The New Frontier: Portable and Mobile Gaming

Description: The U.S. mobile gaming industry, after a period of hyper growth, is entering a stable growth stage. To realize the full potential of the mobile phone as a gaming platform, carriers and publishers need to increase market awareness and introduce new business models, distribution channels, and game genres. In the meantime, portable gaming provides unique value propositions currently unmatched by mobile phones, and the advent of mobile broadband-enabled portable game players will solidify its status among fans of on-the-go gaming. This report analyzes market trends and opportunities in mobile and portable gaming, examines new business models, profiles more than 30 major mobile game publishers, solution providers, and carriers, provides rich consumer data regarding portable and mobile gaming, and forecasts market growth.

“In the mobile gaming industry, consumer awareness lags behind technological advancements,” said Yuanzhe (Michael) Cai, Director, Broadband and Gaming, Parks Associates. “New 3D and multiplayer mobile games look great in demos, but casual games are where the money is and will be for the next few years.”

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Resource Book

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