"The prominence of gaming in pop culture cannot be dismissed or ignored. Gaming is competing with music, TV, and movies in the media landscape – and among a substantial audience, it’s winning. Video game streamers, eSports, and competitive mobile gaming have all changed what opportunities are possible within the gaming space."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- Frequent gaming dominates market
- Hardware crucial to purchase decision
- Competitive mobile gaming has room to grow
- Building the streaming and eSports audience

As evidenced by the dawning of 5G or the emergence of cloud services, gaming is constantly evolving. For dedicated players, gaming is replacing more traditional media like TV and music. Supporting the game developers and content creators can build goodwill among a dedicated audience seeking more of what they love.

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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Video Game Devices

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