Social Gaming: Market Updates

By Pietro Macchiarella, Research Analyst   1Q 2011
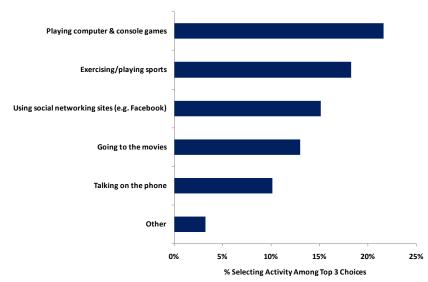
Synopsis	Top Sources of Entertainment
This report focuses on the growing importance of social gaming. It analyzes the current state of the industry, market dynamics, business models, monetization opportunities, and revenue forecasts.	

Top Sources of Entertainment (Q4/10)

"Q8007. Which of the following activities would you say are your primary forms of entertainment?"

Source: *Digital Video: Three Screens and Beyond,*
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Publish Date: 1Q 11

"As more than 200 million people play games on Facebook every month, social gaming has exploded to become the most visible category of online gaming," said Pietro Macchiarella, Research Analyst at Parks Associates. "Today, a significant share of the population lists games and social networking as one of their top primary forms of entertainment. While Facebook's dominance is both a driver and an inhibitor for the social gaming market, revenues from virtual items and advertising will keep growing exponentially in the next few years."

Contents

The Bottom Line

Social Gaming: Market Updates – Dashboard

1.0   Notes on Methodology and Report Focus
1.1 Data Sources
1.2 Scope of Report
1.3 Definitions

2.0   Social Networks: a Market Overview
2.1 Growth of Social Networks
2.2 Market Shares and Penetration
2.3 Social Media Business Models

3.0   Social Gaming
3.1 Overview
3.2 Drivers and Inhibitors
3.3 Competitive Analysis: Key Industry Players
3.4 Monetization and Payment Methods

Figures	

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