Casual Gaming Market Update

Description: Casual Gaming Market Update provides in-depth analysis of the current dynamics and future directions of the rapidly growing casual gaming industry, including quantitative forecasts, competitive analysis, consumer perspectives, and profiles of leading companies in the casual gaming value chain.

“Despite the growing popularity of Youtube, MySpace, and Facebook, online gaming remains the king of online entertainment, driven largely by online casual gaming activities,” said James Kuai, a Research Analyst at Parks Associates. The year-over-year growth rate of frequent online gamers was 79%, significantly higher than that for social networks (46%) but lower than the growth of frequent users of video streaming sites (123%).

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

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Resource Book

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