Sectoral Capsule - Mobile Gaming to Dominate Indian Gaming Industry

Description: Though the gaming industry is still at an emergent stage in India, it offers immense growth potential. A growing percentage of young population, steadily rising disposable incomes, surge in the use of personal computers and mobile phones, rise in potential customers like housewives and a burgeoning number of game developers are some of the major driving factors propelling the industry's growth.

The global gaming industry is constantly evolving with the introduction of new technologies, which, in turn, has had a domino effect on India. The domestic market is also witnessing a constant rise in the demand for new innovations and stood at INR XX billion in 2012.

The performance of the three major market segments: mobile gaming, personal computer (PC) and online gaming and console gaming, dictates the dynamics of the gaming industry in India. The report covers the historical performance and predictions about future performance of all the segments. Currently, the major thrust of the industry is focused on creating a talent pool of game developers and increasing cost-competitiveness. In comparison to other outsourcing locations such as Taiwan and South Korea, India already offers comparative cost advantages in game development. This is expected to boost growth further.

The report discusses how the increase in the value-added services has resulted in a shift from PC gaming to mobile gaming. The report also briefly discusses about the growth drivers for the industry and the components of the industry verticals.

Contents:
1. Overview
2. Market Size
3. Market Segmentation
   3.1. Mobile Gaming
   3.2. Console Gaming
   3.3. PC and Digital TV
4. Components of Industry Vertical
5. Growth Drivers
6. Outlook

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