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PC and Online Gaming in India 2015

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Abstracts

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Netscribes' latest market research report titled PC and Online Gaming in India 2015 illuminates the dynamics in the PC and online 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 PC gaming products and improved disposable income levels, PC 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. PC gaming is largely popular in urban and semi-urban areas of the country. 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 PC and online gaming platforms to cater to varied user preferences. PC gaming has witnessed the most adoption in India but it is mired by high piracy level to some extent. With better anti-piracy measures by developers and distributors of PC games and growing number of independent game developers, the opportunities are endless.

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