

# **Global Digital Gaming Market, [Gaming Audience (Social Gamers, Serious Gamers, Core Gamers), Gaming Platform (Flash, iOS, Android, Social Network), Gaming Subscription Model (Premium, Paymium, Freemium), Devices, Regions - Trends & Forecast, 2015-2020**

<https://marketpublishers.com/r/G42ABC91898EN.html>

Date: November 2015

Pages: 181

Price: US\$ 3,500.00 (Single User License)

ID: G42ABC91898EN

## **Abstracts**

The growing digital gaming demand from the social, casual and core gamers, increase penetration of the portable gaming devices such as smartphones and tablets and preference for paymium and freemium subscription models are supporting the growth of the digital gaming market especially in the emerging markets of Asia Pacific, Middle East and Africa (MEA). Despite, certain factors like piracy, games utilizing lot of space and traditional systems not capable of supporting the AAA games may still impact the growth of the digital gaming market.

The Digital Gaming market is one of the rapidly growing market across the globe. The Digital Gaming market is expected to grow at a CAGR of 17.2% during the period of 2015-2020. The growth of gaming market is due to an increasing demand for the freemium subscription model and is expected to grow at a CAGR of 20.3% during the period of 2015-2020. The market is growing due to increasing in the use of smartphones and tablets for gaming. In addition, the growing audience of gaming especially youngsters is fostering the demand for the market.

One of the major trend in the market seen is integration of virtual technologies into the gaming. Nowadays, vendors are coming up the mobile gaming applications integrated with virtual technologies that will help the customer in offering easy controls. Moreover, Apple's new product was launched with the concept of virtual technologies that attracted

all gadgets lovers to use it. However, the internet bandwidth and increasing government policies in some countries is impacting the growth of the market.

The Digital Gaming market is analysed in six regions - North America, Western Europe, Central Eastern Europe, Middle East & Africa, Latin America and Asia-Pacific. The Middle East & Africa (MEA) region is one of the emerging regions for the digital gaming market growth resulting in huge business investments from most of the players. MEA's digital gaming market is expected to grow at a CAGR of 25.4% during the period of 2015 to 2020. The vendors present in US are trying to capture the market for gaming in APAC as there is less competition present and there is an increase in the young population in countries such as Vietnam and India. Some of the players present in the market are Microsoft, Nintendo, Samsung, and Sony.

This study covers and analyses "Digital Gaming market" globally. Bringing out the complete key insights of this industry, this report aims to provide an opportunity for players to understand the latest trends, current market scenario, government initiative and technologies related to the market. In addition, helps the venture capitalist in understanding the companies better and take informed decisions.

## Contents

### 1 INDUSTRY OUTLOOK

- 1.1 Industry Overview
- 1.2 Industry Trends
- 1.3 Pest Analysis

### 2 REPORT OUTLINE

- 2.1 Report Scope
- 2.2 Report Summary
- 2.3 Research Methodology
- 2.4 Report Assumptions

### 3 MARKET SNAPSHOT

- 3.1 Total Addressable Market (TAM)
- 3.2 Segmented Addressable Market (SAM)
- 3.3 Parent/Related Markets
  - 3.3.1 Smartphones and Tablets Gaming Market
  - 3.3.2 Cloud Gaming Market
  - 3.3.3 Online Gaming Market

### 4 MARKET OUTLOOK

- 4.1 Market Overview
- 4.2 Market Trends & Impact
- 4.3 Market Segmentation
- 4.4 Technology Roadmap
- 4.5 Porter 5 (Five) Forces

### 5 MARKET CHARACTERISTICS

- 5.1 Ecosystem
- 5.2 Market Dynamics
  - 5.2.1 Drivers
    - 5.2.1.1 Increase in Gaming Audience
    - 5.2.1.2 Retail Games

- 5.2.1.3 Low Cost Games
- 5.2.2 Restraints
  - 5.2.2.1 Growing Piracy
  - 5.2.2.2 Utilizes lot of Space in the System
  - 5.2.2.3 Traditional Systems not Capable of Supporting Heavy Games
- 5.2.3 Opportunities
  - 5.2.3.1 For Game Publishers and Developers
  - 5.2.3.2 Upcoming Technology Friendly Gaming Devices
  - 5.2.3.3 Cloud Gaming
- 5.2.4 DRO - Impact Analysis
- 5.2.5 Key stakeholders

## **6 GAMING AUDIENCE: MARKET SIZE & ANALYSIS**

- 6.1 Overview
  - 6.1.1 Market Size and Analysis
- 6.2 Social Gamers
  - 6.2.1 By Market Size and Analysis
- 6.3 Serious Gamers
  - 6.3.1 Market Size and Analysis
- 6.4 Core Gamers
  - 6.4.1 Market Size and Analysis

