

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

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Abstracts

PLUNKETT'S SPORTS INDUSTRY ALMANAC 2016

Key findings:

Plunkett Research lists top 350 companies in Sports 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-minutes video overview of this industry

Pages: 500

Statistical Tables Provided: 10

Companies Profiled: 369

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 Sports Industry

- 1) Introduction to the Sports Industry
- 2) NFL (National Football League): The Biggest Money in U.S. Sports
- 3) Broadcasting Fees, Digital Access and Investment Savvy Boost MLB (Major League Baseball)
- 4) NBA (National Basketball Association) Regroups Under New Contract
- 5) NHL (National Hockey League) Team Differences Result in Financial Haves and Have-Nots
- 6) NASCAR's Best Teams Require Massive Investment
- 7) Television Rights Contracts Bring in Lucrative Revenues for Major Sports Leagues
- 8) Soccer (Football) Leagues in the U.S. and Europe Reap Significant Revenues and

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A Short Sports Industry Glossary

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