

# The Rising Involvement Of Gamers Due To The COVID-19 Situation Will Positively Impact The Role Play Gaming Market Growth

*The Business Research Company's Role Playing Games Market Report - Opportunities And Strategies - Global Forecast To 2030*

LONDON, GREATER LONDON, UK,  
November 12, 2020 /

EINPresswire.com/ -- The rising involvement of gamers due to the COVID-19 situation will positively impact the role playing video games market growth. In countries such as the UK and the US, many employees have been furloughed off work but are

still being paid and do not have anywhere else to spend the money; they are turning to online gaming, to get some form of escapism. According to Verizon, overall traffic related to internet gaming has increased 75% since restrictions were imposed in America. Bungie, a video-game developer, says that average daily user engagement on their RPG game "Destiny 2" is up 10% worldwide and as much as 20% in the markets most affected by the coronavirus. This can be attributed to people being increasingly stuck at home and finding online gaming as an easy way to pass time. In February 2020, the games company Blizzard, the maker of World of Warcraft, had to issue an apology after the users had to wait for lengthy times in China due to a high influx of players from the country.

The [global role-playing games market size](#) is expected to grow from \$15,793.3 million in 2019 to \$22,471.3 million in 2023 at a compound annual growth rate (CAGR) of 9.22%.

According to gaming industry trends, companies in the role-playing games (RPGs) market are increasingly investing in in-game advertising in RPGs due to the genre's high viewership. RPGs generally have greater user engagement (especially MMORPG) than other genres because of the presence of multiple players and continuous social interactions among the players. In addition, players from major countries in the RPGs market such as China, Japan, and Korea do not invest their disposable incomes on these games, instead they invest their time. Companies in the RPGs



market are taking steps towards generating auxiliary revenues through dynamic and static advertising. In dynamic in-game advertising, companies purchase real-time locations to advertise within the video games and the advertising appears on digital objects such as notes, labels, boards, hoardings, and posters. Static in-game advertising is programmed into the storyline of the game during its design and development. Examples of in-game advertising for MMORPGs include NCSoft's board advertisement in City of Heroes and Toyota's billboard advertisement in Anarchy Online. In 2019, Marshmello, an American electronic music producer and DJ performed in a virtual live concert inside Fortnite, an online video game with more than 200 million users. Following this virtual live event, Marshmello's YouTube channel gained around 699,000 subscribers in one day, and his YouTube views per day registered an approximate 500% increase from 7.8 million to 42.8 million.

Here Is A List Of Similar Reports By The Business Research Company:

Video Game Software Global Market Report 2020-30: Covid 19 Impact And Recovery  
(<https://www.thebusinessresearchcompany.com/report/video-game-software-global-market-report-2020-30-covid-19-impact-and-recovery>)

PC Games Market Research Report - By Type (Physical, Online Microtransaction, Digital),By Application (Shooter, Action, Sport Games, Role-Playing, Adventure, Racing, Fighting, Strategy And Other) And By Geography | Global Forecast To 2030  
(<https://www.thebusinessresearchcompany.com/report/pc-games-market>)

Console Games Global Market Report 2020-30: Covid 19 Implications And Growth  
(<https://www.thebusinessresearchcompany.com/report/console-games-global-market-report-2020-30-covid-19-implications-and-growth>)

Interested to know more about [The Business Research Company?](#)

The Business Research Company is a market intelligence firm that excels in company, market, and consumer research. Located globally it has specialist consultants in a wide range of industries including manufacturing, healthcare, financial services, chemicals, and technology.

The World's Most Comprehensive Database

The Business Research Company's flagship product, [Global Market Model](#), is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets which help its users assess supply-demand gaps.

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/530550311>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.