## **7 DEVICES: MARKET SIZE & ANALYSIS**

- 7.1 Overview
  - 7.1.1 Market Size and Analysis
- 7.2 Featured Phones and Smartphones
  - 7.2.1 Market Size & Analysis
- 7.3 Tablets
  - 7.3.1 Market Size & Analysis by Tablets
- 7.4 PC
  - 7.4.1 Market Size & Analysis by PC
- 7.5 Laptops
  - 7.5.1 Market Size & Analysis by Laptops
- 7.6 Console Units
  - 7.6.1 Market Size & Analysis by Console Units
- 7.7 Vendor Profiles
  - 7.7.1 Sony Corporation

- 7.7.1.1 Overview
- 7.7.1.2 Financial Health
- 7.7.1.3 Business Units
  - 7.7.1.3.1 Overall
  - 7.7.1.3.2 Market Specific
- 7.7.1.4 SWOT Analysis
- 7.7.1.5 Key Business Priorities
- 7.7.1.6 Business Strategy & View
- 7.7.2 Microsoft Corporation
  - 7.7.2.1 Overview
  - 7.7.2.2 Financial Health
  - 7.7.2.3 Business Units
    - 7.7.2.3.1 Overall
    - 7.7.2.3.2 Market Specific
  - 7.7.2.4 SWOT Analysis
  - 7.7.2.5 Key Business Priorities
  - 7.7.2.6 Business Strategy & Views
- 7.7.3 Nintendo Co., Ltd.
  - 7.7.3.1 Overview
  - 7.7.3.2 Financial Health
  - 7.7.3.3 Business Units
    - 7.7.3.3.1 Overall
    - 7.7.3.3.2 Market Specific
  - 7.7.3.4 SWOT Analysis
  - 7.7.3.5 Key Business Priorities
  - 7.7.3.6 Business Strategy & View
- 7.7.4 Samsung Electronics Co Ltd
  - 7.7.4.1 Overview
  - 7.7.4.2 Financial Health
  - 7.7.4.3 Business Units
    - 7.7.4.3.1 Overall
    - 7.7.4.3.2 Market Specific
  - 7.7.4.4 SWOT Analysis
  - 7.7.4.5 Key Business Priorities
  - 7.7.4.6 Business Strategy & View
- 7.7.5 LG Electronics Inc.
  - 7.7.5.1 Overview
  - 7.7.5.2 Financial Health
  - 7.7.5.3 Business Units

- 7.7.5.3.1 Overall
- 7.7.5.3.2 Market Specific
- 7.7.5.4 SWOT Analysis
- 7.7.5.5 Key Business Priorities
- 7.7.5.6 Business Strategy & View

## **8 GAMING PLATFORM: MARKET SIZE & ANALYSIS**

- 8.1 Overview
  - 8.1.1 Market Size & Analysis
- 8.2 Flash
  - 8.2.1 Market Size & Analysis
- 8.3 iOS
  - 8.3.1 Drivers of iOS Platform
  - 8.3.2 Market Size & Analysis
- 8.4 Android
  - 8.4.1 Drivers of Android Platform
  - 8.4.2 Gaming Audience Spend Time on Android Phone
  - 8.4.3 Market Size & Analysis
- 8.5 Social Network
  - 8.5.1 Drivers of Social Network Gaming Platform
  - 8.5.2 Market Size & Analysis
- 8.6 Vendor Profiles
  - 8.6.1 Zynga Inc.
    - 8.6.1.1 Overview
    - 8.6.1.2 Financial Health
    - 8.6.1.3 Business Units
      - 8.6.1.3.1 Overall
      - 8.6.1.3.2 Market Specific
    - 8.6.1.4 SWOT Analysis
    - 8.6.1.5 Key Business Priorities
    - 8.6.1.6 Business Strategy & Views
  - 8.6.2 Electronic Arts Inc. (EA)
    - 8.6.2.1 Overview
    - 8.6.2.2 Financial Health
    - 8.6.2.3 Business Units
      - 8.6.2.3.1 Market Specific
    - 8.6.2.4 SWOT Analysis
    - 8.6.2.5 Key Business Priorities

