games on Facebook every month, social gaming has exploded to become the most visible category of online gaming,” said Pietro Macchiarella, Research Analyst at Parks Associates. “Today, a significant share of the population lists games and social networking as one of their top primary forms of entertainment. While Facebook’s dominance is both a driver and an inhibitor for the social gaming market, revenues from virtual items and advertising will keep growing exponentially in the next few years.”

Contents

1 NOTES ON METHODOLOGY AND REPORT FOCUS

- 1.1 Data Sources
- 1.2 Scope of Report
- 1.3 Definitions

2 SOCIAL NETWORKS: A MARKET OVERVIEW

- 2.1 Growth of Social Networks
- 2.2 Market Shares and Penetration
- 2.3 Social Media Business Models

3 SOCIAL GAMING

- 3.1 Overview
- 3.2 Drivers and Inhibitors
- 3.3 Competitive Analysis: Key Industry Players
- 3.4 Monetization and Payment Methods

4 CONSUMERS AND SOCIAL GAMING

- 4.1 Segments and Gaming Population
- 4.2 Consumer Trends
- 4.3 Cross-Platform Consumption

5 MARKET FORECAST

6 CONCLUSIONS AND STRATEGIC RECOMMENDATIONS

- 6.1 For Game Developers and Publishers
- 6.2 For Social Networks
- 6.3 For Advertisers

List Of Figures

LIST OF FIGURES

Social Network Access on PC
Change in Social Activities
Top Source of Entertainment
Pivotal Events in Social Networking
Online Activities in the Past 30 Days
Daily Unique Visitors of Social Networks Worldwide
Facebook: Estimated Revenues and ARPU
Comparing Social Media with Traditional Media
Attention Paid to Advertisements
Attention Paid to Advertisements
Ad Preferences
Social Networks Value Chain
Social Gaming Market Drivers and Inhibitors
Top Social Game Developers on Facebook
Social Game Developers Market Share
Retention Rate for the Most Popular Facebook Games
Facebook Demographics
Demand Curves
Online Content Access per Type of Platform
Top Mobile Activities
Appeal of Games, Social Networking on TV and Mobile Phone
Mobile Phone Social Networking Inhibitors
Mobile Social Networking Activities
Worldwide Social Gaming Revenue Forecast

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