



# What The Video Game Industry Is Worth Now

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NEW YORK, USA, August 21, 2017 /EINPresswire.com/ -- As the videogame industry's annual trade show E3 roars on in Los Angeles, interest in the industry is spiking once more among analysts.

The combination of big media attention, promising upcoming titles, and the excitement surrounding virtual reality—plus business models that are usually more profitable than other media these days—is enough to get Wall Street's attention.

More people are playing games every day and spending more money on games, unlike almost every other form of media, where there's downward pressure. Games are still a growing industry and they are becoming more dynamic. Video games should be near the top of the lists of investors. And one of those investors hails from the UAE, in Dubai in fact and has its sights locked on the rise of mobile gaming.

Ennahar Production, one of the biggest entertainment company based in Dubai is planning to grab a share of this big pie by investing in game developers it deems to have a huge potential in developing the next big mobile gaming craze after Pokemon Go. Executive Director of Partnerships, Wayne Norman says, "We are ready to support developers in what we call a collaborative investment that will benefit all parties moving forward."

The market for mobile gaming is hot, and getting hotter. According to video game research firm Newzoo, the migration from computers and consoles to tablets and smartphones sent worldwide mobile game revenues surging in 2017 versus the year prior, hitting \$46.1 billion. The overall global gaming revenue of more than 100 billion, easily surpassing traditional entertainment like music and movies, makes it an investment force to be reckoned with.

Industry professionals believe the biggest opportunities in 2017 will come from the growth of emerging markets. Markets including China, Southeast Asia and India are continuing to grow at a rapid pace, and can unlock new opportunities for Western developers willing to localize and take on these regions.

The Arab region has one of highest grossing mobile games market in the world, with Saudi Arabia bringing in more than \$ 314.4 million in revenue. The video gaming industry is currently worth more than \$ 1 billion and is expected to quadruple by 2022. Keep in mind the mobile gaming industry has been stealing the spotlight from console games over the past few years due to the rapid increase in overall mobile growth. Arabs love playing games, especially games tailored to their language and culture. Mobile gaming companies like Super Cell and King have recently started to support the Arabic language in their games.

Other opportunities include new monetization methods – with ads becoming increasingly popular and valuable to developers – and real-time competitive multiplayer games. This is likely spurred on by the huge success of games like Supercell's Clash Royale, which is thought to have grossed over \$1 billion in less than a year after launch.

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