

Connected Game Console Market: Leading Players Looking to Enter Emerging Markets

Microsoft, Sony, Nintendo, and NVIDIA focusing on emerging regions in connected game console market; demand for affordable connected game consoles growing.

VALLEY COTTAGE, NEW YORK, UNITED STATES, August 14, 2015 /EINPresswire.com/ -- Future Market Insights (FMI) provides key insights on the leading players in the [connected game console](#) market in its recent research report, titled, "Connected Game Console Market: Global Industry Analysis and Opportunity Assessment 2015-2020".

According to FMI, Microsoft, Sony, Nintendo, and NVIDIA are looking to tap into this emerging market.

Microsoft's key offerings in the connected game console market include standalone console hardware and standalone console software. The US accounts for nearly half of the revenue of the company.

Game and network services account for nearly 12% of Microsoft's revenues, and game consoles are a significant part of the game and network services.

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Research and development is a focus area for Microsoft. It invested nearly US\$ 11 Bn in R&D activities in 2014. It is expected that the company will increase its R&D spending in 2014, as it looks to introduce various innovations in its game console to gain a competitive advantage in the market.

Microsoft is also looking to expand its exclusive game title portfolio by acquiring independent game studios. According to FMI, this move will help Microsoft in enhancing its consumer base while helping it broaden its range of offerings. For example, Microsoft acquired Mojang AB, a game developer, to include its immensely popular 'Minecraft' game to its portfolio.

Microsoft's key distributors and retailers include Best Buy, RadioShack, Sears, and Amazon.

Tokyo-based Sony Corporation's key offerings include standalone console hardware, standalone console software, handheld console hardware, and handheld console software.

Japan is the most profitable market for Sony Corporation, followed by Europe. The game and network services accounts for nearly 12.2% of the company's total revenues.

Sony's PlayStation console is popular among gamers, and the company is aiming to leverage the



cloud-based gaming platform to attract online gamers. According to FMI, a key strategy followed by Sony includes setting up manufacturing units in emerging countries to take advantage of the availability of affordable labour. For example, the company announced local manufacturing of PlayStation 3 (PS3) in Brazil.

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According to FMI's research report, mergers and acquisitions form a key part of Sony's business strategy. In 2012, Sony acquired Gaikai, a technology provider for streaming of high-end video games.

The key retailers and distributors of Sony Corporation include Target, Best Buy, and Amazon.

Kyoto based Nintendo's key offerings include standalone console hardware, standalone console software, handheld console hardware, and handheld console software. North America is the most lucrative region for the company, accounting for nearly 39% revenues in 2014.

Nintendo's business strategy is focused around casual gamers; unlike PlayStation and Xbox, which are targeted towards hard-core gamers, Nintendo games are aimed at people who play games once in a while.

Affordability remains a key aspect of Nintendo, and the company is focusing on manufacturing low-cost consoles to expand in developing economies.

Nintendo partnered with Humble Bundle in 2015 to provide Nintendo's gaming content to users of the latter. The company also announced the revival of Nintendo World Championships – a gaming tournament from the 1990s. The objective of this strategic move was to enhance its presence in the market.

California-based NVIDIA Corporation's key offerings include handheld console hardware and handheld console software. Taiwan and China are the two most profitable markets for NVIDIA Corporation, accounting for 32% and 19.2% revenue share respectively.

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NVIDIA has a strong focus on research and development (R&D). The company invested nearly US\$ 2.5 Bn in R&D in 2013 and 2014. The company launched NVIDIA GRID in a bid to promote cloud based gaming and consolidating its presence in the market in 2013.

The key retailers and distributors of NVIDIA include Best Buy, Target and Amazon.

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