Video Game Market in the US 2014-2018

Description: About Video Game Market

Video games are electronic games, which includes a video device for human interaction with the user interface. The video device might be a mobile display, a PC monitor or a TV. The electronic systems used to play video games are known as platforms. The different types of platforms are TV, consoles, mobile devices, PCs, and others. Various types of games are available for different gaming platforms.

The analysts forecast the Video Game market in the US to grow at a CAGR of 8.17 percent over the period 2013-2018.

Covered in this Report
The Video Game market in the US covers the present scenario and the growth prospects of the Video Game market in the US for the period 2014-2018. To calculate the market size, the report considers consumer spending on new console games (home and handheld games), personal computer games, online games, and mobile games. The category excludes spending on the hardware used for playing the games.

The report, the Video Game Market in the US 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Video Game market landscape in the US and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Vendors
- Activision Blizzard
- Electronic Arts
- Microsoft
- Sony Computer Entertainment
- Take-Two Interactive Software

Other Prominent Vendors
- 4A Games
- 5th Cell Media
- Access Games
- ACE Team
- Active Gaming Media
- Aeria Games and Entertainment
- Anino Games
- Ankama Games
- Asobo Studio
- Behavior Interactive
- Bungie
- CCP hf
- Cellufun
- Changyou.com
- CipSoft
- Cryptic Studios
- Disney Interactive
- Digital Chocolate
- eGames
- Gamelion
- Gameloft
- GameHouse
- Giant Interactive
- Glu Games
- gPotato
- GungHo Entertainment
- HandyGames
- India Games
- Infinity Ward
- Jagex Games Studio
- Joymax
- Kabam
- Kiloo ApS
- Konami
- Level-5
- MercurySteam Entertainment
- Microsoft Studio
- Minh Chau
- Mitchell
- Namco Bandai Games
- NCSoft
- NetEase
- Nexon
- Nintendo
- Oberon Media
- OGPlanet
- Perfect World
- Punch Entertainment
- Redboss
- Rockstar North
- Rocksteady Studios
- Rovio
- Sega
- Shanda Interactive Entertainment
- Softnyx
- Sony Computer Entertainment
- Sony Online Entertainment
- Square Enix
- Sybo Games
- Syn Sophia
- Tencent Holdings
- The Lego Group
- Turbine
- Ubisoft
- Visual Concepts
- Warner Bros. Interactive Entertainment
- Zynga

Market Drivers
- Growing Use of Smartphones and Tablets for Playing Games
- For a full, detailed list, view our report

Market Challenges
- High Cost of Gaming Console Hardware
- For a full, detailed list, view our report

Market Trends
- Increasing Development of Hardware Platforms
- For a full, detailed list, view our reports

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>01. Executive Summary</td>
</tr>
<tr>
<td>02. List of Abbreviations</td>
</tr>
<tr>
<td>03. Scope of the Report</td>
</tr>
<tr>
<td>03.1 Market Overview</td>
</tr>
<tr>
<td>03.2 Product Offerings</td>
</tr>
<tr>
<td>04. Market Research Methodology</td>
</tr>
<tr>
<td>04.1 Market Research Process</td>
</tr>
<tr>
<td>04.2 Research Methodology</td>
</tr>
<tr>
<td>05. Introduction</td>
</tr>
<tr>
<td>06. Country Profile: US</td>
</tr>
<tr>
<td>06.1 The US Economy</td>
</tr>
<tr>
<td>06.2 Housing Market in the US</td>
</tr>
<tr>
<td>06.3 Monetary Development and Inflation in the US</td>
</tr>
<tr>
<td>06.4 Unemployment in the US</td>
</tr>
<tr>
<td>06.5 Population Growth and Age Structure in the US</td>
</tr>
<tr>
<td>07. Market Insights</td>
</tr>
<tr>
<td>08. Market Landscape</td>
</tr>
<tr>
<td>08.1 Market Overview</td>
</tr>
<tr>
<td>08.2 Market Size and Forecast</td>
</tr>
<tr>
<td>08.3 Five Forces Analysis</td>
</tr>
<tr>
<td>09. Market Segmentation by Type</td>
</tr>
<tr>
<td>09.1 Video Game market in the US by Type 2013-2018</td>
</tr>
<tr>
<td>09.2 Console Game Market in the US 2013-2018</td>
</tr>
<tr>
<td>09.2.1 Market Size and Forecast</td>
</tr>
<tr>
<td>09.3 Online Game Market in the US 2013-2018</td>
</tr>
<tr>
<td>09.3.1 Market Size and Forecast</td>
</tr>
<tr>
<td>09.4 Mobile Game Market in the US 2013-2018</td>
</tr>
<tr>
<td>09.4.1 Market Size and Forecast</td>
</tr>
<tr>
<td>09.5 PC Game Market in the US 2013-2018</td>
</tr>
<tr>
<td>09.5.1 Market Size and Forecast</td>
</tr>
<tr>
<td>10. Buying Criteria</td>
</tr>
<tr>
<td>11. Market Growth Drivers</td>
</tr>
<tr>
<td>12. Drivers and their Impact</td>
</tr>
<tr>
<td>13. Market Challenges</td>
</tr>
<tr>
<td>14. Impact of Drivers and Challenges</td>
</tr>
<tr>
<td>15. Market Trends</td>
</tr>
<tr>
<td>16. Trends and their Impact</td>
</tr>
<tr>
<td>17. Vendor Landscape</td>
</tr>
<tr>
<td>17.1 Competitive Scenario</td>
</tr>
<tr>
<td>17.2 Other Prominent Vendors</td>
</tr>
<tr>
<td>18. Key Vendor Analysis</td>
</tr>
<tr>
<td>18.1 Activision Blizzard</td>
</tr>
<tr>
<td>18.1.1 Key Facts</td>
</tr>
<tr>
<td>18.1.2 Business Overview</td>
</tr>
<tr>
<td>18.1.3 Business Segmentation</td>
</tr>
<tr>
<td>18.1.4 Geographical Segmentation by Revenue 2013</td>
</tr>
<tr>
<td>18.1.5 Business Strategy</td>
</tr>
<tr>
<td>18.1.6 Recent Developments</td>
</tr>
<tr>
<td>18.1.7 SWOT Analysis</td>
</tr>
<tr>
<td>18.2 Electronic Arts</td>
</tr>
<tr>
<td>18.2.1 Key Facts</td>
</tr>
<tr>
<td>18.2.2 Business Overview</td>
</tr>
<tr>
<td>18.2.3 Business Segmentation</td>
</tr>
<tr>
<td>18.2.4 Geographical Segmentation by Revenue 2013</td>
</tr>
<tr>
<td>18.2.5 Business Strategy</td>
</tr>
<tr>
<td>18.2.6 Recent Developments</td>
</tr>
<tr>
<td>18.2.7 SWOT Analysis</td>
</tr>
<tr>
<td>18.3 Microsoft</td>
</tr>
</tbody>
</table>
18.3.1 Key Facts
18.3.2 Business Overview
18.3.3 Business Segmentation by Revenue 2013
18.3.4 Business Segmentation by Revenue 2012 and 2013
18.3.5 Geographical Segmentation by Revenue 2013
18.3.6 Business Strategy
18.3.7 Recent Developments
18.3.8 SWOT Analysis
18.4 Sony
18.4.1 Key Facts
18.4.2 Business Overview
18.4.3 Business Segmentation by Revenue 2014
18.4.4 Business Segmentation by Revenue 2013 and 2014
18.4.5 Geographical Segmentation by Revenue 2014
18.4.6 Business Strategy
18.4.7 Recent Developments
18.4.8 SWOT Analysis
18.5 Take-Two Interactive Software
18.5.1 Key Facts
18.5.2 Business Overview
18.5.3 Business Segmentation
18.5.4 Geographical Segmentation by Revenue 2013
18.5.5 Business Strategy
18.5.6 Recent Developments
18.5.7 SWOT Analysis
19. Other Reports in this Series

