
Description: '3D Animation Market by Hardware (Workstations, Video Card/GPU, Mocap system), Software (Packaged Software/Platform, SDK, Plug-in Software), Service (Consulting, Support & Maintenance, Development & Integration, Training & Certification) - Worldwide Forecasts & Analysis (2014-2019)'

The 3D animation market is segmented on the basis of components such as hardware, software and services. The hardware segment consists of dedicated workstations, video card/GPU, motion capturing systems, and other hardware equipments. The software market is inclusive of packaged software/platforms, SDK, plug-in software, and other workflow software.

The services market comprises of consulting, development and integration, support and maintenance and product training and certification. The market is also segmented on the basis of deployment, application, verticals and geographic regions. The total market size is estimated by adding up the individual market sizes of all the components and services of 3D Animation market.

With 3D animation, one can create realistic objects by using software to create objects that appear real and solid. The technology is used for making 3D animated movies and games. Apart from that, it has become a powerful channel used by many companies to gain marketing advantage over the competitors. It is effectively used in marketing and advertising; modeling, simulation and analysis; and training and education.

The 3D animation market has the highest market share for the media and entertainment vertical. The different industries/verticals based on which this report has been divided are architecture, building and construction, academia and education, defense and intelligence, healthcare and life sciences, manufacturing and design, and others.

CAD software offers an easy, cost effective method for designing quality 3D models for architects, engineers and designers for various industrial spheres such as civil and infrastructure construction, plant design and engineering, aerospace engineering, oil and gas and more. The increasing adoption of CAD is responsible for the growth of this market in manufacturing and design, and architecture, building and construction. The adoption of on-demand software or storage is not very high in this market but is expected to grow at a CAGR of 31.3% in the forecast period.

There are a number of prominent players in the 3D animation market and a whole lot of start-up companies that are providing software platforms to cater to the continuously rising demand of 3D animation software market. Companies such as Adobe Systems, AMD, Autodesk, Intel, Lenovo, Corel, NVIDIA, Side Effects Software offer a wide portfolio of hardware, software and services in this market.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into hardware, software and services, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different verticals and regions.

2. This report will help them better understand the competitor and gain more insights to better position their business. There is a separate section on competitive landscape, including competitor ecosystem, mergers and acquisition and venture capital funding. Besides, there are company profiles of 10 top players in this market. In this section, market internals are provided that can put them ahead of the competitors.

3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, and opportunities.

Contents: 1 Introduction
1.1 Objectives
6.3 Software Development Kit (Sdk)
6.3.1 Overview
6.3.2 Market Size And Forecast
6.4 Plug-In Software
6.4.1 Overview
6.4.2 Market Size And Forecast
6.5 Others
6.5.1 Overview
6.5.2 Market Size And Forecast

7 3D Animation: Market Size And Forecast By Service
7.1 Introduction
7.2 Consulting
7.2.1 Overview
7.2.2 Market Size And Forecast
7.3 Support And Maintenance
7.3.1 Overview
7.3.2 Market Size And Forecast
7.4 Development And Integration
7.4.1 Overview
7.4.2 Market Size And Forecast
7.5 Product Training And Certification
7.5.1 Overview
7.5.2 Market Size And Forecast

8 3D Animation: Market Size And Forecast By Application
8.1 Introduction
8.2 Market Size And Forecast
8.3 Training And Education
8.3.1 Overview
8.3.2 Market Size And Forecast
8.4 Modeling, Simulation And Analysis
8.4.1 Overviews
8.4.2 Market Size And Forecast
8.5 Marketing And Advertisement
8.5.1 Overview
8.5.2 Market Size And Forecast
8.6 Visualization And Effects
8.6.1 Overview
8.6.2 Market Size And Forecast
8.7 Other Applications
8.7.1 Overview
8.7.2 Market Size And Forecast

9 3D Animation: Market Size And Forecast By Deployment Type
9.1 Introduction
9.2 Market Size And Forecast
9.3 On-Premise
9.3.1 Overview
9.3.2 Market Size And Forecast
9.4 On-Demand
9.4.1 Overview
9.4.2 Market Size And Forecast

10 3D Animation: Market Size And Forecast By Vertical
10.1 Introduction
10.2 Market Size And Forecast
10.3 Media And Entertainment
10.3.1 Overview
10.3.2 Market Size And Forecast
10.4 Architecture, Building And Construction
10.4.1 Overview
10.4.2 Market Size And Forecast
10.5 Academia And Education
10.5.1 Overview
10.5.2 Market Size And Forecast
10.6 Defense And Intelligence
10.6.1 Overview
10.6.2 Market Size And Forecast
10.7 Healthcare And Life Sciences
10.7.1 Overview
10.7.2 Market Size And Forecast
10.8 Manufacturing And Design
10.8.1 Overview
10.8.2 Market Size And Forecast
10.9 Others
10.9.1 Overview
10.9.2 Market Size And Forecast

