

Plunkett's Entertainment & Media Industry Almanac 2016: Entertainment & Media Industry Market Research, Statistics, Trends & Leading Companies

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Abstracts

PLUNKETT'S ENTERTAINMENT & MEDIA INDUSTRY ALMANAC 2016

Key Findings:

Plunkett Research lists top 400 companies in Entertainment & Media and names top trends changing the industry for the mid term.

Key Features:

Industry trends analysis, market data and competitive intelligence

Market forecasts and Industry Statistics

Industry Associations and Professional Societies List

In-Depth Profiles of hundreds of leading companies

Industry Glossary

Buyer may register for free access to search and export data at Plunkett Research Online

Link to our 5-minute video overview of this industry

Pages: 588

Statistical Tables Provided: 17

Companies Profiled: 408

Geographic Focus: Global

A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments.

How is the industry evolving?

How is the industry being shaped by new technologies?

How is demand growing in emerging markets and mature economies?

What is the size of the market now and in the future?

What are the financial results of the leading companies?

What are the names and titles of top executives?

What are the top companies and what are their revenues?

Contents, Statistics, Forecasts and Analysis Include:

Major Trends Affecting the Entertainment & Media Industry

- 1) Introduction to the Entertainment & Media Industry
- 2) TVs are Internet Ready/Game Consoles and Set Top Accessories Like Roku and Chromecast Stream Content
- 3) DVR Market Evolves/Time-Shifting Hurts Advertisers
- 4) Apple's iTunes Set the Standard in the Music Industry, but Digital Sales Slow
- 5) Pandora and Spotify Lead in Streaming Music Via Internet Radio but Face New Challenge from Apple Music/SiriusXM Tops 27 Million Subscribers
- 6) Broadcast Radio Stations on the Internet/The Era of Digital Radio Begins
- 7) Casino Revenues Slow in Macau/Internet Gambling Expands in the U.S.
- 8) New Video Game Console Technologies and Features Boost Sales

- 9) Reality TV Dominates Broadcast Programming/Falling Ratings Force Networks to Find New Ways to Distribute Content
- 10) Cable and Satellite TV Struggle with Cord-Cutting/ Cheaper Streaming Options Proliferate, Including Netflix
- 11) Telecom Companies, Including AT&T and Verizon, Compete Fiercely Against Cable in the TV, Internet and Telephone Market
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- 21) Virtual Reality and 3-D Games Open New Opportunities/Immersion Games to Grow
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