

Video Gaming Megatrend

The gaming industry has rapidly progressed overtime alongside technological advancements. It has become so successful that total gaming revenues is greater than cinema, TV, music and SVOD combined.

In 2023 the global number of players will surpass the **three billion** mark.



5G



- In addition to driving cloud gaming, 5G will allow consumers to use virtual and augmented reality gear on the go, providing a richer mobile experience
- The rollout of 5G communication networks will greatly accelerate the uptake of mobile and cloud-based game delivery

Psychological Factors



- Watercooler effect: content experiences become better when you are enjoying it with others
- The most successful mediums are all socially driven ones
- e.g. the Bachelor is more fun when you can gossip with friends, comedies are funnier when watched in the theatre with others

Mobile Gaming



- Mobile gaming is rapidly overtaking other video gaming platforms
- Market for mobile games is expanding as 5G technology become more accessible
- As disposable income increases, more people are able to buy smartphones, increasing gaming users