

# Global MMO (Massively Multiplayer Online) Games Market to Grow at a CAGR Of 8% to Forecast 2019

*The launch of next generation gaming consoles is expected to positively spur market growth, resulting in its healthy CAGR of more than 8% by 2019.*

PUNE, INDIA, October 25, 2016 /EINPresswire.com/ -- [Global MMO Games Market](#)

Massively multiplayer online (MMO) games are designed to be played on different network-capable platforms like video game consoles, smartphones, or PCs. Rapid technological advancements that have led to the emergence of HD displays and audio devices having HDMI wireless network capabilities are some of the major growth promoting factors in this market during the forecast period. Also, the launch of next generation gaming consoles is expected to positively spur market growth, resulting in its healthy CAGR of more than 8% by 2019.

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The advent of digital downloading is a significant factor that is expected to drive market growth during the forecast period. The latest gaming consoles are equipped with Wi-Fi, network connectivity, and HDD, which allows gamers to directly download games into their console. This removes the hassle of visiting a store to purchase physical discs, which are prone to damage by wear and tear.

Revenue-based segmentation of the global MMO games market

- Paid games
- Free-to-play games

In this market research report, analysts estimate the free-to-play games segment to generate the highest revenue during the forecast period. Growing popularity of this segment can be attributed to the elimination of entry barriers, which allows developers to penetrate the market in developing countries where owning a TV console is a luxury.

Geographical segmentation of the MMO games market

- Americas
- APAC
- EMEA

Geographically, the APAC region is estimated to be the highest revenue-generating segment during the forecast period. High revenue share of APAC can be attributed to its large consumer base for online games and the presence of numerous game developers in this region, which helps this market to surpass USD 16 billion by 2019.

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## Competitive landscape and key vendors

This market is highly competitive and consolidated due to the presence of multiple vendors like Activision Blizzard and Electronic Arts. Intense vendor competition, rapid advancements in technology, and frequent changes in consumer preferences pose significant challenges for the vendors in this market. Consequently, in order to survive and succeed in this market, vendors have to distinguish their product and service offerings through a clear and unique value proposition.

Key vendors in this market are -

- Activision Blizzard
- Electronic Arts Inc.

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- NCSOFT Corp.
- Nexon Co. Ltd.
- Riot Games
- Tencent Holding
- Valve Corporation
- Wargaming.net

Other prominent vendors mentioned in this market analysis are Aeria Games and Entertainment Inc., Ankama Games, CCP hf, Changyou.com Ltd., CipSoft GmbH, Cryptic Studios Inc., eGames Inc., gPotato, Jagex Games Studio, Joymax, NetEase Inc., OGPlanet, Perfect World Co. Ltd., Shanda Interactive Entertainment Ltd., Softnyx Ltd., Sony Online Entertainment LLC, Square Enix Holdings Co. Ltd., and Turbine Inc.

Key questions answered in the report include

- What will the market size and the growth rate be in 2019?
- What are the key factors driving the global MMO games market?
- What are the key market trends impacting the growth of the global MMO games market?
- What are the challenges to market growth?
- Who are the key vendors in the global MMO games market?
- What are the market opportunities and threats faced by the vendors in the global MMO games market?
- Trending factors influencing the market shares of the EMEA, Americas, and APAC?
- What are the key outcomes of the five forces analysis of the global MMO games market?

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