



Plunkett's Entertainment & Media Industry Almanac 2015: Entertainment & Media Industry Market Research, Statistics, Trends & Leading Companies

Jack W. Plunkett

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PLUNKETT'S ENTERTAINMENT & MEDIA INDUSTRY ALMANAC 2015

Key Findings:

•Plunkett Research lists top 400 companies in Entertainment & 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: 587

Statistical Tables Provided: 17

Companies Profiled: 406

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 Entertainment & Media Industry

- 1)Introduction to the Entertainment & Media Industry
- 2)TVs are Internet Ready/Set Top Accessories Like Roku and Chromecast Stream Content
- 3)DVR Market Evolves/Time-Shifting Hurts Advertisers
- 4)Apple's iTunes Sets the Standard in the Music Industry, but Faces Competition from Internet Radio
- 5)Pandora and Spotify Lead in Streaming Music Via Internet Radio/SiriusXM Tops 27 Million Subscribers
- 6)Broadcast Radio Stations on the Internet/The Era of Digital Radio Begins

- 7)Casino Revenues Slow in Macau/Internet Gambling Expands in the U.S.
- 8)New Electronic Game Consoles Help Revive Sales
- 9)Reality TV Dominates Broadcast Programming/Falling Ratings Force Networks to Find New Ways to Distribute Content
- 10)Cable and Satellite TV Lose Subscribers/ Cheaper Streaming Options Proliferate, Including Netflix
- 11)Telecom Companies, Including AT&T and Verizon, Compete in the Television Market
- 12)Television Ads Evolve to Face New Challenges
- 13)TV Sales Slow/Plasma TVs Phased Out
- 14)Movie Attendance Stalls/Film Companies Innovate with Digital Projection and Enhanced Cinema Experiences
- 15)China and India Expand Film and TV Production Activity
- 16)Global Broadband Market Nears 3 Billion Subscribers, Fixed and Wireless
- 17)Entertainment-Based Retailing, including Power Towns
- 18)Mobile Videos and TV Gain Smartphone Users
- 19)Newspapers and Magazines See Excellent Growth in Digital Editions and Apps 20)Tablets and Smartphones Cause Shift in Desktop PC Market/eBook Sales Top \$1.3 Billion Yearly in the U.S.
- 21)Virtual Worlds Provide Revenue Sources for Games Publishers
- 22)3-D Games Open New Opportunities/Immersion Games Offer Virtual Reality
- 23)Online and Mobile Game Playing Boom/Multi-Player Gaming (MMORPG) Is Strong Worldwide
- 24)Global Mobile Apps Revenues to Hit \$77 Billion Yearly in 2017
- 25)Theme Parks Draw Major Investment in China

Entertainment & Media Industry Statistics

- 1)Entertainment & Media Industry Overview
- 2)Estimated U.S. Information & Entertainment Sector Revenues by NAICS Code: 2009-2014



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From reader reviews:

Angela Drew:

In this 21st millennium, people become competitive in each way. By being competitive right now, people have to do something to make these survive, being in the middle of the actual crowded place and notice through surrounding. One thing that sometimes many people have underestimated that for a while is reading. Yep, by reading a publication your ability to survive increase then having chance to endure than other is high. For yourself who want to start reading some sort of book, we give you that Plunkett's Entertainment & Media Industry Almanac 2015: Entertainment & Media Industry Market Research, Statistics, Trends & Leading Companies book as starter and daily reading guide. Why, because this book is more than just a book.

Shannon Blackshear:

As people who live in the particular modest era should be revise about what going on or info even knowledge to make these keep up with the era which can be always change and move ahead. Some of you maybe will certainly update themselves by examining books. It is a good choice for you but the problems coming to you actually is you don't know which one you should start with. This Plunkett's Entertainment & Media Industry Almanac 2015: Entertainment & Media Industry Market Research, Statistics, Trends & Leading Companies is our recommendation to help you keep up with the world. Why, because this book serves what you want and want in this era.

Rose Nguyen:

The reason why? Because this Plunkett's Entertainment & Media Industry Almanac 2015: Entertainment & Media Industry Market Research, Statistics, Trends & Leading Companies is an unordinary book that the inside of the reserve waiting for you to snap the item but latter it will jolt you with the secret the idea inside. Reading this book alongside it was fantastic author who write the book in such awesome way makes the content interior easier to understand, entertaining way but still convey the meaning entirely. So , it is good for you for not hesitating having this anymore or you going to regret it. This unique book will give you a lot of gains than the other book have such as help improving your proficiency and your critical thinking technique. So , still want to delay having that book? If I ended up you I will go to the e-book store hurriedly.

Eleanor Sotomayor:

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