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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:

Diane Gonzales:

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