Plunkett's Games, Apps & Social Media Industry Almanac 2017: Games, Apps & Social Media Industry Market Research, Statistics, Trends & Leading Companies

Jack W. Plunkett

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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: 314
Statistical Tables Provided: 17
Companies Profiled: 190
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) TVs Are Internet Ready/Game Consoles and Set Top Accessories like Roku and Chromecast Stream Content
4) New Video Game Console Technologies and Features Boost Sales
5) Virtual Reality and 3-D Games Create Opportunities for the Tech Industry/Immersion Games to Grow

6) Tablets and Smartphones Cause Decline in PC and Laptop Computer Market
7) Fantasy Sports Post Growth, with 51.8 Million Players
8) eSports: Electronic Games Become Spectator Sports
9) Virtual Worlds Provide Revenue for Games Publishers
10) Global Mobile Apps Revenues to Hit $77 Billion Yearly in 2017
11) Apps Converge with Messaging and Voice Recognition
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 Statistics and Market Size Overview
2) Internet Usage Demographics, U.S.: 2015
3) Top 10 Social Networking Websites: May 2015
4) Percent of Internet Users Who Use Social Networking Sites, U.S.: 2015
5) Top 5 Search Engines, U.S.: May 2015
6) Home Broadband Adoption Demographics, U.S.: 2015
7) Smartphone Adoption Demographics, U.S.: 2015
8) Number of Business & Residential High Speed Internet Lines, U.S.: 2009-2015
9) Number of Total Fixed Internet Connections, by Speed, U.S.: 2011-2014
10) Distribution of Mobile Connections, by Minimum Downstream Speed, U.S.: December 2014
11) Quarterly Software Publishing Industry Revenues, U.S.: 4th Quarter 2014-4th Quarter 2015
12) Software Publishing Industry, U.S.: Estimated Revenue, Inventories & Expenses: 2010-2015
13) Software Publishing Industry, U.S.: Estimated Operating Expenses: 2010-2014

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