

Attitudes toward Gaming - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"While video games may serve the simple purpose of casual entertainment for most, a smaller share of dedicated gamers care a great deal about what they play. The casual nature of mobile gaming can appeal to a wider net of people, but console and computer gamers will drive trends. People are gaming on new devices and looking at video games in a more interactive way than ever before."
- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- Little variety in devices
- Difficult to launch new ideas
- Casual gaming lacks dedication
- Expanding on traditional ads

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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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Valve Corporation

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