- 8.6.2.6 Business Strategy & Views
- 8.6.3 King Digital Entertainment Plc
  - 8.6.3.1 Overview
  - 8.6.3.2 Financial Health
  - 8.6.3.3 Business Units
    - 8.6.3.3.1 Market Specific
  - 8.6.3.4 SWOT Analysis
  - 8.6.3.5 Key Business Priorities
  - 8.6.3.6 Business Strategy & Views
- 8.6.4 Sega Games Co. Ltd
  - 8.6.4.1 Overview
  - 8.6.4.2 Financial Health
  - 8.6.4.3 Business Units
    - 8.6.4.3.1 Market Specific
  - 8.6.4.4 SWOT Analysis
  - 8.6.4.5 Key Business Priorities
  - 8.6.4.6 Business Strategy & Views
- 8.6.5 NVidia Corporation
  - 8.6.5.1 Overview
  - 8.6.5.2 Financial Health
  - 8.6.5.3 Business Units
    - 8.6.5.3.1 Overall
    - 8.6.5.3.2 Market Specific
  - 8.6.5.4 SWOT Analysis
  - 8.6.5.5 Key Business Priorities
  - 8.6.5.6 Business Strategy & Views

## **9 GAMING SUBSCRIPTION MODEL: MARKET SIZE & ANALYSIS**

- 9.1 Overview
  - 9.1.1 Market Size & Analysis
- 9.2 Premium Model
  - 9.2.1 Drivers of Premium Subscription Model
  - 9.2.2 Market Size & Analysis
- 9.3 Paymium Model
  - 9.3.1 Drivers of Paymium Subscription Model
  - 9.3.2 Market Size & Analysis
- 9.4 Freemium Model
  - 9.4.1 Drivers of the Freemium Model

## 9.4.2 Market Size & Analysis

# 10 REGIONS: MARKET SIZE & ANALYSIS

## 10.1 Overview

### 10.1.1 Market Size & Analysis

## 10.2 North America

### 10.2.1 Drivers of North America Digital Gaming Market

### 10.2.2 United States

### 10.2.3 Canada

### 10.2.4 Market Size & Analysis

## 10.3 Western Europe

### 10.3.1 Drivers of Western Europe Digital Gaming

### 10.3.2 UK

### 10.3.3 Germany

### 10.3.4 France

### 10.3.5 Market Size & Analysis

## 10.4 Asia-Pacific

### 10.4.1 Drivers of Asia Pacific Digital Gaming

### 10.4.2 China

### 10.4.3 Japan

### 10.4.4 South Korea

### 10.4.5 Market Size & Analysis

## 10.5 Central Eastern Europe

### 10.5.1 Drivers of CEE Digital Gaming Market

### 10.5.2 Market Size & Analysis

## 10.6 Middle East and Africa (MEA)

### 10.6.1 Drivers of MEA Digital Gaming Market

### 10.6.2 Market Size & Analysis

## 10.7 Latin America

### 10.7.1 Drivers of Latin America Digital Gaming Market

### 10.7.2 Market Size & Analysis

# 11 COMPETITIVE LANDSCAPE

## 11.1 Competitor Comparison Analysis

### 11.1.1 Competitor Analysis (Console device Manufacturer's)

### 11.1.2 Analysis By Gaming Subscription Model

### 11.1.3 Analysis By Gaming Platform

## 11.2 Market Landscape

- 11.2.1 Mergers & Acquisitions (M&A)
- 11.2.2 Venture Capital (VC) Funding
- 11.2.3 Joint Ventures & Collaborations

## 12 END-USER ANALYSIS

## 13 GLOBAL GENERALISTS

### 13.1 Google Inc

- 13.1.1 Overview
- 13.1.2 Key Offerings
- 13.1.3 Objectives and Progress

### 13.2 Amazon.com, Inc.

- 13.2.1 Overview
- 13.2.2 Key Offerings
- 13.2.3 Objectives and Progress

### 13.3 International Business Machines Corp.

- 13.3.1 Overview
- 13.3.2 Key Offerings
- 13.3.3 Objectives and Progress

### 13.4 Apple Inc.

- 13.4.1 Overview
- 13.4.2 Key Offerings
- 13.4.3 Objectives and Progress

### 13.5 Facebook Inc

- 13.5.1 Overview
- 13.5.2 Key Offerings
- 13.5.3 Objectives and Progress

## 14 COMPANIES TO WATCH FOR

### 14.1 APAR GAMES

- 14.1.1 Overview
- 14.1.2 Key Offerings
- 14.1.3 Objective and Progress

### 14.2 Zatun

- 14.2.1 Overview
- 14.2.2 Key Offerings

14.2.3 Objective And Progrss

14.3 Kabam

14.3.1 Overview

14.3.2 Key Offerings

14.3.3 Objective and Progress

14.4 Rolocule

14.4.1 Overview

14.4.2 Key Offerings

14.4.3 Objective and Progress

14.5 Tapinator, Inc.

14.5.1 Overview

14.5.2 Key Offerings

14.5.3 Objective and Progress

Annexure

Acronyms

## List Of Tables

### LIST OF TABLES

Table 1 KEYSTAKEHOLDERS

Table 2 GLOBAL DIGITAL GAMING AUDIENCE MARKET, 2015-2020 (\$BILLION)

