The Video Gaming Market Outlook: Evolving Business Models, Key Players, New Challenges and the Future Outlook

Description: The global video gaming market is expected to grow at a CAGR of 8.9% over the period 2008-2013 to reach $76.1bn in 2013. In the future the market will be driven primarily by online and mobile gaming formats, which in turn are being driven by increasing internet, broadband and mobile penetrations. Video games publishers are changing their business models and adopting alternative distribution channels to enhance their profits and curb the malpractice of piracy. The industry value chain is evolving in the wake of new business and distribution models.

This report provides an overview of the global video gaming market, covering aspects such as market size and growth, factors driving this growth and trends in the market. It covers the key developed and emerging markets in terms of penetration of internet, broadband and mobile technologies and the uptake of different video gaming platforms. It analyses the changing demographic profile of gamers, evolving business models and evolutions in the value chain of the video gaming industry, with a focus on the emerging trends. It also discusses the key challenges that the market is currently faced with and provides an insight into the key players involved in the market. Through analysis and forecasts, this report provides insight into the direction of the video gaming market, which is undergoing major structural transformation.

Key findings

The global video gaming market is expected to grow at a CAGR of 8.9% over the period 2008-2013.

Online gaming and mobile gaming are likely to be the key drivers of the growth in the global video gaming market. While console gaming will continue to be the largest segment, its market share is expected to decline.

Key video gaming markets include the US, Canada, Western Europe, China, Japan and South Korea, while India, Brazil, Russia and South East Asia comprise the key emerging markets for video games.

Piracy and IP protection are the key challenges for the video gaming industry at present and in the future.

The demographic profile of video gamers is changing and there is a strong growth in the number of casual gamers, which primarily consist of women and older men.

Use this report to:

- Analyze market trends to predict key growth areas in the video gaming market.
- Examine the challenges and threats facing the global video gaming market and their impact on the industry.
- Quantify the global and regional video gaming markets, including product shipment data and forecasts of mobile and broadband uptake that will drive future growth.
- Gain insight into the key different types of video gaming models, and identify trends and keys to growth in each.
- Compare how different players in the space are positioning and developing their offerings in order to differentiate themselves from the competition.

Discover

- What are the current trends in the global video games industry?
- Which industry segments offer the greatest growth opportunities in the market?
- Which regions are more developed markets and which are the emerging areas presenting potential growth opportunities?

- Who are the key players in the industry?

- What is the industry structure and how is it changing?

- How is the demographic profile of gamers changing and what is its impact on the industry?

- What are the key challenges facing the industry and how are they being dealt with?

- How is the industry expected to evolve and what is the future outlook?

Contents:
The Video Gaming Market Outlook
Executive summary
Market development
Console gaming – slowing growth
Online gaming – driving the growth of video gaming
Mobile gaming – rising rapidly
PC gaming – declining market
Changing demographic profile – the rise of casual gaming
Evolving business models – rise of in-game advertising, microtransactions and digital distribution
Changing value chain – impact of industry consolidation and changing distribution models
Key and emerging video gaming markets

Chapter 1 Introduction
What is this report about?
Methodology and definitions

Chapter 2 Market development
Summary
Overview
Introduction
Market size and growth
Key global video games publishers
Emerging sectors in video gaming
Multimedia consoles
Thought controlled games
User-generated content
Social gaming
Advergaming
Serious gaming
Challenges for the video games industry
Piracy
Piracy – some statistics compiled by Interactive Software Federation of Europe (ISFE)
Intellectual Property Rights

Chapter 3 Console gaming – slowing growth
Summary
Console software market
Market size and growth
Console software publishers
Console hardware market
Market size and growth
Console hardware manufacturers
Online console market
OnLive – a potential threat to console gaming

Chapter 4 Online gaming – driving the growth of video gaming
Summary
Market size and growth
Drivers of online gaming
MMOGs (Massively multiplayer online games) - Dominating the online games market
Drivers of MMOGs
Gaming as a social medium
Increasing broadband users
MMOG competitive landscape

Chapter 5 Mobile gaming – rising rapidly
Market Size and growth
Drivers of mobile gaming
Increasing mobile and 3G penetration
Increasing smartphone sales
Apple iPhone – revolutionizing the mobile gaming market
Key mobile gaming publishers

