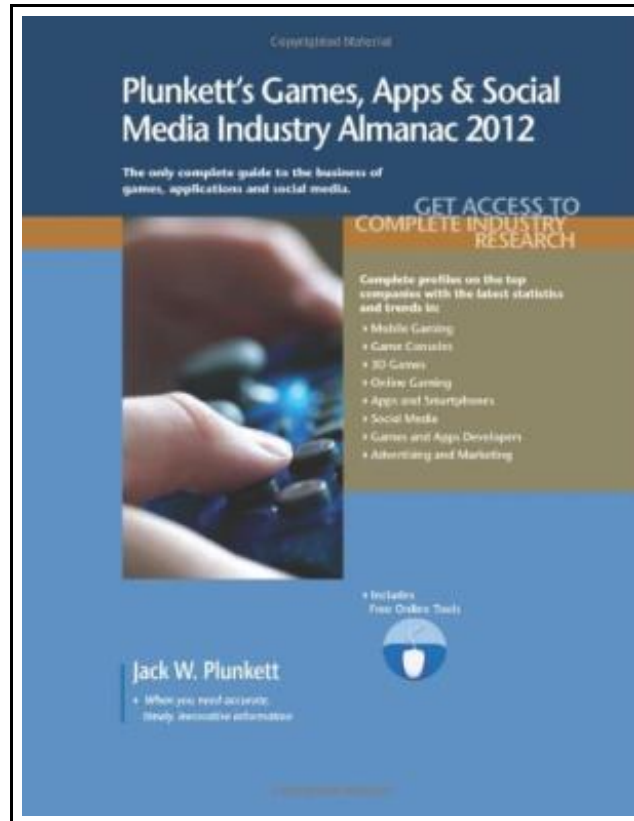


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Plunkett Research, Ltd. Paperback. Book Condition: New. Paperback. 322 pages. Dimensions: 10.9in. x 8.4in. x 0.8in. **PLUNKETTS GAMES, APPS and SOCIAL MEDIA INDUSTRY ALMANAC 2012** Key Features: -Industry trends analysis, market data and competitive 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 Online Pages: 322 Statistical Tables Provided: 15 Companies Profiled: 200 Geographic Focus: Global Published Date: June 2011 Next Edition: June 2012 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 Contents, Statistics, Forecasts and Analysis Include: Major Trends Affecting the Games, Apps and Social Media Industry 1) User Generated Content Drives Social Media and Generates Ad Revenues 2) Social Media Privacy Concerns Plague the Industry 3) Multimedia Hub Homes Slowly Become a Reality TVs are Internet Ready 4) New Platforms Revolutionize Electronic Games Microsofts New Kinect Raises the Standard 5) 3-D Games Open New Opportunities Some Safety Concerns Arise 6) Apples iPhone, iPod Touch and iPad Raise User Expectations and Deliver Mobile Entertainment 7) Big Trends Include Kindle, ebooks and new Mobile Tablet Entertainment Devices like Apples iPad 8) Bluetooth Provides Wireless Connectivity to Millions of Cellphones and Other Devices 9) Fantasy Sports Post Growth, Creating 1 Billion in Revenue Online 10) Multi-Player Gaming (MMORPGs) is Strong Worldwide 11) Virtual Worlds Open Up New Revenue Sources 12) Online Play Social Gaming on the Rise 13) TV over IP: TV Networks, Cable Companies and Web Sites Converge 14) Apple...



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