Table 3 GLOBAL DIGITAL GAMING AUDIENCE MARKET, 2015-2020 (Y-O-Y)%

Table 4 GLOBAL DIGITAL GAMING DEVICE MARKET, 2015-2020 (\$BILLION)

Table 5 GLOBAL DIGITAL GAMING DEVICE MARKET, 2015-2020 (Y-O-Y)%

Table 6 SONY CORPORATION: KEY FINANCIAL INDICATORS, 2013-2014 (\$MILLION)

Table 7 MICROSOFT: KEY FINANCIAL INDICATORS, 2013-2014 (\$MILLION)

Table 8 NINTENDO: KEY FINANCIAL INDICATORS, 2013-2014 (\$MILLION)

Table 9 SAMSUNG: KEY FINANCIAL INDICATORS, 2013-2014 (\$BILLION)

Table 10 LG: KEY FINANCIAL INDICATORS, 2013-2014 (\$MILLION)

Table 11 GLOBAL DIGITAL GAMING PLATFORM MARKET, 2015-2020 (\$BILLION)

Table 12 GLOBAL DIGITAL GAMING PLATFORM MARKET, 2015-2020 (Y-O-Y)%

Table 13 ZYNGA: KEY FINANCIAL INDICATORS, 2013-2014 (\$MILLIONS)

Table 14 EA: KEY FINANCIAL INDICATORS, 2013-2014 (\$MILLION)

Table 15 KING DIGITAL ENTERTAINMENT: KEY FINANCIAL INDICATORS, 2013-2014 (\$MILLION)

Table 16 NVIDIA: KEY FINANCIAL INDICATORS, 2013-2014 (\$THOUSANDS)

Table 17 GLOBAL DIGITAL GAMING SUBSCRIPTION MODEL, 2015-2020 (\$BILLION)

Table 18 GLOBAL DIGITAL GAMING SUBSCRIPTION MODEL, 2015-2020 (Y-O-Y)%

Table 19 GLOBAL DIGITAL GAMING MARKET REVENUE BY REGIONS, 2015-2020 (\$BILLION)

Table 20 GLOBAL DIGITAL GAMING MARKET REVENUE BY REGIONS, 2015-2020 (Y-O-Y)%

Table 21 KEY INDICATORS: UNITED STATES

Table 22 KEY INDICATORS: CANADA

Table 23 NORTH AMERICA DIGITAL GAMING MARKET REVENUE BY TYPES, 2015-2020 (\$BILLION)

Table 24 NORTH AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (\$BILLION)

Table 25 NORTH AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (Y-O-Y) %

Table 26 NORTH AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING DEVICES, 2015-2020 (\$BILLION)

Table 27 NORTH AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING

DEVICES, 2015-2020 (Y-O-Y) %

Table 28 NORTH AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING PLATFORMS, 2015-2020 (\$BILLION)

Table 29 NORTH AMERICA DIGITAL GAMING REVENUE, BY GAMING PLATFORMS, 2015-2020 (Y-O-Y) %.

Table 30 NORTH AMERICA DIGITAL GAMING REVENUE, BY COUNTRIES, 2015-2020 (\$BILLION)

Table 31 KEY INDICATORS: UK

Table 32 KEY INDICATORS: GERMANY

Table 33 KEY INDICATORS: FRANCE

Table 34 WESTERN EUROPE DIGITAL GAMING MARKET REVENUE BY TYPES, 2015-2020 (\$BILLION)

Table 35 WESTERN EUROPE DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (\$BILLION)

Table 36 WESTERN EUROPE DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (Y-O-Y) %

Table 37 WESTERN EUROPE DIGITAL GAMING REVENUE, BY GAMING DEVICES, 2015-2020(\$BILLION)

Table 38 WESTERN EUROPE DIGITAL GAMING REVENUE, BY GAMING DEVICES, 2015-2020 (Y-O-Y)%

Table 39 WESTERN EUROPE DIGITAL GAMING REVENUE, BY GAMING PLATFORMS, 2015-2020 (\$BILLION)

Table 40 WESTERN EUROPE DIGITAL GAMING REVENUE, BY GAMING PLATFORMS, 2015-2020(Y-O-Y)%

Table 41 WESTERN EUROPE DIGITAL GAMING REVENUE, BY COUNTRIES, 2015-2020 (\$BILLION)

