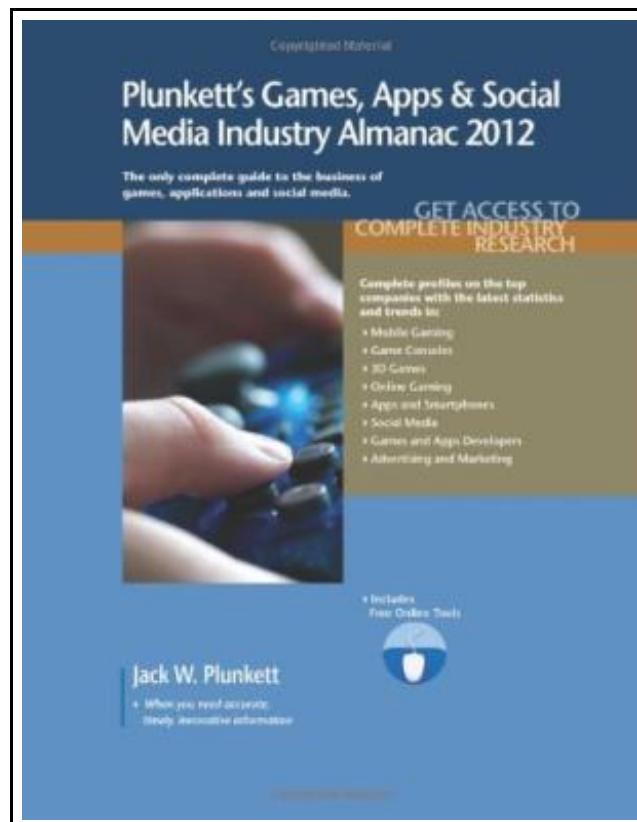


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Plunkett Research, Ltd. Paperback. Book Condition: New. Paperback. 322 pages. Dimensions: 10.9in. x 8.4in. x 0.8in.**PLUNKETTS GAMES, APPS and SOCIAL MEDIA INDUSTRY ALMANAC 2012**Key Features: -Industry trends analysis, market data and competitive 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 access to search and export data at Plunkett Research OnlinePages: 322Statistical Tables Provided: 15Companies Profiled: 200Geographic Focus: GlobalPublished Date: June 2011Next Edition: June 2012A 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 executivesContents, Statistics, Forecasts and Analysis Include: Major Trends Affecting the Games, Apps and Social Media Industry1) User Generated Content Drives Social Media and Generates Ad Revenues2) Social Media Privacy Concerns Plague the Industry3) Multimedia Hub Homes Slowly Become a RealityTVs are Internet Ready4) New Platforms Revolutionize Electronic GamesMicrosofts New Kinect Raises the Standard5) 3-D Games Open New OpportunitiesSome Safety Concerns Arise6) Apples iPhone, iPod Touch and iPad Raise User Expectations and Deliver Mobile Entertainment7) Big Trends Include Kindle, ebooks and new Mobile Tablet Entertainment Devices like Apples iPad8) Bluetooth Provides Wireless Connectivity to Millions of Cellphones and Other Devices9) Fantasy Sports Post Growth, Creating 1 Billion in Revenue Online10) Multi-Player Gaming (MMORPGs) is Strong Worldwide11) Virtual Worlds Open Up New Revenue Sources12) Online PlaySocial Gaming on the Rise13) TV over IP: TV Networks, Cable Companies and Web Sites Converge14) Apple...

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