

Electronic Arts Polska Sp zoo in Toys and Games (Poland)

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Abstracts

Electronic Arts is a leading developer and distributor of video games in Poland. The company's strategy for the forecast period will continue to include offering video games on a range of different platforms, with the company also focused on increasing the number of users and frequency of use. The company regards Poland as a strategic sales area with strong potential for growth, due to the increasing number of consumers buying video games via formal channels and the widening number of consumers...

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