

# Mobile/Portable Gaming: Market Updates 3Q 2011

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## Abstracts

This report focuses on portable gaming and covers both mobile devices and dedicated gaming handhelds. It includes an analysis of the current state of the industry, key developments, business models, monetization opportunities, and sales forecasts from 2011-2015.

“Consumers have become increasingly used to portability for all types of media, especially games,” said Pietro Macchiarella, Research Analyst, Parks Associates. “This year may be remembered as the year of portable gaming thanks to the launch of a plethora of high-quality devices, such as tablets, smartphones, and portable consoles (the Nintendo 3DS and Sony’s NGP). Apple’s App Store and new services such as Amazon Android App store and Sony PlayStation Suite increasingly facilitate digital distribution of games on all these devices. Portable gaming contributes to the enormous changes already happening in the gaming industry and creates new threats and opportunities for all industry players.”

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