

# Diversification of the Video Game Sector

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## Abstracts

This study examines the expanding influence of video games beyond their traditional domain. It highlights the commercial exploitation of gaming-related intellectual property (IP) and the increasing integration of gaming technologies and features across various industries.

The report opens with an analysis of diversification opportunities available to leading players in the video game industry. It then explores the growing convergence between gaming and audiovisual content, with a particular focus on the rise of cross-media adaptations. Traditional extensions such as merchandising and esports are also addressed.

The study proceeds to assess how multi-service entertainment providers, including streaming platforms, telecommunications operators, and connected TV services, are incorporating video games to enrich and differentiate their offerings, thereby enhancing the user experience.

Special attention is given to serious gaming, highlighting its expanding role in education and professional training contexts.

Finally, the report considers the strategic value of game engines in the development of 3D environments and extended reality (XR) applications, concluding with an outlook on the sector's future—both in entertainment and in immersive simulation and educational use cases.

## Companies

Activision Blizzard, Amazon ,CD Projekt,Disney ,Epic Games,Google,Gamelearn,HBO,Kahoot ! ,LG,Meta,Minecraft Education,Naughty Dog

,NATO (military),Netflix,Nintendo,Nvidia,Peacock,Pleio,Riot  
Games,Samsung,Sling TV,Sony,Subaru,Telefonica,Twitch,Ubisoft,Unity,Unreal  
Engine,Valve,Volvo,Warner Bros games,YouTube

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