Worldwide Digital Media Forecasts: 2012

Description:
How often do you need basic data on key digital media markets such as:

- Tablet shipments in Asia Pacific in 2016
- Market share of iPad in 2014
- Online advertising expenditure in Western Europe
- Average selling price of notebook PCs
- Installed base of connected TV sets
- Number of printed books sold each year compared with eBooks
- Social networking users
- Broadband penetration
- TV shipments in North America to 2016
- and many, many more...

Every digital media professional needs immediate access to basic data like this.

Because it is not feasible to simply remember thousands of datapoints, we have prepared this handy 112-page Reference Manual which is packed with essential market data and forecasts on the important digital media markets.

In this convenient Reference Manual, you will be able to browse hundreds of tables and charts for use in company reports, client presentations, white papers and meetings with co-workers and management.

Each market is presented over the period 2012 to 2016 (minimum) and most are split into six worldwide regions (North America, Western Europe, Eastern Europe, Asia Pacific, Latin America and Middle East & Africa).

Here is a summary of the markets covered by this Reference Manual:

- Advertising
  (main advertising media)

- Apple iPad
  (shipments, market share, revenues and average selling price)

- Books: Printed Books and eBooks
  (unit sales and revenues for printed books and eBooks, plus more)

- Connected Television
  (shipments and installed base of all the main connected TV devices: smart TV, Blu-ray players, games consoles, Pay-TV STBs and retail STBs)

- Desktop PCs
  (shipments, revenues and average selling price)

- eReaders
  (shipments, revenues and average selling price)

- Facebook
  (users, revenues and market share)

- Fixed Broadband
  (subscribers and penetration)

- Media Tablets
  (shipments, revenues and average selling price)
- Smartphones
  (shipments and regional markets shares for smartphones)
- Netbooks
  (shipments, revenues and average selling price)
- Newspapers: Print and Digital
  (advertising, copy and digital subscription revenue for print and digital newspapers, plus more)
- Notebook PCs
  (shipments, revenues and average selling price)
- Online Advertising
  (split by social networks (Facebook and other social networks), Google and all other)
- Pay TV
  (subscribers numbers for satellite DTH, Cable TV and IPTV)
- Smart TV
  (shipments and installed base of smart TV sets)
- Social Networking
  (social networking users and penetration)
- Television Sets
  (TV households, installed base of TV sets, Flat panel TV set shipments)

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