11 3D Animation: Market Size And Forecast By Region
11.1 Introduction
11.1.1 Parfait Chart
11.1.2 Regional Market Lifecycle
11.2 North America (Na)
11.2.1 Overview
11.2.2 Market Size And Forecast
11.3 Europe (Eu)
11.3.1 Overview
11.3.2 Market Size And Forecast
11.4 Asia-Pacific (Apac)
11.4.1 Overview
11.4.2 Market Size And Forecast
11.5 Middle East And Africa (Mea)
11.5.1 Overview
11.5.2 Market Size And Forecast
11.6 Latin America (La)
11.6.1 Overview
11.6.2 Market Size And Forecast

12 3D Animation: Market Landscape
12.1 Competitive Landscape
12.1.1 Ecosystem And Roles
12.2 End User Landscape
12.2.1 Market Opportunity Analysis
12.2.2 End User Analysis
12.2.2.1 Increasing Adoption Of Cad
12.2.2.2 Rise Of 3D-USAge In Education
12.2.2.3 3D Animated Movies
12.2.2.4 Global Animation Studios

13 Company Profiles (Overview, Products & Services, Strategies & Insights, Developments And Mnm View)*
13.1 Adobe Systems
13.2 Advanced Micro Devices Inc.
13.3 Autodesk
13.4 Corel Corporation
13.5 Intel Corporation
13.6 Lenovo Goup Ltd.
13.7 Maxon
13.8 Nvidia Corporation
13.9 Newtek, Inc.
13.10 Side Effects Software

*Details On Overview, Products & Services, Strategies & Insights, Developments And Mnm View Might Not Be Captured In Case Of Unlisted Companies.

Appendix (Page No.-168)
List Of Tables (77)

Table 1 3D Animation Market Size, By Region, 2014-2019 ($Billion)
Table 2 3D Animation Market Size, By Component, 2014-2019 ($Billion)
Table 3 Hardware Market Size, By Type, 2014-2019 ($Billion)
Table 4 Software Market Size, By Type, 2014-2019 ($Billion)
Table 5 Service Market Size, By Type, 2014-2019 ($Billion)
Table 6 Workstation Market Size, By Region, 2014-2019 ($Million)
Table 7 Video Cards/Gpu Market Size, By Region, 2014-2019 ($Million)
Table 8 Motion Capturing Systems Market Size, By Region, 2014-2019 ($Million)
Table 9 Other Hardware Market Size, By Region, 2014-2019 ($Million)
Table 10 Packaged Software/Platforms Market Size, By Region, 2014-2019 ($Million)
Table 11 Software Development Kit Market Size, By Region, 2014-2019 ($Million)
Table 12 Plug-In Software Market Size, By Region, 2014-2019 ($Million)
Table 13 Other Software Market Size, By Region, 2014-2019 ($Million)
Table 14 Consulting Market Size, By Region, 2014-2019 ($Million)
Table 15 Support And Maintenance Market Size, By Region, 2014-2019 ($Million)
Table 16 Development And Integration Market Size, By Region, 2014-2019 ($Million)
Table 17 Product Training And Certification Market Size, By Region, 2014-2019 ($Million)
Table 18 3D Animation Market, By Application, 2014-2019 ($Billion)
Table 19 Training And Education Application Market Size, By Region, 2014-2019 ($Million)
Table 20 Modeling, Simulation And Analysis Application Market Size, By Region, 2014-2019 ($Million)
Table 21 Marketing And Advertisement Application Market Size, By Region, 2014-2019 ($Million)
Table 22 Visualization And Effects Application Market Size, By Region, 2014-2019 ($Million)
Table 23 Other Applications Market Size, By Region, 2014-2019 ($Million)
Table 24 3D Animation Market Size, By Deployment Type, 2014-2019 ($Billion)
Table 25 3D Animation On-Premise Market Size, By Region, 2014-2019 ($Billion)
Table 26 3D Animation On-Demand Market Size, By Region, 2014-2019 ($Billion)
Table 27 3D Animation Market Size, By Vertical, 2014-2019 ($Million)
Table 28 Media And Entertainment 3D Animation Market Size, By Region, 2014-2019 ($Million)
Table 29 Media And Entertainment 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 30 Architecture, Building And Construction 3D Animation Market Size, By Region, 2014-2019 ($Million)
Table 31 Architecture, Building And Construction 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 32 Academia And Education 3D Animation Market Size, By Region, 2014-2019 ($Million)
Table 33 Academia And Education 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 34 Defense And Intelligence 3D Animation Market Size, By Region, 2014-2019 ($Million)
Table 35 Defense And Intelligence 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 36 Healthcare And Life Sciences 3D Animation Market Size, By Region, 2014-2019 ($Million)
Table 37 Healthcare And Life Sciences 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 38 Manufacturing And Design 3D Animation Market Size, By Region, 2014-2019 ($Million)
Table 39 Manufacturing And Design 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 40 Other Verticals 3D Animation Market Size, By Region, 2014-2019 ($Million)
Table 41 Other Verticals 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 42 North America, 3D Animation Market Size, By Component, 2014-2019 ($Billion)
Table 43 North America, 3D Animation Market Size, By Hardware, 2014-2019 ($Billion)
Table 44 North America, 3D Animation Market Size, By Software, 2014-2019 ($Billion)
Table 45 North America, 3D Animation Market Size, By Service, 2014-2019 ($Million)
Table 46 North America, 3D Animation Market Size, By Deployment Type, 2014-2019 ($Billion)
Table 47 North America, 3D Animation Market Size, By Vertical, 2014-2019 ($Billion)
Table 48 North America, 3D Animation Market Size, By Application, 2014-2019 ($Billion)
Table 49 Europe, 3D Animation Market Size, By Component, 2014-2019 ($Billion)
Table 50 Europe, 3D Animation Market Size, By Hardware, 2014-2019 ($Billion)
Table 51 Europe, 3D Animation Market Size, By Software, 2014-2019 ($Billion)
Table 52 Europe, 3D Animation Market Size, By Service, 2014-2019 ($Million)
Table 53 Europe, 3D Animation Market Size, By Deployment Type, 2014-2019 ($Billion)
Table 54 Europe, 3D Animation Market Size, By Vertical, 2014-2019 ($Billion)
Table 55 Europe, 3D Animation Market Size, By Application, 2014-2019 ($Billion)
Table 56 Asia Pacific, 3D Animation Market Size, By Component, 2014-2019 ($Billion)
Table 57 Asia Pacific, 3D Animation Market Size, By Hardware, 2014-2019 ($Million)
Table 58 Asia Pacific, 3D Animation Market Size, By Software, 2014-2019 ($Million)
Table 59 Asia Pacific, 3D Animation Market Size, By Service, 2014-2019 ($Million)
Table 60 Asia Pacific, 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 61 Asia Pacific, 3D Animation Market Size, By Vertical, 2014-2019 ($Billion)
Table 62 Asia Pacific, 3D Animation Market Size, By Application, 2014-2019 ($Billion)
Table 63 Middle East And Africa, 3D Animation Market Size, By Component, 2014-2019 ($Million)
Table 64 Middle East And Africa, 3D Animation Market Size, By Hardware, 2014-2019 ($Million)
Table 65 Middle East And Africa, 3D Animation Market Size, By Software, 2014-2019 ($Million)
Table 66 3D Animation Market Size, By Service, 2014-2019 ($Million)
Table 67 Middle East And Africa, 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 68 Middle East And Africa, 3D Animation Market Size, By Vertical, 2014-2019 ($Million)
Table 69 Middle East And Africa, 3D Animation Market Size, By Application, 2014-2019 ($Million)
Table 70 Latin America, 3D Animation Market Size, By Component, 2014-2019 ($Million)
Table 71 Latin America, 3D Animation Market Size, By Hardware, 2014-2019 ($Million)
Table 72 Latin America, 3D Animation Market Size, By Software, 2014-2019 ($Million)
Table 73 Latin America, 3D Animation Market Size, By Service, 2014-2019 ($Million)
Table 74 Latin America, 3D Animation Market Size, By Deployment Type, 2014-2019 ($Million)
Table 75 Latin America, 3D Animation Market Size, By Vertical, 2014-2019 ($Million)
Table 76 Latin America, 3D Animation Market Size, By Application, 2014-2019 ($Million)
Table 77 Number Of 3D Movies Released Per Year

