

Nintendo Benelux BV in Toys and Games (Netherlands)

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Abstracts

Nintendo is set to continue developing its new generation of video games in order to consolidate its leading position in the category. While the company faces increasingly intense competition from free downloads and the use of smartphones to play games, it is set to concentrate its efforts on launching new generation consoles which offer more creative concepts and improved graphics in order to attract consumer attention.

Nintendo acknowledges that the ongoing shift towards digital gaming is...

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