

December 2020

Gaming Trends: 2021: Incl Impact of COVID-19 - US

“The spotlight on gaming has never been brighter and it will continue to shine throughout 2021. While lifestyles have changed due to COVID-19, gamers’ core motivations for playing have remained relatively the same. Most gamers look to video games to unwind and take a break from daily stresses; playing to ...

Sports in 2021: Incl Impact of COVID-19 - US

“While the COVID-19 pandemic created an unprecedented disruption for sports, the industry has rebounded and is poised for a strong comeback season in 2021. Sports entities will continue to use new engaging methods of interacting with fans, offering innovative ways to promote engagement from a passionate fanbase of consumers. The ...

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Sports Betting: Incl Impact of COVID-19 - US

“As long as sports are played there will be sports betting. This truth caused turmoil in the sports betting industry during the COVID-19-induced sports shutdown, as there was very little left for consumers to bet on. However, the industry came through the other side thriving as sports bettors met the ...