The Reinvention of Gaming Consoles

By Barbara Kraus, Director, Research

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Synopsis

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."

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