

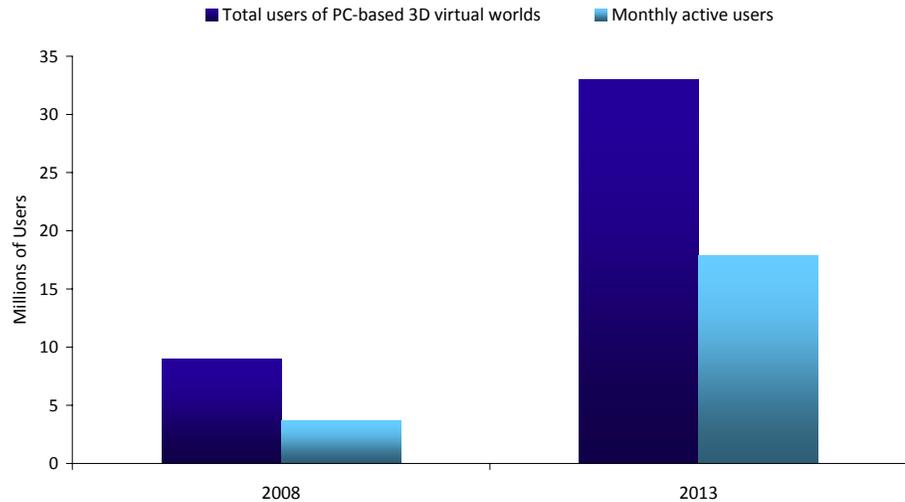
**Synopsis**

*Virtual Worlds: the Internet of Avatars* defines the 3D virtual world value chain and key business models, profiles leading companies, examines industry and consumer trends, and forecasts market growth.

The report also offers recommendations to large media companies, technology companies, consumer brands, marketers, and enterprises.

**Monthly and Overall Users**

**U.S. Forecast of PC-Based 3D Virtual World Users**



Source: *Virtual Worlds: the Internet of Avatars*  
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“Without appealing content and applications, virtual worlds are nothing but empty shopping malls,” Yuanzhe (Michael) Cai said. “In order to reach mass-market consumers, the industry needs to move beyond its obsession with user-generated content and infuse their worlds with professional content and engaging activities.”

**Contents**

**The Bottom Line** is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates’ **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

**The Bottom Line**

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