Table 42 KEY INDICATORS: CHINA

Table 43 KEY INDICATORS: JAPAN

Table 44 KEY INDICATORS: SOUTH KOREA

Table 45 ASIA –PACIFIC DIGITAL GAMING MARKET REVENUE BY TYPES, 2015-2020 (\$BILLION)

Table 46 ASIA –PACIFIC DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (\$BILLION)

Table 47 ASIA–PACIFIC DIGITAL GAMING MARKET REVENUE,BY GAMING AUDIENCE,2015-2020 (Y-O-Y)%

Table 48 ASIA–PACIFIC DIGITAL GAMING MARKET REVENUE, BY GAMING DEVICES, 2015-2020 (\$BILLION)

Table 49 ASIA–PACIFIC DIGITAL GAMING MARKET REVENUE, BY GAMING DEVICES, 2015-2020 (Y-O-Y)%

Table 50 ASIA–PACIFIC DIGITAL GAMING MARKET REVENUE, BY GAMING PLATFORMS, 2015-2020 (\$BILLION)

Table 51 ASIA–PACIFIC DIGITAL GAMING MARKET REVENUE, BY GAMING PLATFORMS, 2015-2020 (Y-O-Y)%

Table 52 ASIA–PACIFIC DIGITAL GAMING MARKET REVENUE, BY COUNTRIES, 2015-2020 (\$BILLION)

Table 53 COUNTRY ANALYSIS

Table 54 CEE DIGITAL GAMING MARKET REVENUE, 2015-2020 (\$BILLION)

Table 55 CEE DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (\$BILLION)

Table 56 CEE DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (Y-O-Y)%

Table 57 CEE DIGITAL GAMING MARKET REVENUE, BY GAMING DEVICES, 2015-2020 (\$BILLION)

Table 58 CEE DIGITAL GAMING MARKET REVENUE, BY GAMING DEVICES, 2015-2020 (Y-O-Y)%

Table 59 CEE DIGITAL GAMING MARKET REVENUE ,BY GAMING PLATFORMS ,2015-2020 (\$BILLION)

Table 60 CEE DIGITAL GAMING MARKET REVENUE, BY GAMING PLATFORMS, 2015-2020 (Y-O-Y)%

Table 61 CEE DIGITAL GAMING MARKET REVENUE ,BY COUNTRIES, 2015-2020 (\$BILLION)

Table 62 COUNTRY ANALYSIS

Table 63 MEA DIGITAL GAMING MARKET REVENUE BY TYPES ,2015-2020 (\$BILLION)

Table 64 MEA DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (\$BILLION)

Table 65 MEA DIGITAL GAMING MARKET REVENUE, BY GAMING AUDIENCE, 2015-2020 (Y-O-Y)%

Table 66 MEA DIGITAL GAMING MARKET REVENUE, BY GAMING DEVICES, 2015-2020 (\$BILLION)

Table 67 MEA DIGITAL GAMING MARKET REVENUE, BY GAMING DEVICES, 2015-2020 (Y-O-Y)%

Table 68 MEA DIGITAL GAMING MARKET REVENUE, BY GAMING PLATFORMS, 2015-2020 (\$BILLION)

Table 69 MEA DIGITAL GAMING MARKET REVENUE, BY GAMING PLATFORMS, 2015-2020 (Y-O-Y)%

Table 70 MEA DIGITAL GAMING MARKET REVENUE, BY COUNTRIES 2015-2020 (\$BILLION)

Table 71 COUNTRY ANALYSIS

Table 72 LATIN AMERICA DIGITAL GAMING MARKET REVENUE BY TYPES,  
2015-2020 (\$BILLION)

Table 73 LATIN AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING  
AUDIENCE, 2015-2020 (\$BILLION)

Table 74 LATIN AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING  
AUDIENCE, 2015-2020 (Y-O-Y)%

Table 75 LATIN AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING  
DEVICES, 2015-2020 (\$BILLION)

Table 76 LATIN AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING  
AUDIENCE, 2015-2020 (Y-O-Y)%

Table 77 LATIN AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING  
PLATFORM, 2015-2020 (\$BILLION)

Table 78 LATIN AMERICA DIGITAL GAMING MARKET REVENUE, BY GAMING  
PLATFORM, 2015-2020 (Y-O-Y)%

Table 79 LATIN AMERICA DIGITAL GAMING MARKET REVENUE, BY COUNTRIES,  
2015-2020 (\$BILLION)

Table 80 COMPETITOR ANALYSIS (CONSOLE DEVICE MANUFACTURER'S)

