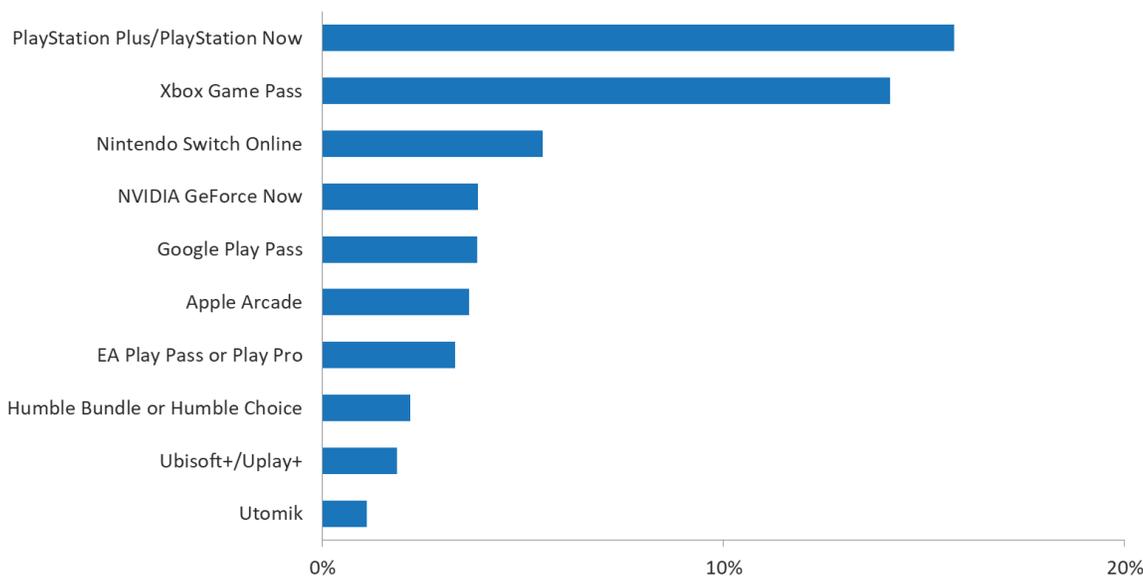


Gaming Service Subscriptions

US Broadband Households



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SYNOPSIS

Advances in technology and infrastructure have brought forth a new generation of game consoles and also an increase in the viability of cloud gaming services. These both represent the latest in gaming capabilities available to the consumer. This research examines consumer interest in the latest generation of consoles and in cloud gaming services and identifies key consumer groups that must be targeted to best capitalize on the opportunity that each of these two new sets of gaming capabilities present.

ANALYST INSIGHT

“Though traditionally popular platforms for gaming, namely PCs, consoles, and more recently mobile devices, will continue to be heavily utilized by gaming consumers, cloud gaming is a complementary change agent that raises the level of gaming experience possible on mobile devices and non-traditional platforms.”

— Paul Erickson, *Senior Analyst*, Parks Associates

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Next-Generation Gaming: Consoles and Cloud

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Next-Generation Gaming: Consoles and Cloud

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