



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

By Jack W. Plunkett

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. 3) TVs are Internet Ready. 4) DVR Market Evolves. 5) Time-Shifting Hurts Advertisers. 6) Apples iPod Revitalizes the Music Industry. 7) Sony.



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