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Connected Consoles: Gaming, Media, and Beyond

By Michael Cai, Director of Broadband and Gaming 3Q 2008

Synopsis

This report profiles new capabilities of connected game consoles; analyzes new services and business models including online multiplayer gaming, virtual worlds, dynamic in-game advertising, and digital delivery of games and videos; forecasts sales and revenue growth and market share; and examines the impact of game consoles on other industries such as Internet video, connected home, service providers, and content industry.

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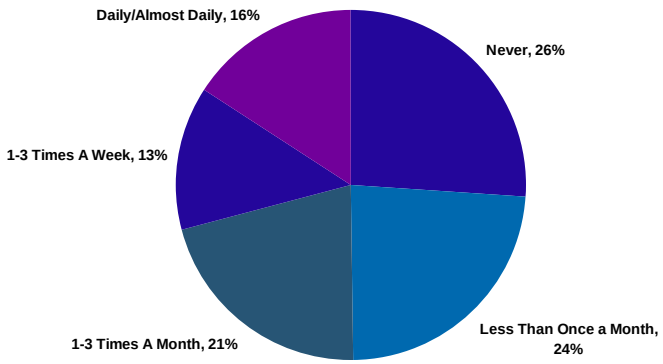
Xbox Live and Video Habits

Using Xbox Live to Download and Watch Video (Q3/08)

"With Xbox Live how often does anyone in the household use Xbox Live MarketPlace to watch/download video?"
(Among Xbox Live gamers, n=215, ±7%)



Source: TV 2.0: The Consumer Perspective
Sample base: 2,729 broadband HHs in the U.S. , ±2%
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"Broadband connectivity is now a common feature of current-generation game consoles," said Yuanzhe (Michael) Cai, Director of Broadband and Gaming, Parks Associates. "Online console services such as Xbox Live, PlayStation Network, and Wii Shop Channel create significant new revenue opportunities for console manufacturers and content providers."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

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1.1 A Brief Introduction to Current-Gen Consoles
1.2 Worldwide Hardware Unit Sales
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