

Mobile Gaming Application Store Analysis 2015

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Abstracts

Overview:

Mobile gaming has become a very lucrative business sector globally with application stores playing a vital role as major OTT distribution platform. Mobile gaming app stores primarily distribute non-network mobile gaming apps under downloadable paid, in-app purchase, and/or hybrid models. The mobile game application then uses the mobile device's platform to run the gaming software.

While Google Play and Apple app stores are market leaders, there are others that play key roles in terms of geographies and language. A major development is the emergence of BRIC countries and emerging independent app stores that run on iOS and Android. Overall global mobile gaming app store revenue is predicted to reach \$23.7 billion with a combined CAGR of 21.5% with Apple and Google play holding the lion's share.

Mobile Gaming Application Store Analysis 2015 covers app store trends in mobile gaming, geography and language analysis, native vs. non-native app store analysis, and recommendation for stakeholders. This report is a must read for ICT leaders as well as business executives, directors, and managers. All purchases of Mind Commerce reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:

Game Portal Companies

Mobile Network Operators

Game Exporter/Importers

Social Media Service Provider

Mobile Application Developers

Mobile Handset Manufacturers

Location-based Service Providers

Brand/Product/Service Advertiser

Game Distributors and Aggregators

M-commerce Application Developers

Mobile/Online Gambling Companies

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