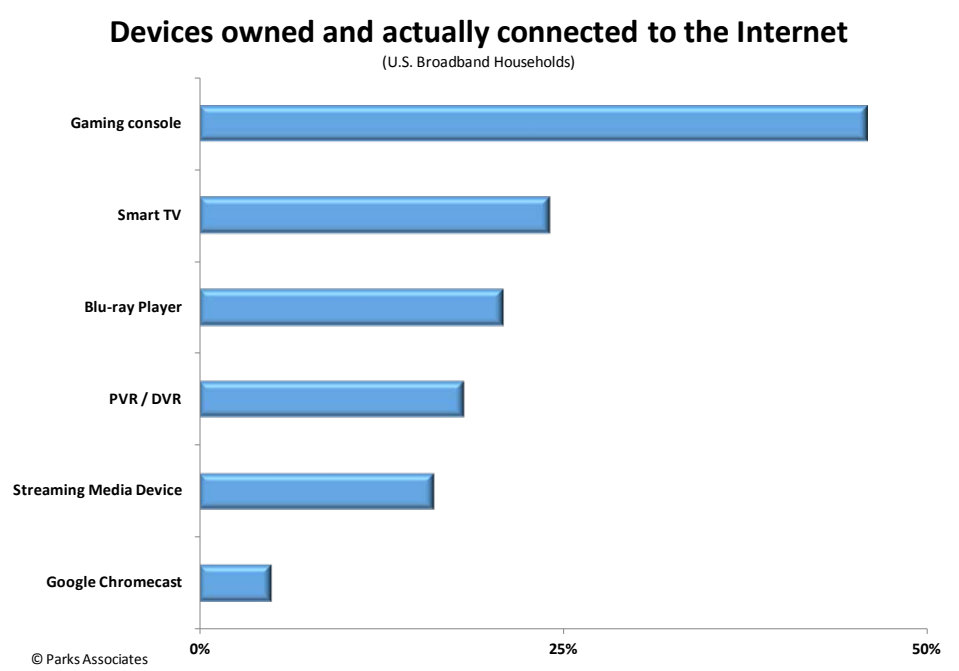


**Synopsis** **Internet-connected Devices**

*The Reinvention of Gaming Consoles* examines the role of gaming consoles as expanded living room entertainment hubs. Gaming consoles are now used as streaming media platforms rather than solely as gaming platforms and are in a highly competitive market against smart TVs, streaming media players, and connectable Blu-ray players and DVRs to own the living room. The industry review includes a five-year unit sales forecast for traditional gaming consoles..



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"More U.S. broadband households use a gaming console for streaming Internet content than any other streaming device," said Barbara Kraus, director, research, Parks Associates. "However, console manufacturers need to keep their focus on core gamers as competing devices, such as streaming media players, are less expensive and easy to use. There is little reason to buy a traditional gaming console unless you want to play high-quality games, and other streaming devices will be able to serve the growth in the casual gaming market. Innovation that appeals to core gamers is critical."

**Contents**

**Attribution**

**Data Sources**

**Table of Contents**

**The Reinvention of Gaming Consoles**  
 The Market for Gaming Consoles  
 The New Gaming Console Market: Home Entertainment  
 Gaming Console Demographics

**The Reinvention of Gaming Consoles - Industry Players**  
 Gaming Console Industry Players  
 The Reinvention of Gaming Consoles  
 Industry Players – Traditional Gaming Consoles  
 Microsoft Xbox  
 Nintendo Wii  
 Sony PlayStation  
 Industry Players – Alternative Gaming  
 PlayJam’s GameStick

Nvidia Shield  
OnLive  
Ouya  
Steam Machines

**The Reinvention of Gaming Consoles - The New Competition**  
The New Competition

**The Reinvention of Gaming Consoles - New Generation Gaming Consoles**

PlayStation and Xbox Unit Sales  
Wii Unit Sales  
PlayStation 4 and Xbox One Models Comparison  
Connected Devices Feature Comparison

**The Reinvention of Gaming Consoles - Video Game Development**  
Video Game Development

**The Reinvention of Gaming Consoles - Virtual Reality**  
Virtual Reality

**The Reinvention of Gaming Consoles - Cloud Gaming**  
Cloud Gaming

**The Reinvention of Gaming Consoles - Revenue Streams**  
Revenue Streams

**The Reinvention of Gaming Consoles - Implications for Future Success**  
Implications for Future Success

**The Reinvention of Gaming Consoles - Traditional Gaming Console Unit Sales Forecasts**

Methodology  
Global Regions  
United States  
Japan

**Other Research Available from Parks Associates**  
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