Chapter 6 PC Gaming – declining market
Summary
Market size and growth
Reasons for the decline of PC gaming
Lack of new game titles and sophisticated games
Cannibalization by console games
Advent of online and wireless gaming

Chapter 7 Changing demographic profile – the rise of casual gaming
Summary
Overview
Increasing casual gaming market
Profile of casual gamers
Increasing average game player age
Increasing participation from women
Video games in the family and as social medium

Chapter 8 Evolving business models – the rise of in-game advertising, microtransactions and digital distribution
Summary
Overview
In-game advertising
Online/ digital distribution
Microtransactions

Chapter 9 Changing value chain – impact of industry consolidation and changing distribution models
Summary
Overview
The traditional video gaming value chain
Key components of traditional value chain
Developer
Publisher
Distributor
Retailer
The new video gaming value chain
Consolidation of developers and publishers
Digital distribution
Rise of mobile and online gaming

Chapter 10 Key and emerging video gaming markets
Summary
The key video gaming markets
The US
Market size and growth
Internet and broadband penetration
Mobile penetration
Key video games publishers
Canada
Market size and growth
Internet and broadband penetration
Mobile penetration
Key video games publishers
China
Market size and growth
Internet and broadband penetration
Mobile penetration
Key video games publishers
South Korea
Market size and growth
Internet and broadband penetration
Mobile penetration
Key video games publishers
Japan
Market size and growth
Internet and broadband penetration
Mobile penetration
Key video games publishers
Western Europe
Market size and growth
Key video games publishers
Emerging video gaming markets
India
Market size and growth
Internet and broadband penetration
Mobile penetration
Key video games publishers
Brazil
Market size and growth
Internet and broadband penetration
Mobile penetration
Key video games publishers
Russia
Market size and growth
Internet and broadband penetration
Mobile penetration
Key video games publishers
South East Asia
Market size and growth
Internet, broadband and mobile penetration
Index

List of Figures
Figure 2.1: Global video gaming market size ($bn), 2003–2013
Figure 2.2: Global video gaming market by format (%), 2008–2013
Figure 2.3: Global video gaming market size by geographic region (%), 2008–2013
Figure 2.4: Examples of advergaming
Figure 2.5: EVE Online screenshot
Figure 3.6: Global console gaming market size ($bn), 2003-2013
Figure 3.7: Global console shipments (m), 2006-2013
Figure 3.8: Global console shipments (m), H1 2008 – H1 2009
Figure 3.9: Positioning of key consoles
Figure 3.10: Comparison between key video game consoles
Figure 3.11: Global online console market size ($bn), 2008-2013
Figure 3.12: Global online console market size break-up ($bn), 2008-2013
Figure 4.13: Global online gaming market size ($bn), 2008–2013
Figure 4.14: Worldwide internet users and penetration, 2004-2008
Figure 4.15: Worldwide MMOG subscribers (m), 2004-2008
Table 7.13: Casual gaming market size ($bn), 2005-2007
Table 7.14: UK breakdown of gamers and non-gamers by age (%), (2008)
Table 10.15: The US – Key video game publishing companies, (2008)
Table 10.16: China online gaming market size ($bn), 2003-2009
Table 10.17: China online gaming break-up ($bn), 2008-2009
Table 10.18: China – key video games publishers, (2008)
Table 10.19: South Korea video gaming market size ($bn), 2003-2009
Table 10.20: South Korea – key video games publishers, (2008)
Table 10.21: Japan video gaming market size ($bn), 2003-2011
Table 10.22: Japan – key video games publishers, (2008)
Table 10.23: Europe – Key video game publishing companies, (2008)
Table 10.24: Brazil video gaming market size ($bn), 2005-2008
Table 10.25: South East Asia key statistics (connections per hundred population), (2008-2013)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/1083805/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: The Video Gaming Market Outlook: Evolving Business Models, Key Players, New Challenges and the Future Outlook
Web Address: http://www.researchandmarkets.com/reports/1083805/
Office Code: SCAYPEP5

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy:</td>
<td>USD 2975 + USD 56 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 2875</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10781</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083310383
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World