

# Video Game Companies – World

## Market Analysis – 2016-2019 Trends – Corporate Strategies

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### Exclusive extracts from this 217 page-long report:

#### - **What is the business?**

The video game market is fragmented and includes hardware (consoles), software (games), and newer but fast-growing segments such as online, social, and mobile gaming. Video game companies generate revenues through the sale of game hardware, software, and digital content. Console manufacturers also earn royalties from third-party publishers for games sold for their platforms. [...]

#### - **Who are the key players?**

Video game companies can be separated into three types: vertically integrated hardware manufacturers who also develop and publish software; publishers who develop their own games, and independent game developers. Leading players are mostly located in Japan, North America, and Western Europe. [...]

Video game companies analysed in the report: **SONY, MICROSOFT, NINTENDO, ELECTRONIC ARTS, ACTIVISION BLIZZARD, BANDAI NAMCO, KING DIGITAL, TAKE-TWO, SUPERCCELL, UBISOFT, SQUARE ENIX, TENCENT, and VALVE CORPORATION.**

#### - **How intense is competition?**

Competition in the video game market has intensified in recent years due to changing demand trends and the emergence of new players and business models. Competition is particularly intense between hardware manufacturers who need high sales volumes to make a profit on their consoles. Meanwhile, many new entrants are thriving thanks to a shift of consumer preferences towards casual, free-to-play online and mobile games. [...]

#### - **What are the main markets?**

North America, Europe, and Japan concentrate the bulk of global package sales (game consoles and related software), but their share in worldwide video game revenues is receding due to the structural decline of package sales. Meanwhile, emerging markets continue to experience double-digit growth, with video game companies increasingly tapping these markets in the context of growing Internet and smartphone penetration rates and local gamers' preference for online and mobile games. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

**Alessandro Schiliro**  
Analyst, Xerfi Global

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