



# Plunketts Entertainment Media Industry Almanac 2012 Entertainment Media Industry Market Research, Statistics, Trends Leading Companies

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Plunkett Research, Ltd. Paperback. Book Condition: New.

Paperback. 598 pages. Dimensions: 10.9in. x 8.4in. x 1.5in.

PLUNKETTS ENTERTAINMENT and 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: 600

Statistical Tables Provided: 15

Companies Profiled: 399

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

Contents, Statistics, Forecasts and Analysis

Include: Major Trends Affecting the Entertainment and Media Industry

1) Introduction to the Entertainment and Media Industry

2) Multimedia Hub Homes Slowly Become a Reality

TVs are Internet Ready

3) DVR Market Evolves

Time-Shifting Hurts Advertisers

4) Apples iPod Revitalizes the Music Industry

## Reviews

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