In-Game Advertising - Global Strategic Business Report

Description: This report analyzes the worldwide markets for In-Game Advertising in US$ Million. The report provides separate comprehensive analytics for US, Canada, Japan, Europe, Asia-Pacific, The Middle East, and Latin America. Annual estimates and forecasts are provided for the period 2009 through 2017. Also, a six-year historic analysis is provided for these markets.

The report profiles 35 companies including many key and niche players such as
- Blockdot, Inc.
- BlueNoodle / NeoEdge
- Double Fusion, Inc.
- Electronic Arts Inc.
- Google Adscape Media
- Gaikai Inc.
- Game Creative Pty Ltd.
- Greystripe
- IGA Worldwide
- Intergi Entertainment
- Mochi Media
- Tap M! Inc.
- WildTangent, Inc.
- Yahoo, Inc.

Market data and analytics are derived from primary and secondary research. Company profiles are mostly extracted from URL research and reported select online sources.

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OMGPOP Inks Exclusive Ad-Sale Agreement with WildTangent
Double Fusion Introduces In-Game Advertising Service in Japan
Sony Selects IGA Worldwide for MLB® 09, Baseball Game
IGA Worldwide Provides Ad Network Service to G4Box's Cross Fire
DG FastChannel Takes over Enliven
Yahoo Signs Agreements with NeoEdge and DoubleFusion
Massive Signs Multi-title and Multi-year Agreement with Activision Publishing
Double Fusion Partners with Leading Videogame Publishers to Strengthen Gaming Portfolio
Massive Signs Global Multi-year Deal with THQ
Google Forays Into In-Game Advertising
eType Video Bags Contract from Mochi Media
SCEE and SCEA Select Double Fusion for IGA Delivery on PS3™
Mangrove Capital Partners Invests in EnterMedia
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Doppelganger Selects Double Fusion to Integrate Brands into its vSide Virtual World
Double Fusion to Support Dynamic Advertising in Gearbox's New Games
Massive and EA Extend Existing Dynamic IGA Agreement
id Software Selects IGA Worldwide for Supporting IGA in Quake Live
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8. FOCUS ON SELECT GLOBAL PLAYERS
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BlueNoodle / NeoEdge (US)
Double Fusion, Inc (US)
Electronic Arts Inc., (US)
Google Adscape Media (US)
Gaikai Inc (US)
Game Creative Pty Ltd (Australia)
Greystripe (US)
IGA Worldwide (US)
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COMPETITIVE LANDSCAPE

Total Companies Profiled: 35 (including Divisions/Subsidiaries - 37)

Region/Country Players

The United States 25
Canada 2
Europe 5
The United Kingdom 2
Spain 1
Rest of Europe 2
Asia-Pacific (Excluding Japan) 5
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