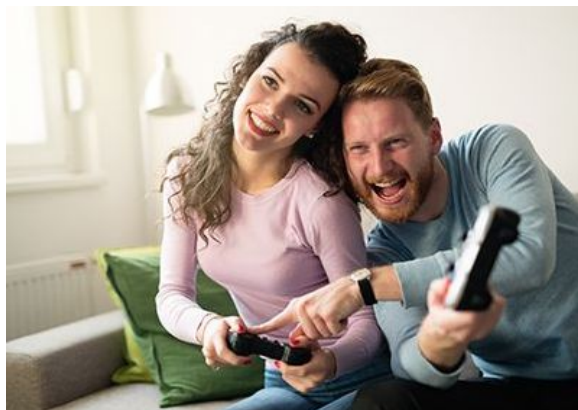


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“While mobile gaming is an increasingly profitable sector of the market, possible issues lie in the increased proliferation of ‘clone’ games, leaving three quarters of Irish consumers feeling many mobile games are similar, while consumers are more inclined to note they don’t enjoy mobile games as much as those on traditional game platforms.”

– **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

- Stronger internet access increases
- Brexit could affect in-game spending
- Device ownership high

Playing games is more of a mainstream activity among Irish consumers than ever before, with three in 10 consumers playing games via their mobile devices every day alone. Despite the increasingly mainstream appeal, sales of video games software and hardware for consoles have been in decline, although the 2017 launches of the Nintendo Switch and Xbox One X are expected to give hardware sales a shot in the arm.

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