

Global Video Games Industry - Capturing Minds Worldwide

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Abstracts

The ubiquitous video game which incepted as a concept and soon caught on as a wildfire business proposition in the early days of 1972 was traditionally positioned conservatively at kids who were believed to be the dominant purchase influencers. The present market situation however begs to differ which presents the video game market as a serious business proposition which exceeds age groups as well as retains them the world over. Current day video games market has consumers which use this channel as an expression of competitive ability transcending boundaries as well as serious arcade game championships participations.

These tools have helped the market retain active interest and opened immense opportunities in this market to establish ever increasing standards of software as well as pushing hardware production competencies to meet the ever faster challenges and appetites of the human mind.

An interesting shift in focus in the video gaming industry from only software driven gaming to integrated entertainment and Ethernet platform is proof of a drive in investment into this sector which is booming across desktops, online, handheld devices worldwide. The game has shifted from eyeball action to retaining users and loyalty in the same brand thereby rewarding advanced users whereas marginally revalidating the hopping users.

Aruvian's R'search's report on the Global Video Games Industry is a thorough analysis of the global video gaming market by presenting a historical perspective of the video game market and the adaptive changes that the market has gone through in order to keep pace with the growth scales in the industry. The report presents an outlook on the market size and the composition of the category of games produced over the years.

The report applies the Porter's Five Forces Strategy Analysis to the video gaming industry in order to bring out the various facets of this industry in terms of the forces at work in this industry which determine the overall investor entry or exit in this industry. The report also analyzes the presence of video game producers by geography as also the profiles of the major players, which places them in distinguishing groups for seminal identification.

The report presents an unconventional outlook on the strategies both competitive as well as marketing domain implemented by the three biggest players in the market as they determine to a large extent the adjustment of other market participants to the market trends set by these BIG 3.

An important case in point presented in this report is the ATARI Corp which was a classic case of novelty lost for too much in too little time and the report analyses the rise and fall of this pioneering corporation in commercial perspective.

A complete future outlook of the video game industry is presented in this report which is an in depth study and an unconventional outlook on this oft ignored but exponentially important industry.

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