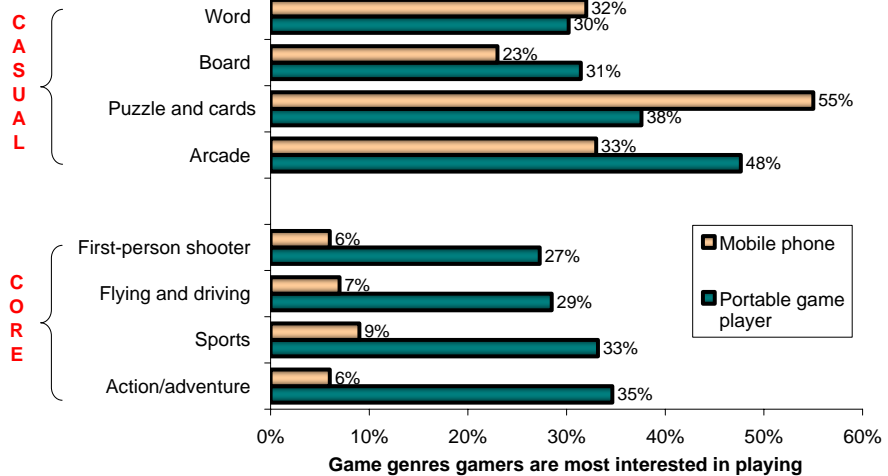


Synopsis

This report analyzes market trends and opportunities in mobile and portable gaming, examines new business models, profiles more than 30 major mobile game publishers, solution providers, and carriers, provides rich consumer data regarding portable and mobile gaming, and forecasts market growth.

Consumer Interest in Gaming on a Mobile Phone vs. a Portable Game Player

(n=407 Internet users interested in playing games on a mobile/portable platform)



Source: *The New Frontier: Portable and Mobile Gaming*
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“In the mobile gaming industry, consumer awareness lags behind technological advancements,” said Yuanzhe (Michael) Cai, Director, Broadband and Gaming, Parks Associates. “New 3D and multiplayer mobile games look great in demos, but casual games are where the money is and will be for the next few years.”

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The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' Resource Book contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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