

Video Game Consoles and Peripherals - UK - October 2011

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“There is no doubt that a strong software offering aimed at traditional audiences for the PlayStation 3 and the Xbox 360, utilising the PlayStation Move and the Kinect, will eventually be successful. However as well as producing software aligned to their own demographics, both Sony and Microsoft could potentially gather a larger share of the elusive casual market – with the aim of ultimately bringing them into their respective environments – by explicitly targeting casual consumers of their peripherals with dedicated, large-scale and high publicity releases of game genres that have proven themselves successful already – such as light-hearted, multiplayer party games, or child-friendly platformers, where Nintendo has built proven franchises popular with casual consumers. Once these casual consumers have then been drawn into their gaming environments, the targeting of a wider span of game genres can be implemented.”

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- How can console manufacturers convince consumers to purchase ageing consoles?
- Can traditional consoles steal some of the broader gaming consumer base initially lured in by the Wii?
- Can console-based streaming internet services see greater growth?
- Are traditional gaming controls a dying breed?

Definition

The nature of the console market usually requires slightly refreshed releases of hardware to maintain interest between major updates – these typically include, for example, a greater hard drive space or wireless functionality. Unless otherwise specified, references to sales of a console such as “the Xbox 360” in this report refer to combined sales for all releases of consoles which fall under the Xbox 360 brand, including specially-themed versions or those with slightly different hardware specifications.

“Fixed consoles” in this report refers to consoles which traditionally remain attached to a television. “Portable consoles” refers to handheld devices, which are traditionally designed to be used in a variety of locations.

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