

Mobile Gaming - Crushing it

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Abstracts

This study takes a look at the state of gaming on mobile platforms i.e. smartphones, tablets and handheld consoles in terms of technology and device shipments, and in terms of usage which has been heavily influenced by innovations in interactivity and gameplay. It also explores the market from an industrial standpoint, against a backdrop of OS and app store wars, and takes a look at its economics, detailing the latest trends, success stories and winning business models. Lastly, the report provides market figures and forecasts up to 2018.

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