

# Game Changers: Monetization in the Game Industry 1Q 2012

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## Abstracts

This industry report examines emerging business models that are revolutionizing the videogame industry. It analyzes market trends for PC, console, and mobile games and provides an investigation of the effects of the emerging videogame models on payments and distribution channels.

“The videogame industry is going through profound changes,” said Pietro Macchiarella, Research Analyst. “New game categories and new devices are attracting more people than ever before to videogames. In addition, emerging business models like free-to-play prove that alternative models are better ways of monetizing specific audiences. These trends create both threats and opportunities for every player in the industry, from developers to distributors. It is essential to be aware of these trends in order to better grasp how they will impact current businesses.”

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