

Mobile Gaming - UK - October 2018

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“Although it is possible that the app store model will face disruption from developers choosing to offer their products outside of established stores, revenue from games is expected to show strong growth and remain the dominant app category on mobile. In-game purchasing has remained an effective monetisation method.”

– **Andrew Moss, Consumer Technology Analyst**

This report looks at the following areas:

- Will more games choose to bypass the Play Store?
- The effect of cross-play and cross-progress
- Do purchasable cosmetic items translate from core gaming platforms to mobile?

Mobile gaming is the largest segment of the mobile device app market, and is expected to remain that way in forecasts up to 2023. Games are becoming increasingly more advanced, with some offering high-quality graphics, online real-time multiplayer, and gameplay that closely resemble PC (Personal Computer) and console gaming. Whilst these have created new revenue opportunities in the form of in-game purchases, advertising, and eSports, the growth of high-spec gaming might be restricted simply because people value their phones too much – if mobile gaming is too battery intensive it will lose its casual “dip-in” nature. Despite this, developers are flocking to mobile as a viable platform for game releases, either as spin-offs to established franchises or as stand-alone games based on established intellectual property.

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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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