List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: US GDP in (US$ billions) and US GDP Growth Rate 2008-2013
Exhibit 3: Contribution of Various Sectors to US GDP 2013
Exhibit 4: Federal Fund Rate in the US 2008-2013
Exhibit 5: Inflation in the US 2008-2013
Exhibit 6: Unemployment Rate in the US 2008-2013
Exhibit 7: Population in the US 2008-2013
Exhibit 8: Population in the US 2008-2013
Exhibit 9: Male-Female Gamers Ratio in the US (2011-2013)
Exhibit 10: Percentage of Gamers in the US by Age Group (2011-2013)
Exhibit 11: US Video Games Revenue Split by Genres (2011-2013)
Exhibit 12: US Online Games Revenue Split by Genres (2011-2013)
Exhibit 14: Video Game Market in the US 2013-2018 (US$ billion)
Exhibit 15: Video Game market in the US by Type 2013
Exhibit 16: Video Game market in the US by Type 2013-2018 (US$ billion)
Exhibit 17: Video Game market in the US by Type 2013-2018
Exhibit 18: Console Game Market in the US 2013-2018 (US$ billion)
Exhibit 19: Online Game Market in the US 2013-2018 (US$ billion)
Exhibit 20: Mobile Game Market in the US 2013-2018 (US$ billion)
Exhibit 21: PC Game Market in the US 2013-2018 (US$ billion)
Exhibit 22: Business Segmentation of Activision Blizzard Inc. Based on Operating Segments 2013
Exhibit 23: Activision Blizzard: Geographical Segmentation by Revenue 2013
Exhibit 24: Business Segmentation of Electronic Arts Inc. Based on Brand Label 2013
Exhibit 25: Electronic Arts: Geographical Segmentation by Revenue 2013
Exhibit 26: Microsoft: Business Segmentation by Revenue 2013
Exhibit 27: Microsoft: Business Segmentation by Revenue 2012 and 2013 (US$ billion)
Exhibit 28: Microsoft: Geographical Segmentation by Revenue 2013
Exhibit 29: Video Game Market in the US: Business Segmentation by Revenue 2014
Exhibit 30: Video Game Market in the US: Business Segmentation by Revenue 2013 and 2014 (US$ billion)
Exhibit 31: Video Game Market in the US: Geographical Segmentation by Revenue 2014
Exhibit 32: Business Segmentation of Take-Two Interactive Software Inc. Based on Publishing Labels 2013
Exhibit 33: Take-Two Interactive Software: Geographical Segmentation by Revenue 2013
Ordering: Order Online - http://www.researchandmarkets.com/reports/2987464/

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: Video Game Market in the US 2014-2018
Web Address: http://www.researchandmarkets.com/reports/2987464/
Office Code: SCPLGNGS

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 2800</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

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 IE78ULSB98533083313083
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