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# Software: United States

August 2018



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# About This Report

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## Scope & Method

This report forecasts to 2022 US software publishing industry revenues in nominal US dollars. Total revenues are segmented by software type in terms of:

- general application
- cross-industry
- operating system
- network
- database
- vertical market
- development tools
- utilities
- other software, including custom software

To illustrate historical trends, total revenues and the various segments are provided in annual series from 2007 to 2017.

This report excludes captive software production, consulting services, re-sale of computer hardware and software, and training services.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Software: United States* (FF95028) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

## About This Report

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 5 | NAICS & SIC Codes Related to Software

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
334611	Software Reproducing	5734	Computer and Computer Software Stores
443120	Computer and Software Stores	7371	Computer Programming Services
511210	Software Publishers	7372	Prepackaged Software
541511	Custom Computer Programming Services		

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Smart Home Security*, April 2018

*Electronic Security Products US Market Forecasts*, September 2017

#### Freedonia Focus Reports

*Analytical Instruments: United States*

*Audio & Video Equipment: United States*

*Computers & Peripherals: United States*

*Control Technologies: United States*

*Communication Services: United States*

*Data Processing & Hosting: United States*

*Electronic Components: United States*

*Internet Content & Search: United States*

*IT Services: United States*

*Semiconductors: United States*

*Toys & Games: United States*

#### Freedonia Custom Research

### Trade Publications

*Cloud Tech News*

*CMSWire*

*Computerworld*

*InformationWeek*

*PC Magazine*

*PCWorld*

*Software Development Times*

### Agencies & Associations

Association for Information and Image Management

BSA – The Software Alliance

Computing Technology Industry Association

Consumer Technology Association

Entertainment Software Association

Federal Trade Commission

The Software & Information Industry Association

United States Census Bureau

United States International Trade Commission