

Health Entertainment: Bringing Fun to Wellness and Fitness

By Harry Wang, Director of Mobile & Health Research; Jennifer Kent, Research Analyst

3Q 2012

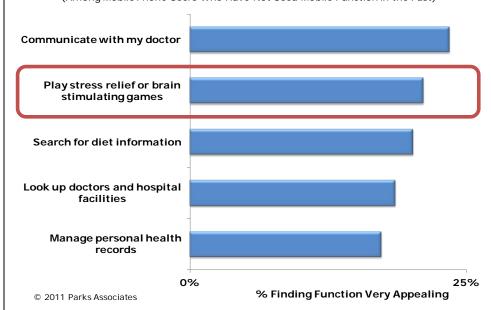
Synopsis

This report analyzes the intersection of the entertainment world with human health and well being. It defines this unique industry sector with highlights of its value chain, major players, and various business models. It also analyzes major types of hardware and services and focuses on games, mobile apps, and newgeneration fitness products and platforms. The report concludes with forecasts of market growth by users and end-user revenues.

Health Games Among Most Popular Mobile Health Apps

Most Appealing Mobile Health Apps

(Among Mobile Phone Users Who Have Not Used Mobile Function in the Past)



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"Health entertainment is a perfect example of technology's imprint on the science of human behavioral changes," said Harry Wang, Director of Mobile & Health Research at Parks Associates. "Technology, in the form of attractive hardware and easy-to-use software and applications, is gradually reinventing patient engagement models and making self-care less dreadful to most patients."

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U.S. Health Entertainment Software and Service Revenue Forecasts (2010-2016)



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