Table 81 MERGER & ACQUISITION, 2014–2015

Table 82 VENTURE CAPITAL (VC) FUNDING, 2012–2015

Table 83 JOINT VENTURES & COLLABORATIONS

## List Of Charts

### LIST OF CHARTS

- Chart 1 PEST ANALYSIS ON GLOBAL DIGITAL GAMING MARKET
- Chart 2 RESEARCH METHODOLOGY
- Chart 3 GLOBAL DIGITAL GAMING MARKET REVENUE, 2015–2020
- Chart 4 GLOBAL CLOUD GAMING MARKET REVENUE, 2015–2020
- Chart 5 GLOBAL DIGITAL GAMING MARKET SEGMENTATION
- Chart 6 TECHNOLOGY ROADMAP OF GLOBAL DIGITAL GAMING MARKET
- Chart 7 PORTERS 5 FORCES GLOBAL DIGITAL GAMING MARKET
- Chart 8 ECOSYSTEM OF GLOBAL DIGITAL GAMING MARKET
- Chart 9 MARKET DYNAMICS – DRIVERS, RESTRAINTS & OPPORTUNITIES
- Chart 10 DRO - IMPACT ANALYSIS OF GLOBAL DIGITAL GAMING MARKET
- Chart 11 GAMING AUDIENCE BY GENDER (BY AGE)
- Chart 12 GAMING PREFERENCE BY GENDER
- Chart 13 GLOBAL DIGITAL GAMING AUDIENCE MARKET, 2015-2020 (\$BILLION)
- Chart 14 GLOBAL DIGITAL GAMING AUDIENCE MARKET, 2015-2020 (\$BILLION)
- Chart 15 SOCIAL GAMERS CHARACTERISTICS
- Chart 16 SOCIAL GAMERS CLASSIFICATION ACCORDING TO THEIR GAMING BEHAVIOR
- Chart 17 FEW SOCIAL GAMES
- Chart 18 SOCIAL GAMERS BEHAVIOR ANALYSIS ACCORDING TO GENDER
- Chart 19 GLOBAL SOCIAL GAMING AUDIENCE, 2015-2020 (\$BILLION)
- Chart 20 FEW SERIOUS GAMES
- Chart 21 GLOBAL SERIOUS GAMING AUDIENCE, 2015-2020 (\$BILLION)
- Chart 22 FEW CORE GAMES
- Chart 23 CORE GAMERS GAMING PURCHASING PATTERN
- Chart 24 GLOBAL CORE GAMING AUDIENCE, 2015-2020 (\$BILLION)
- Chart 25 GAME DEVICES MARKET SHARE 2014
- Chart 26 GLOBAL DIGITAL GAMING DEVICE MARKET, 2015-2020 (\$BILLION)
- Chart 27 GLOBAL DIGITAL GAMING DEVICE MARKET, 2015-2020 (\$BILLION)
- Chart 28 FEATURED PHONES AND SMARTPHONES GAMING
- Chart 29 GLOBAL DIGITAL GAMING PREFERRED LOCATION BY MOBILE GAMERS, 2015-2020
- Chart 30 TYPES OF GAME PREFERENCE BY REGION ON ANDROID PHONE
- Chart 31 GLOBAL MOBILE VENDOR SHARE Q2, 2015
- Chart 32 GLOBAL SMARTPHONE MARKET SHARE BY OPERATING SYSTEM, 2014-2018

Chart 33 GLOBAL DIGITAL GAMING DEVICE MARKET BY FEATURE PHONE AND SMARTPHONE ,2015-2020

Chart 34 TABLET GAMING

Chart 35 GLOBAL TABLET SHIPMENTS, 2013-2014 (MILLION UNITS)

Chart 36 GLOBAL TABLET MARKETSHARE BY OPERATING SYSTEM, 2014

Chart 37 GLOBAL DIGITAL GAMING DEVICE MARKET BY TABLETS, 2015-2020 (\$BILLION)

Chart 38 PC GAMING

Chart 39 GLOBAL PC SHIPMENT OF LEADING VENDORS, 2014

Chart 40 GLOBAL DIGITAL GAMING DEVICE MARKET BY PC, 2015-2020 (\$BILLION)

Chart 41 LAPTOP GAMING

Chart 42 GLOBAL LAPTOP SHIPMENT, 2014-2017 (\$MILLION)

Chart 43 GLOBAL DIGITAL GAMING DEVICE MARKET BY LAPTOPS, 2015-2020 (\$BILLION)

Chart 44 CONSOLE GAMING

Chart 45 GLOBAL MARKETSHARE OF CONSOLE DEVICES,2014

Chart 46 GLOBAL DIGITAL GAMING DEVICE MARKET BY CONSOLE DEVIES, 2015-2020 (\$BILLION)

Chart 47 SONY CORPORATION: REVENUE BY SEGMENTS, 2013-2014 (PERCENTAGE)

