

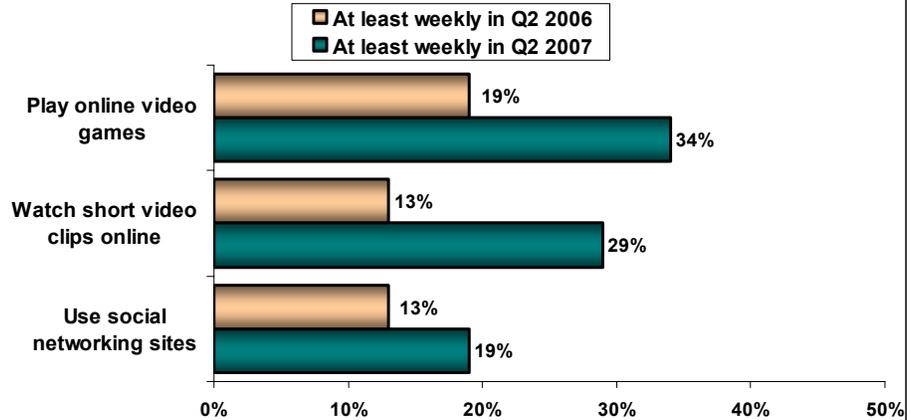
**Synopsis**

*Casual Gaming Market Update* provides in-depth analysis of the current dynamics and future directions of the rapidly growing casual gaming industry, including quantitative forecasts, competitive analysis, consumer perspectives, and profiles of leading companies in the casual gaming value chain.

**U.S. Consumers Online Activities (2006 vs. 2007)**

**U.S. Consumers Play Online Games More Often Than Watch Online Videos or Visit Social Networking Sites**

"How often do you do the following activities?"  
(Among Internet users 18+, n=1,000 in 2007 & n=1,751 in 2006)



Source: Casual Gaming Market Update  
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"Despite the growing popularity of Youtube, MySpace, and Facebook, online gaming remains the king of online entertainment, driven largely by online casual gaming activities," said James Kuai, a research analyst at Parks Associates. The year-over-year growth rate of frequent online gamers was 79%, significantly higher than that for social networks (46%) but lower than the growth of frequent users of video streaming sites (123%).

**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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**Resource Book**

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**Resource Book**

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