List Of Figures (22)

Figure 1 3D Animation: Data Triangulation
Figure 2 3D Animation Market, By Region, 2014-2019 ($Billion, Y-O-Y %)
Figure 3 Animation Market Evolution
Figure 4 3D Animation Market Segmentation
Figure 5 3D Animation Time-Impact Analysis Of Dynamics
Figure 6 3D Animation Value Chain
Figure 7 3D Animation Market, By Component, 2014-2019 ($Billion, Y-O-Y %)
Figure 8 3D Animation Market Growth, By Software, 2014-2019 (Y-O-Y %)
Figure 9 3D Animation Market, By Application, 2014-2019 ($Billion, Y-O-Y %)
Figure 10 3D Animation Market Growth, By Application, 2015-2019 (Y-O-Y %)
Figure 11 3D Animation Market, By Deployment Type, 2014-2019 ($Billion, Y-O-Y %)
Figure 12 3D Animation Market Growth, By Deployment Type, 2014-2019 (Y-O-Y %)
Figure 13 3D Animation Market, By Vertical, 2014-2019 ($Billion, Y-O-Y %)
Figure 14 3D Animation Market Growth, By Vertical, 2014-2019 (Y-O-Y %)
Figure 15 3D Animation Market Growth, By Region, 2014-2019 (Y-O-Y %)
Figure 16 Region-Wise 3D Animation Market Size, 2014-2019, ($Billion)
Figure 17 Region-Wise 3D Animation Market Size, 2014-2019 ($Billion, Y-O-Y %)
Figure 18 3D Animation Market Lifecycle
Figure 19 3D Animation Market Ecosystem
Figure 20 3D Animation: Market Opportunity Analysis
Figure 21 Animation Studios, By Region (Proportion %)
Figure 22 3D Animation Market Social Reach

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