Chart 48 SONY CORPORATION: REVENUE BY REGIONS, 2013-2014 (PERCENTAGE)

Chart 49 SONY CORPORATION: SWOT ANALYSIS

Chart 50 MICROSOFT: REVENUE BY SEGMENTS, 2013-2014 (PERCENTAGE)

Chart 51 SONY CORPORATION: REVENUE BY SEGMENTS, 2013-2014 (PERCENTAGE)

Chart 52 MICROSOFT: SWOT ANALYSIS

Chart 53 NINTENDO: REVENUE BY SEGMENTS, 2013-2014 (PERCENTAGE)

Chart 54 NINTENDO: REVENUE BY REGIONS, 2013-2014 (PERCENTAGE)

Chart 55 NINTENDO: SWOT ANALYSIS

Chart 56 SAMSUNG: REVENUE BY REGIONS, 2013-2014 (PERCENTAGE)

Chart 57 SAMSUNG SWOT ANALYSIS

Chart 58 LG: SWOT ANALYSIS

Chart 59 GLOBAL DIGITAL GAMING PLATFORM MARKET, 2015-2020 (\$BILLION)

Chart 60 GLOBAL DIGITAL GAMING PLATFORM MARKET, 2015-2020 (\$BILLION)

Chart 61 EVOLUTION OF FLASH BASED GAMES

Chart 62 FEW FLASHGAMES

Chart 63 GLOABAL DIGITAL GAMING PLATFORM MARKET BY FLASH, 2015-2020

(\$BILLION)

Chart 64 DRIVERS OF IOS PLATFORM

Chart 65 FEW IOS PLATFORM GAMES

Chart 66 IOS DEVICE SHIPMENT Q1, 2015 ('000 UNITS)

Chart 67 LEADING IOS PLATFORM GAMES

Chart 68 GLOBAL DIGITAL GAMING PLATFORM FOR IOS PLATFORM, 2015-2020  
(\$BILLION)

Chart 69 DRIVERS OF ANDROID PLATFORM

Chart 70 FEW ANDROID GAMES

Chart 71 LEADING ANDROID GAMES

Chart 72 OUT OF 50 MINUTES SPEND IN A DAY ON ANDROID PHONE, SHARE OF  
GAMES

Chart 73 GLOBAL DIGITAL GAMING PLATFORM FOR ANDROID  
PLATFORM, 2015-2020 (\$BILLION)

Chart 74 DRIVERS OF SOCIAL NETWORK GAMING PLATFORM

Chart 75 FEW SOCIAL GAMES

Chart 76 GLOBAL DIGITAL GAMING PLATFORM FOR SOCIAL NETWORK GAMING  
PLATFORM, 2015-2020 (\$BILLION)

Chart 77 ZYNGA: SWOT ANALYSIS

Chart 78 EA: REVENUE BY REGIONS, 2013-2014 (PERCENTAGE)

Chart 79 EA SWOT ANALYSIS

Chart 80 KING DIGITAL ENTERTAINMENT: SWOT ANALYSIS

Chart 81 SEGA GAMES CO.LTD: SWOT ANALYSIS

Chart 82 NVIDIA: REVENUE BY SEGMENTS, 2013-2014 (PERCENTAGE)

Chart 83 NVIDIA: REVENUE BY REGIONS, 2013-2014 (PERCENTAGE)

Chart 84 NVIDIA: SWOT ANALYSIS

Chart 85 GLOBAL DIGITAL GAMING SUBSCRIPTION MODEL, 2015-2020 (\$BILLION)

Chart 86 GLOBAL DIGITAL GAMING SUBSCRIPTION MODEL, 2015-2020 (\$BILLION)

Chart 87 PREMIUM GAMING SUBSCRIPTION MODEL

Chart 88 DRIVERS OF PREMIUM SUBSCRIPTION MODEL

Chart 89 GLOBAL DIGITAL GAMING PREMIUM SUBSCRIPTION MODEL, 2015-2020  
(\$BILLION)

Chart 90 PREMIUM SUBSCRIPTION MODEL BY TYPES, 2015-2020 (\$BILLION)

Chart 91 PAYMIUM MODEL

Chart 92 DRIVERS OF PAYMIUM SUBSCRIPTION MODEL

Chart 93 GLOBAL DIGITAL PAYMIUM SUBSCRIPTION MODEL, 2015-2020  
(\$BILLION)

Chart 94 GLOBAL DIGITAL PREMIUM SUBSCRIPTION MODEL, 2015-2020  
(\$BILLION)

Chart 95 FREEMIUM MODEL

Chart 96 DRIVERS OF THE FREEMIUM MODEL

Chart 97 GLOBAL DIGITAL GAMING FREEMIUM SUBSCRIPTION MODEL,  
2015-2020 (\$BILLION)

