

## PC Gaming - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Hyper-fragmentation of attention, where consumers are interested in games for only as long as it takes to buy them, before moving on, is a problem for games trying to use in-app purchases and downloadable content to mitigate the loss in revenue caused by high volume discounted sales.”

– Samuel Gee, Senior Technology and Media Analyst

### This report looks at the following areas:

- Are the young being seduced away from PC gaming?
- Are Steam sales devaluing PC games?

The PC gaming market is often given less attention than its glitzier console cousin, which is supported by global names that manufacture hardware, publish games and have brand presences across other markets.

PC gaming by contrast is a more subtle affair. With PC games contributing significantly less revenue than console games, the attention of the largest publishers has traditionally been focused elsewhere when community building and advertising. In the years leading up to 2014 though, digital distribution platforms have rectified this, facilitating the growth of vibrant PC gamer communities. They have become a fertile ground for indie game developers to expand into, a place where community-maintained modifications can be shared and tweaked, and a mechanism for the biggest names in games to experiment with sales strategies in a granular, controlled and innovative way.

This report looks at the types of games consumers play, how much they spend on games and add-ons, what formats they buy and where they buy them from. The report examines the use of third party services to download games, as well as identifying the service used alongside consumer attitudes to buying and playing games.

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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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