

Gaming Industry in India 2015

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Abstracts

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Netscribes' latest market research report titled Gaming Industry in India 2015 illuminates the dynamics in the video gaming business in India. A surge in demand for digital entertainment has provided alternate entertainment mediums huge opportunity in India. One of the popular digital entertainment segments is video gaming. Video game is an interactive entertainment product that uses Personal Computers, Televisions, dedicated display, or mobile devices as a services delivery platform.

With falling prices of gaming products and improved disposable income levels, gaming has quickly grabbed the attention of youth. Due to the versatility and interactive nature of games of different subject and genre, the users feel more involved in this form of entertainment. Gaming is largely popular in urban areas of the country, but is rapidly witnessing adoption in semi-urban areas with the growing number of smartphones across India. Improved broadband internet quality and affordability has led to increased inclination towards online games and indulgences in online multiplayer mode in a standalone game.

Various genres of games are available on gaming platforms to cater to varied user preferences. Quick emerging online and mobile gaming segments have revolutionized the industry with new genres and have attracted new audiences. PC gaming has witnessed the most adoption in India but it is mired by high piracy level. With other platforms for gaming gradually grabbing the attention of Indian consumers, the opportunities are endless.

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