Chart 98 GLOBAL DIGITAL GAMING FREEMIUM SUBSCRIPTION MODEL,  
2015-2020 (\$BILLION)

Chart 99 GLOBAL DIGITAL GAMING MARKET REVENUE BY REGIONS, 2015-2020  
(\$ BILLION)

Chart 100 GLOBAL DIGITAL GAMING MARKET REVENUE BY REGIONS, 2015-2020  
(\$BILLION)

Chart 101 DRIVERS OF NORTH AMERICA DIGITAL GAMING MARKET

Chart 102 NORTH AMERICA DIGITAL GAMING MARKET REVENUE, 2015-2020  
(\$BILLION)

Chart 103 NORTH AMERICA DIGITAL GAMING MARKET REVENUE BY TYPES,  
2015-2020 (\$BILLION)

Chart 104 NORTH AMERICA DIGITAL GAMING REVENUE, BY COUNTRIES,  
2015-2020(\$BILLION)

Chart 105 DRIVERS OF WESTERN EUROPE DIGITAL GAMING

Chart 106 WESTERN EUROPE DIGITAL GAMING MARKET REVENUE, 2015-2020  
(\$BILLION)

Chart 107 WESTERN EUROPE DIGITAL GAMING MARKET REVENUE BY TYPES,  
2015-2020 (\$BILLION)

Chart 108 WESTERN EUROPE DIGITAL GAMING REVENUE, BY COUNTRIES,  
2015-2020 (\$BILLION)

Chart 109 DRIVERS OF ASIA PACIFIC DIGITAL GAMING

Chart 110 ASIA-PACIFIC DIGITAL GAMING MARKET REVENUE ,2015-2020  
(\$BILLION)

Chart 111 ASIA-PACIFIC DIGITAL GAMING MARKET REVENUE BY TYPES,  
2015-2020 (\$BILLION)

Chart 112 ASIA-PACIFIC DIGITAL GAMING MARKET REVENUE, BY COUNTRIES,  
2015-2020 (\$BILLION)

Chart 113 DRIVERS OF CEE DIGITAL GAMING MARKET

Chart 114 CEE DIGITAL GAMING MARKET REVENUE, 2015-2020 (\$BILLION)

Chart 115 CEE DIGITAL GAMING MARKET REVENUE, 2015-2020 (\$BILLION)

Chart 116 CEE DIGITAL GAMING MARKET REVENUE, BY COUNTRIES, 2015-2020  
(\$BILLION)

Chart 117 DRIVERS OF MEA DIGITAL GAMING MARKET

Chart 118 MEA DIGITAL GAMING MARKET REVENUE, 2015-2020 (\$BILLION)

Chart 119 MEA DIGITAL GAMING MARKET REVENUE BY TYPES, 2015-2020

(\$BILLION)

Chart 120 MEA DIGITAL GAMING MARKET REVENUE, BY COUNTRIES 2015-2020

(\$BILLION)

Chart 121 DRIVERS OF LATIN AMERICA DIGITAL GAMING MARKET

Chart 122 LATIN AMERICA DIGITAL GAMING MARKET REVENUE ,2015-2020

(\$BILLION)

Chart 123 LATIN AMERICA DIGITAL GAMING MARKET REVENUE BY TYPES,  
2015-2020 (\$BILLION)

Chart 124 LATIN AMERICA DIGITAL GAMING MARKET REVENUE, BY COUNTRIES,  
2015-2020 (\$BILLION)

Chart 125 ANALYSIS BY GAMING SUBSCRIPTION MODEL

Chart 126 ANALYSIS BY GAMING PLATFORM

Chart 127 PARTICIPATED REGIONS

Chart 128 GAMING AUDIENCE ACCORDING TO GENDER

Chart 129 HOW OFTEN THE GAMER'S PLAY DIGITAL GAME

Chart 130 PREFERED GAME CATEGORY

Chart 131 GAMING DEVICE

Chart 132 SUBSCRIPTION MODEL

Chart 133 PREFERED PLACE FOR GAMING

Chart 134 DAILY TIME SPENT ON GAMES

Chart 135 ZATUN: KEY OFFERINGS

## I would like to order

Product name: Global Digital Gaming Market, [Gaming Audience (Social Gamers, Serious Gamers, Core Gamers), Gaming Platform (Flash, iOS, Android, Social Network), Gaming Subscription Model (Premium, Paymium, Freemium), Devices, Regions - Trends & Forecast, 2015-2020

Product link: <https://marketpublishers.com/r/G42ABC91898EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G42ABC91898EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970