

Video Games and Consoles - UK - September 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“The launch of the Nintendo Switch is reinvigorating a video game market that is declining as it enters the fourth year of the current console generation. Developers are adopting post-purchase micro-transactions as a revenue stream, making player retention more important than it has been in the past.”

– **Matt King, Head of Leisure, Tourism, Tech & Media Research**

This report looks at the following areas:

- **The mobile model for console gaming**
- **Developing an eSports audience**

The launch of the Nintendo Switch appears to have reinvigorated the declining UK video games market. The new console will help Nintendo to re-establish itself after the poor performance of the Wii U in comparison to the Wii which sold over 100 million units worldwide.

The Xbox One X – billed as the most powerful console ever manufactured – represents a major shift in Microsoft’s console strategy. The Xbox One was initially marketed as an entertainment hub which may have contributed to the core gaming audience opting for Sony’s PS4. With the Xbox One X Microsoft is clearly refocusing on capturing the core gaming market this holiday season. Meanwhile, developers have ambitious plans to grow eSports into something that rivals traditional sports in terms of audience. With one of the largest investments in infrastructure in eSports history, the success or failure of Blizzard’s Overwatch League, launching in late 2017, will be a major indicator of eSports’ potential scope.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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