World Video Games Market - Markets and Forecasts, 2014-2018: Dataset Presentation

Description: The global market for video games represents a total of nearly 62bn€ in 2014 and we estimate a strong CAGR of 8.5% for the period 2014-2018.

This study follows the development of key indicators for the sector over five years and makes an appraisal of the key segments:
- Home consoles
- Handheld consoles
- Offline computer games
- Online computer games
- Smartphone Game Market
- Tablet Game Market
- Digital Video Game Market

Database Structure:

Forecasts up to 2018 by geographical zone and by country

Video Game Market (million EUR)
- Home Console Hardware Market
- Home Console Game Market
- Handheld Console Hardware Market
- Handheld Console Game Market
- Offline Computer Game Market
- Online Computer Game Market
- Smartphone Game Market
- Tablet Game Market

Home Console

Hardware
- Home Console Hardware Sales (million units)
- Home Console Hardware Installed Base (million units)
- Home Console Hardware Average Retail Price (EUR)
- Home Console Hardware Market (million EUR)

Software
- Home Console Game Sales(million units)
- Home Console Game Average Retail Price (EUR)
- Home Console Game Market (million EUR)

Handheld Console

Hardware
- Handheld Console Hardware Sales (million units)
- Handheld Console Hardware Installed Base (million units)
- Handheld Console Hardware Average Retail Price (EUR)
- Handheld Console Hardware Market (million EUR)

Software
- Handheld Console Game Sales (million units)
- Handheld Console Game Average Retail Price (EUR)
- Handheld Console Game Market (million EUR)

Computer
Offline
- Offline Computer Game Sales (million units)
- Offline Computer Game Average Retail Price (EUR)
- Offline Computer Game Market (million EUR)
- Online
- Online Video Gamers (millions)
- Premium Video Gamers (millions)
- Free-to-Pay Video Gamers (millions)
- Of which Social Video Gamers (millions)
- Annual Online Video Game ARPU (EUR)
- Online Computer Game Market (million EUR)

Mobile
- Smartphone Gamers (million)
- Annual Smartphone Game ARPU (EUR)
- Smartphone Game Market (million EUR)
- Tablet Gamers (million units)
- Annual Tablet Game ARPU (EUR)
- Tablet Game Market (million EUR)

Digital Video Game Market
- Digital Home Console Game Market (million EUR)
- Digital Handheld Console Game Market (million EUR)
- Online Computer Game Market (million EUR)
- Smartphone Game Market (million EUR)
- Tablet Game Market (million EUR)
- Growth rate (%)
- Digital Game Market / Total Game Market (%)

Contents:
1. Executive Summary
   1.1. Overview
   1.2. Traditional gaming segments facing competition from online gaming and mobile gaming
   1.3. Asia–Pacific, leading video game market
   1.4. Key trends

2. Methodology

3. Key Trends
   3.1. Home consoles: one year after the dawn of the eighth generation
   3.2. More than half of video game market revenues came from dematerialised distribution and online pay practices in 2014
   3.3. Mobile games, from euphoria to a supply crisis
   3.4. Transition to Free2Play, but Pay per Play is resisting
   3.5. Smart toys are sealing their place among the industry’s growth segments
   3.6. Virtual reality and augmented reality, a gaming trend taking shape for the short term
   3.6.1. Virtual reality, the future of video games? A few high-profile examples
   3.7. Going indie, more than just employee turnover
   3.8. Cloud gaming 2.0
   3.9. A new global leader
   3.10. Video games and connected TVs, waiting for a natural convergence

4. The home console game segment: a market reaching saturation
   4.1. The arrival of the next generation of home consoles means the start of a new sales cycle
   4.2. From 2017 the home consoles market in value will go into sharp decline
   4.3. Opportunities and threats presented by mobile games for home console gaming
   4.4. More than 60% of revenue generated by software sales in 2018 will be from dematerialised sales

5. The handheld console gaming segment: beginning of an irreversible decline?
5.1. Sharp slowdown in handheld console sales, caused by increased competition from smartphones and tablets
5.2. The value of the handheld console market has experienced a net decline since 2013
5.3. More than 70% of revenue generated by software sales in 2018 will be from dematerialised sales

6. The mobile gaming segment: the most dynamic market segment
6.1. The number of tablet gamers will experience a sharp increase over the 2014–2018 period
6.2. A very dynamic market segment
6.3. Key trends in the mobile gaming segment

7. The computer gaming segment: the leading market segment in value
7.1. The number of online computer game users continues to grow
7.2. Free2Play driving growth in the online computer game market
7.3. Social gaming, now a market segment in its own right

8. Annex
Annex 1: Financial indicators for the top traditional and mobile gaming companies
Annex 2: Which of the traditional game publishers are on Facebook?
Annex 3: Development costs for games published between 1981 and 2013
Annex 4: Examples of ubiquitous games
Annex 5: The Apple Store's 10 top selling game publishers - The Apple Store's 20 top selling game publishers
Annex 6: Market share in volume for tablets, smartphones and handheld consoles

Tables and Figures
1. Executive Summary
- Video game market worldwide by segment, 2014–2018
- Global video game market by segment, 2014 and 2018
- Global video game market by segment, by region, 2014

3. Key Trends
- Global sales of home consoles by console, 2014–2018
- Physical video game market vs dematerialised video game market
- Breakdown of the dematerialised software market by device platform
- Average Revenue Per User for Major Mobile Titles
- Top 20 iOS games according to revenue generated per day in the US
- Number of games available on digital distribution platforms
- Breakdown of iOS games by business model, February 2014
- Examples of smart toy figurines
- Global toy and smart toy markets, 2013–2018 (billion EUR)
- The Métro Paris application
- The concept of mixed reality
- Comparison of Game Latency
- GeForce GRID Latency
- Top 10 Online Games
- Sales of UHD TVs

4. The home console game segment: a market reaching saturation
- Home console sales, 2002–2018
- The top five countries in terms of home consoles sold in 2014
- The home consoles market in value, 2002–2018
- The home consoles market in value, by geographic region, 2014, 2018
- Mobile gaming vs gaming on other platforms
- Share of console gamers also playing on tablets and smartphones
- Home console game software market in value, by region, 2014–2018
- Home console game software market in value, by revenue type, 2014-2018

5. The handheld console gaming segment: beginning of an irreversible decline?
- Handheld console sales, 2005–2018
- The top five countries in terms of handheld consoles sold in 2014
- The handheld console market in value, 2005-2018
- The handheld console market in value, by geographic region, 2014-2018
- Handheld console game software market in value, by region, 2014-2018
- Handheld console game software market in value, by revenue type, 2014-2018
6. The mobile gaming segment: the most dynamic market segment
- Number of smartphone and tablet gamers, 2014-2018
- Population share playing games on smartphones and tablets in 2014
- Average annual ARPU for smartphone and tablet games, 2014–2018
- Mobile game market in value, 2014–2018

7. The computer gaming segment: the leading market segment in value
- Number of online computer game users, 2014–2018
- Population share playing online computer games, by region, 2014
- Online computer game market in value, 2014–2018
- Breakdown of the online computer game market in value, by region, 2014-2018
- Market share of social gaming in the online computer game market, in value, 2014 and 2018
- Number of social computer game users, 2014–2018

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3087115/

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.

Web Address: http://www.researchandmarkets.com/reports/3087115/
Office Code: SCBRKSR3

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

<table>
<thead>
<tr>
<th>Format Type</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (Excel) - Single User</td>
<td>☐</td>
<td>USD 2897</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>☐</td>
<td>USD 4346</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