Article published on June 21st 2012 | Business

Gaming is developing into one of the key growth segments in India with the country having majourity of its population as youth. The market for gaming development in India is expected to witness growth of 30% and reach INR 19.4 bn by 2014. Mobile gaming is currently dominating the market with 57% share in the total Indian gaming market.

http://www.bharatbook.com/market-research-reports/business-forecast-outlook-market-research-report/gaming-industry-in-india-2010.html

The report provides a global overview of the gaming market, with respective shares of console, PC, mobile and online segments and also the market share of major regions of gaming across the world. It provides a snapshot of the Indian gaming market including all segments - mobile, online, console and PC gaming. It provides a quick overview of the market with estimated market size, growth rate and developments of each segment as well. An analysis of drivers reveals that increase in disposable income, favourable demographics, cost competitiveness, proliferation of internet, increasing PC & mobile penetration and growth in mobile value added services is driving growth in this sector. The key challenges identified include manpower shortage and management, high piracy rate, poor broadband quality, high duty rates in consoles, handset compatibility and revenue sharing issues in mobile gaming.

Future trends identified include localization of content, 3D games gaining ground, service providers raking higher revenues, online gaming becoming popular for social networking sites, creation of gaming zones/ cyber cafe chains, rise in popularity of massively multiplayer online game (MMOGs), gaming companies organising gaming competitions and DTH operators tying up with gaming companies.

The competitive landscape identifies major game development companies and gaming portals in India including their business overview and work portfolio. The report also provides details of the acquisitions and key developments in the sector.Market Analysis

For more information kindly visit :

Gaming Industry in India 2010

Or

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Article Keywords:
India, Games, Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders, Market Report

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