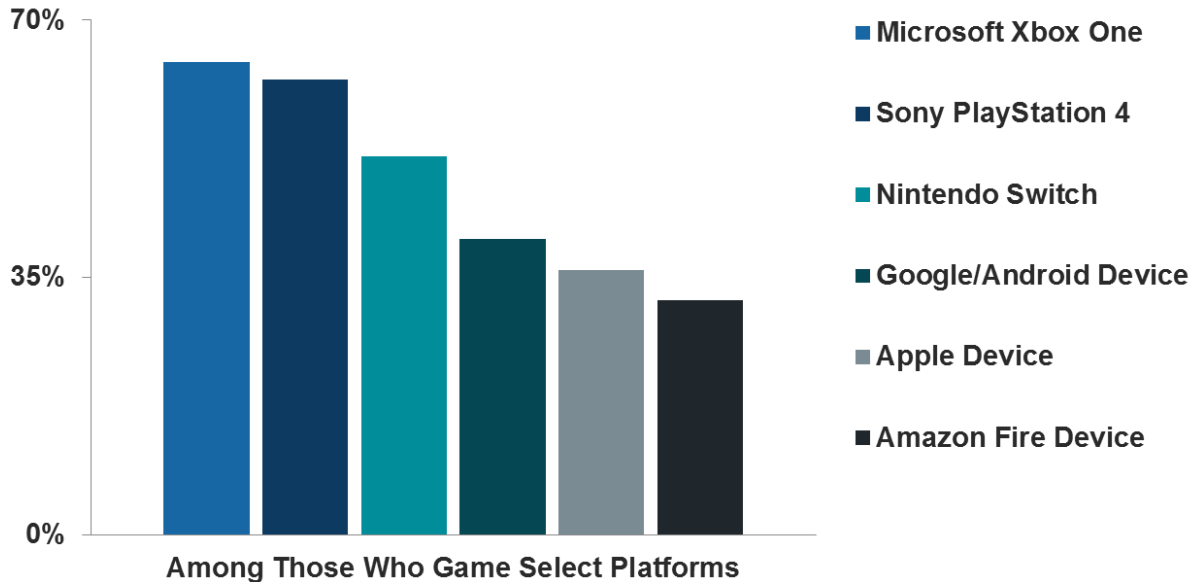


## Likelihood of Subscribing to a Game Subscription Service Heads of US Broadband Households

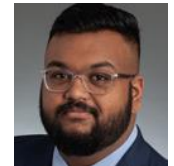


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### SYNOPSIS

Cloud gaming represents a new opportunity for many players in the online gaming space. This research examines consumer interest in various types of cloud gaming services, investigating which business models will be most likely to succeed in this emerging market. It provides an overview of the gaming market in the US – including mobile, PC, console, and streaming media player and smart TV gamers – and identifies key consumer groups that cloud gaming services must target in order to gain adoption.

### ANALYST INSIGHT

“Consumers find cloud gaming intriguing, but they do not yet have preconceived notions of what a service should look like. They are open to multiple business models. It is anyone’s market.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

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