Virtual Goods in Social Networking and Online Gaming

Description: The growth of casual gaming on social networking sites and smartphones has transformed online gaming into a mass market. The rise of the virtual goods revenue model, which allows people to play for free and later pay for individual items within the game or world, has also contributed to the growth of this market. The revenue specifically generated from the sale of virtual goods has increased 245% from $2.1 billion in 2007 to $7.3 billion in 2010. In-Stat forecasts total virtual goods revenues will more than double by 2014.

This report is crucial for anyone interested in investing in or anyone participating in the social networking and online gaming space:

- The most comprehensive report available that fully covers the entire virtual goods industry by category, region, monthly users and registered accounts, company total revenues, and company virtual goods revenues.
- An overview of key players including micropayment facilitators, social networking, casual and social gaming, app developers, virtual worlds, MMOs, 2D worlds, and 3D worlds.
- Geographic breakdowns include Asia/Pacific, Americas, and Europe/Middle East/Africa.
- Yearly market revenue and user forecasts for social networking sites, 2D worlds, and 3D worlds up to 2014.
- Virtual goods revenue regional forecasts by category and year up to 2014.
- 40 company profiles and estimated revenues.

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