

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

<https://marketpublishers.com/r/P4CEFEA3B74EN.html>

Date: September 2015

Pages: 306

Price: US\$ 350.00 (Single User License)

ID: P4CEFEA3B74EN

Abstracts

PLUNKETT'S GAMES, APPS & SOCIAL MEDIA INDUSTRY ALMANAC 2016

Key findings:

Plunkett Research lists top 200 companies in Games, Apps & Social 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: 306

Statistical Tables Provided: 16

Companies Profiled: 181

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 Games, Apps & Social Media Industry

- 1) Introduction to the Games, Apps and Social Media Industry
- 2) Social Media to Generate \$23.6 Billion in Global Ad Revenues
- 3) Social Media Privacy Concerns Plague the Industry
- 4) TVs Are Internet Ready/Game Consoles and Set Top Accessories like Roku and Chromecast Stream Content
- 5) New Video Game Console Technologies and Features Boost Sales
- 6) Virtual Reality and 3-D Games Open New Opportunities/Immersion Games to Grow

- 7) Tablets and Smartphones Cause Shift in Desktop PC Market
- 8) Fantasy Sports Post Growth, Creating \$3.6 Billion in Revenue/Electronic Games Become Spectator Sports
- 9) Cloud Gaming Grows
- 10) Virtual Worlds Provide Revenue for Games Publishers
- 11) Global Mobile Apps Revenues to Hit \$77 Billion Yearly in 2017
- 12) Mobile Devices are Fastest Growing Platform for Electronic Games
- 13) Revenues Continue to Soar for MMORPGs, Massively Multiplayer Online Role Playing Games
- 14) Embedded LTE Wi-Fi and Onboard Apps Incorporated by Auto Makers in New Car Infotainment Systems
- 15) Gamification: Games Technology Boosts Education and Training

Games, Apps & Social Media Industry Statistics

- 1) Games, Apps & Social Media Industry Overview
- 2) Internet Usage Demographics, U.S.: 2014
- 3) Top 10 Social Networking Websites: May 2015
- 4) Percent of Internet Users who Use Social Networking Sites, U.S.: 2014
- 5) Top 5 Search Engines, U.S.: May 2015
- 6) Home Broadband Adoption Demographics, U.S.: September 2013
- 7) Smartphone Adoption Demographics, U.S.: 2014
- 8) Number of Business & Residential High Speed Internet Lines, U.S.: 2008-2014
- 9) Number of Business & Residential High Speed Internet Lines, by Speed, U.S.: 2010-2013
- 10) Quarterly Software Publishing Industry Revenues, U.S.: 4th Quarter 2013-4th Quarter 2014
- 11) Software Publishing Industry, U.S.: Estimated Revenue, Inventories & Expenses: 2009-2014
- 12) Software Publishing Industry, U.S.: Estimated Operating Expenses: 2009-2013
- 13) Wireless Telecommunications Carriers (except Satellite): Estimated Sources of Revenue & Expenses, U.S.: 2011-2014
- 14) Internet Publishing & Broadcasting & Web Search Portals: Estimated Revenue & Expenses, U.S.: 2009-2014
- 15) Estimated U.S. Information & Entertainment Sector Revenues by NAICS Code: 2009-2014
- 16) Wireless Standards & Speeds

Contents

INTRODUCTION

HOW TO USE THIS BOOK

CHAPTER 1: MAJOR TRENDS AFFECTING THE GAMES, APPS & SOCIAL MEDIA INDUSTRY

- 1) Introduction to the Games, Apps and Social Media Industry
- 2) Social Media to Generate \$23.6 Billion in Global Ad Revenues
- 3) Social Media Privacy Concerns Plague the Industry
- 4) TVs Are Internet Ready/Game Consoles and Set Top Accessories like Roku and Chromecast Stream Content
- 5) New Video Game Console Technologies and Features Boost Sales
- 6) Virtual Reality and 3-D Games Open New Opportunities/Immersion Games to Grow
- 7) Tablets and Smartphones Cause Shift in Desktop PC Market
- 8) Fantasy Sports Post Growth, Creating \$3.6 Billion in Revenue/Electronic Games Become Spectator Sports
- 9) Cloud Gaming Grows
- 10) Virtual Worlds Provide Revenue for Games Publishers
- 11) Global Mobile Apps Revenues to Hit \$77 Billion Yearly in 2017
- 12) Mobile Devices are Fastest Growing Platform for Electronic Games
- 13) Revenues Continue to Soar for MMORPGs, Massively Multiplayer Online Role Playing Games
- 14) Embedded LTE Wi-Fi and Onboard Apps Incorporated by Auto Makers in New Car Infotainment Systems
- 15) Gamification: Games Technology Boosts Education and Training

CHAPTER 2: GAMES, APPS & SOCIAL MEDIA INDUSTRY STATISTICS

Games, Apps & Social Media Industry Overview

Internet Usage Demographics, U.S.: 2014

Top 10 Social Networking Websites: May 2015

Percent of Internet Users who Use Social Networking Sites, U.S.: 2014

Top 5 Search Engines, U.S.: May 2015

Home Broadband Adoption Demographics, U.S.: September 2013

Smartphone Adoption Demographics, U.S.: 2014

Number of Business & Residential High Speed Internet Lines, U.S.: 2008-2014

Number of Business & Residential High Speed Internet Lines, by Speed, U.S.:

2010-2013

Quarterly Software Publishing Industry Revenues, U.S.: 4th Quarter 2013-4th Quarter 2014

Software Publishing Industry, U.S.: Estimated Revenue, Inventories & Expenses: 2009-2014

Software Publishing Industry, U.S.: Estimated Operating Expenses: 2009-2013

Wireless Telecommunications Carriers (except Satellite): Estimated Sources of Revenue & Expenses, U.S.: 2011-2014

Internet Publishing & Broadcasting & Web Search Portals: Estimated Revenue & Expenses, U.S.: 2009-2014

Estimated U.S. Information & Entertainment Sector Revenues by NAICS Code: 2009-2014

Wireless Standards & Speeds

CHAPTER 3: GAMES, APPS & SOCIAL MEDIA INDUSTRY CONTACTS ADDRESSES, TELEPHONE NUMBERS AND INTERNET SITES

CHAPTER 4: THE GAMES, APPS & SOCIAL MEDIA 200: WHO THEY ARE AND HOW THEY WERE CHOSEN

Index of Companies Within Industry Groups

Alphabetical Index

Index of U.S. Headquarters Location by State

Index of Non-U.S. Headquarters Location by Country

Individual Profiles on each of THE GAMES, APPS & SOCIAL MEDIA 200

Additional Indexes

Index of Hot Spots for Advancement for Women/Minorities

Index by Subsidiaries, Brand Names and Affiliations

A Short Games, Apps & Social Media Industry Glossary

I would like to order

Product name: Plunkett's Games, Apps & Social Media Industry Almanac 2016: Games, Apps & Social Media Industry Market Research, Statistics, Trends & Leading Companies

Product link: <https://marketpublishers.com/r/P4CEFEA3B74EN.html>

Price: US\$ 350.00 (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 <https://marketpublishers.com/r/P4CEFEA3B74EN.html>

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**

Customer signature _____

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

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

