

Gaming: Consoles and PCs - Canada - May 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Console and PC gaming behaviours, including types of PCs and consoles used
- A comparison of last-gen consoles and an early look at consumer response to next-gen consoles
- The types of video games played and the typical ways of acquiring video games
- Consumers' attitudes towards ads in games and willingness to watch ads for a reward
- Opportunities for game development, including offline content and physical activity.

Video games have been established as a mainstream entertainment medium for years now – but this past year has even further legitimized the behaviour as a way of passing the time and connecting with others during the pandemic. The inordinate amount of time spent at home has made console and PC gaming particularly relevant – which is all taking place as the industry gets increasingly competitive with new launches from incumbents and new entries from tech giants.



"The past year has been unique for this industry – with increased demand as a result of the COVID-19 pandemic and more time spent at home."

– **Scott Stewart, Senior Tech & Media Research Analyst**

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