

# Online Entertainment: The New & Noteworthy

By Pietro Macchiarella, Research Analyst; Patrice Samuels, Research Analyst

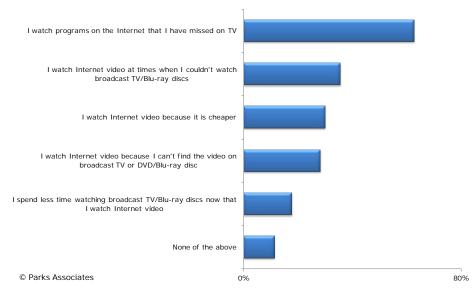
3Q 2012

#### **Synopsis**

## This industry report examines trends in the distribution and consumption of online entertainment, including video, music, and video games. It focuses on the latest trends in digital entertainment services, including the emerging role of social media in the digital entertainment space. The report also individuates potential future disruptors for the industry and provides a market forecast for the next

## **Online Video Viewing**

# Consumer Habits and Reasons for Watching Internet Video



Publish Date: 3Q 12

five years.

"Due to the increasing availability of content on connected devices, much of the entertainment consumed today is digital," said Pietro Macchiarella, Research Analyst. "Today's digital entertainment industry is extremely dynamic. New services are becoming available worldwide, and business models are evolving. How today's industry players adapt to these changes will determine the landscape of tomorrow's digital service."

#### Contents

#### 1.0 Notes on Methodology and Report Focus

- 1.1 Data Sources
- 1.2 Scope of Report

#### 2.0 Digitization of Entertainment

#### 3.0 Video

- 3.1 State of the Market
- 3.2 Market Trends
- 3.3 Industry Trends

#### 4.0 Music

- 4.1 Trends in Music Services
  - 4.1.1 Market Trends

#### 5.0 Video Games

- 5.1 Industry and Consumer Trends
  - 5.1.1 Online PC Gaming
  - 5.1.2 Console Gaming
  - 5.1.3 Cloud Gaming



# Online Entertainment: The New & Noteworthy

By Pietro Macchiarella, Research Analyst; Patrice Samuels, Research Analyst

3Q 2012

#### 6.0 Social Media

- 6.1 Social Media and Digital Content
  - 6.1.1 Social Media on CE Platforms
  - 6.1.2 Discoverability and Recommendations

#### 7.0 Future Disruptors

#### 8.0 Market Forecast

- 8.1 Online Video
- 8.2 Music Online Streaming Services
- 8.3 Video Games
  - 8.3.1 Social Games
  - 8.3.2 MMOs

### Glossary and Index

## **Figures**

Interest in Buying a "Cloud Copy" of Media Content

Influence of Social Media on Online Entertainment

Top Online Video Sites Worldwide

Reason for Watching Internet Video

Comparison of Cord Cutters and Cord Shavers

Use of Device for Video Consumption

Premium Online Video Providers - North America

Premium Online Video Providers - Europe

Current-Generation Game Consoles - Content Available

Digital Music Market: Total Revenue

Music App Usage (Q3/11)

iTunes Song Downloads

Notable Retailers with Transactional Music Services

Notable Music Download Services

Radio Replacement Services

Notable Music-on-Demand Services

Notable Music Services offered by Service Providers

Online Aspects of PC Games

Subscriber Growth: World of Warcraft (2004 - 2012)

Top 10 Facebook Game Publishers

Console Connectivity Rate

Downloadable Content on Game Consoles

The Advantages of Cloud Gaming

Social Media Platforms

Comparing Social Media with Traditional Media

Digital/Internet Video Service Usage

Satisfaction with Video Watching Experience

Willingness to Pay for Movie Rentals on Social Networks

Reasons for TV Show/Movie Selection

Activities on a Mobile Phone While Watching TV

Activities on a Tablet While Watching TV

Online Video Forecast Methodology

Online Video Forecast - Active Users

Online Video Forecast – Revenues per Region

Online Video Services - Revenue Forecast

Forecast Methodology – Online Streaming Services



# Online Entertainment: The New & Noteworthy

By Pietro Macchiarella, Research Analyst; Patrice Samuels, Research Analyst

3Q 2012

Online Music Services - Active Users

Online Music Services - Revenue Forecast per Region

Online Music Services Revenue Forecast Forecast Methodology - Social Gaming Monthly Active Users - Social Games Social Gaming: Monthly Active Users

Social Gaming Revenues

Social Gaming Revenue Forecast Forecast Methodology - MMOs

Free-to-Play MMO Revenues per Region

MMO Games - Revenue Forecast

#### **Attributes**

Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Pietro Macchiarella and Patrice Samuels

Executive Editor: Tricia Parks Published by Parks Associates

© July 2012 Parks Associates Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

#### Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.