



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

*Jack W. Plunkett*

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# **Plunkett's Games, Apps & Social Media Industry Almanac 2016: Games, Apps & Social Media Industry Market Research, Statistics, Trends & Leading Companies (Plunkett's Industry Almanacs)**

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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
- 5)New Video Game Console Technologies and Features Boost Sales
- 6)Virtual Reality and 3-D Games Open New Opportunities/Immersion Games to Grow
- 7)Tablets and Smartphones Cause Shift in Desktop PC Market
- 8)Fantasy Sports Post Growth, Creating \$3.6 Billion in Revenue/Electronic Games Become Spectator Sports
- 9)Cloud Gaming Grows
- 10)Virtual Worlds Provide Revenue for Games Publishers
- 11)Global Mobile Apps Revenues to Hit \$77 Billion Yearly in 2017
- 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 Overview
- 2)Internet Usage Demographics, U.S.: 2014
- 3)Top 10 Social Networking Websites: May 2015
- 4)Percent of Internet Users who Use Social Networking Sites, U.S.: 2014
- 5)Top 5 Search Engines, U.S.: May 2015
- 6)Home Broadband Adoption Demographics, U.S.: September 2013
- 7)Smartphone Adoption Demographics, U.S.: 2014
- 8)Number of Business & Residential High Speed Internet Lines, U.S.: 2008-2014
- 9)Number of Business & Residential High Speed Internet Lines, by Speed, U.S.: 2010-2013
- 10)Quarterly Software Publishing Industry Revenues, U.S.: 4th Quarter 2013-4th Quarter 2014
- 11)Software Publishing Industry, U.S.: Estimated Revenue, Inventories & Expenses: 2009-2014
- 12)Software Publishing Industry, U.S.: Estimated Operating Expenses: 2009-2013
- 13)Wireless Telecommunications Carriers (except Satellite): Estimated Sources of Revenue & Expenses, U.S.: 2011-2014

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**From reader reviews:**

**Anthony Powell:**

In this 21st hundred years, people become competitive in every single way. By being competitive currently, people have do something to make these survives, being in the middle of the crowded place and notice simply by surrounding. One thing that occasionally many people have underestimated the item for a while is reading. Yes, by reading a guide your ability to survive enhance then having chance to endure than other is high. For you who want to start reading a book, we give you this particular Plunkett's Games, Apps & Social Media Industry Almanac 2016: Games, Apps & Social Media Industry Market Research, Statistics, Trends & Leading Companies (Plunkett's Industry Almanacs) book as beginner and daily reading publication. Why, because this book is usually more than just a book.

**Sonya Wright:**

People live in this new moment of lifestyle always try to and must have the time or they will get wide range of stress from both lifestyle and work. So , whenever we ask do people have time, we will say absolutely of course. People is human not just a robot. Then we ask again, what kind of activity do you have when the spare time coming to anyone of course your answer will unlimited right. Then do you ever try this one, reading guides. It can be your alternative in spending your spare time, the particular book you have read is Plunkett's Games, Apps & Social Media Industry Almanac 2016: Games, Apps & Social Media Industry Market Research, Statistics, Trends & Leading Companies (Plunkett's Industry Almanacs).

**Joe Vizcarra:**

The book untitled Plunkett's Games, Apps & Social Media Industry Almanac 2016: Games, Apps & Social Media Industry Market Research, Statistics, Trends & Leading Companies (Plunkett's Industry Almanacs) contain a lot of information on the item. The writer explains the woman idea with easy approach. The language is very simple to implement all the people, so do definitely not worry, you can easy to read it. The book was compiled by famous author. The author gives you in the new time of literary works. It is easy to read this book because you can read more your smart phone, or model, so you can read the book within anywhere and anytime. If you want to buy the e-book, you can wide open their official web-site along with order it. Have a nice study.

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