

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

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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
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