



June 2012

Mobile Gaming - US

Between 2006 and 2011, revenue from mobile phone and tablet games increased 95% to reach \$990 million and it could hit \$2.6 billion by 2016. Growth is driven by dramatic sales (not yet peaked) of smartphones and tablets, the creation of games like Angry Birds or Draw Something that ...

Mobile Apps - US

Perhaps never before has there been a market in which product supply and variety so greatly outweigh demand. As of December 2011, over one million apps were available, but the median number of apps used daily on phones or tablets is between one and two, and a typical app user ...

May 2012

Social Networking - US

Global sales of ads on Facebook alone grew 69% in 2011, reaching \$1.7 billion in the U.S., and are expected to reach \$3.7 billion in 2012. The leading network also reported 37% growth in ad sales in the first quarter of 2012, based on its increasing membership ...

Mobile Phone and Tablet Accessories - US

Mobile phones have become an essential tool that U.S. consumers rely on to navigate their lives, and following the breakthrough success of the iPad, tablets have taken on a similar role for millions of owners. Given how personal these devices are, it's not surprising that many consumers seek to ...

April 2012

Tablets - US

Apple's third-generation iPad sold 3 million units globally in its first three days on the market in March 2012, capturing a minimum of half a billion dollars per day. Global tablet sales surpassed netbook sales in Q2 2011, enrooted to 65 million units in total for the year. That figure ...