
Description: Creativity and expansion of the target market are the major reasons for the massive registration of patents for animation. The U.S. leads the market for animation patents, due to wide scope and demand for locally generated animation content, and the presence of top industry players such as Disney and DreamWorks. There is a huge demand for 3D animation across the globe, and most of the animation industry players such as Disney Enterprises Inc, Adobe Systems Incorporated, and Sony Corporation are trying to grab a share of the 3D market.

Innovative gaming techniques such as massively multiplayer online games and online role playing games have given a new outlook to the gaming market. The U.S. registers the maximum number of patents due to government support and the presence of industry giants such as Microsoft Corporation, Electronic Arts Inc, and Disney among others.

The global animation and gaming market is expected to grow from $122.20 billion in 2010 to $242.93 billion by 2016. This represents a compound annual growth rate (CAGR) of 12.94% from 2011 to 2016.

Major driving force behind the animation market is government initiatives; whereas the gaming market is pulled up by greater penetration & accessibility to broadband internet. The lack of skills and piracy remain the restraining factors. Key issues in the industry today are consumers’ shift from buying to renting and dropping prices due to rise of freemium models.

The overall animation and gaming market is segmented on the basis of animation and gaming sub segments. Animation includes e-Education, web designing, and animation entertainment. Furthermore, animation entertainment includes segments such as movies, Visual Effects (VFX), TV & Broadcast, and Direct to DVD. Movies are further divided into 2D animation and 3D animation. Gaming includes PC games, mobile games, console games, and online games.

The global animation & gaming market is segmented into four geographies: North America, Europe, Asia-Pacific and Japan, and ROW (Rest of the world). North America forms the largest segment with about 42% of the overall share, followed by Europe; whereas APJ is the fastest growing region with an expected CAGR of 19.08% from 2011 to 2016.

Scope of the report

Global Animation & Gaming Market research report provides an extensive analysis of Animation Market and Gaming Market, which segmented on the basis of segments and sub segments in animation and gaming individually including current market trends, industry drivers, and challenges for better understanding of the market. This report covers the strategies followed by “global animation & gaming” players.

Market overview

This section discusses the market definition of “global animation & gaming market”. It also discusses the way market is segmented and the methodology and assumptions considered for forecasting the revenue. The winning imperatives, along with the burning issues in the market are covered as well. Drivers, restraints, and opportunities for “global animation & gaming market” have also been covered in this section.

Market segmentation

This research report categorizes the global animation & gaming market for forecasting the revenue and analyzing the trends in each of the following submarkets:

On the basis of animation segments

- e-Education
- Web designing
- Animation entertainment
- Movies
On the basis of types in gaming software market
- PC games
- Mobile games
- Console games
- Online games

On the basis of Geography
- North America
- Europe
- Asia-Pacific & Japan (APJ)
- ROW (Rest of the World)

Geographic analysis
This section provides a brief overview of all the geographies pertaining to "Global Animation & Gaming Market" on the basis of segments in animation as well as gaming market. It covers the trends prevailing in every region and the factors impacting the overall market in that particular geography.

Company profiles
This section provides the company profiles of the major companies participating in the "Global Animation & Gaming Market Size and Forecast Market Research Report". Company profiles include a brief overview of the company, products & services, financial overview, and strategies, followed by developments.

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