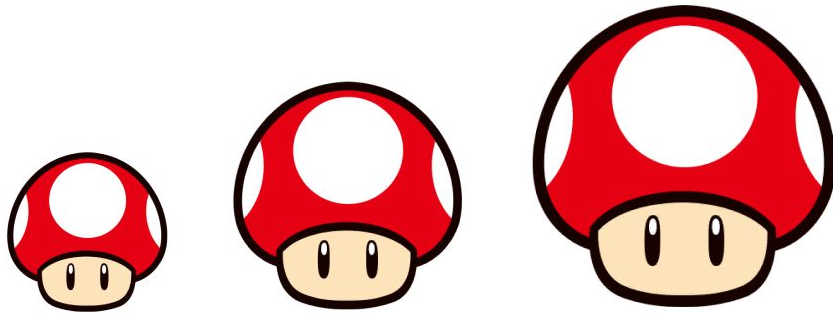




GAMING INDUSTRY 2021

venatus

How did the pandemic affect the gaming market?



- Pandemic and lockdown pushed the industry growth
- Tech innovation supported the growth
- The 85% of gamers believes that:

Games help relieve stress and anxiety and to keep contact with family and friends

Gaming industry bigger than Cinema and music together

2.7 billions
gamers



More than \$
300 billions
income

Gamers include:

60% women

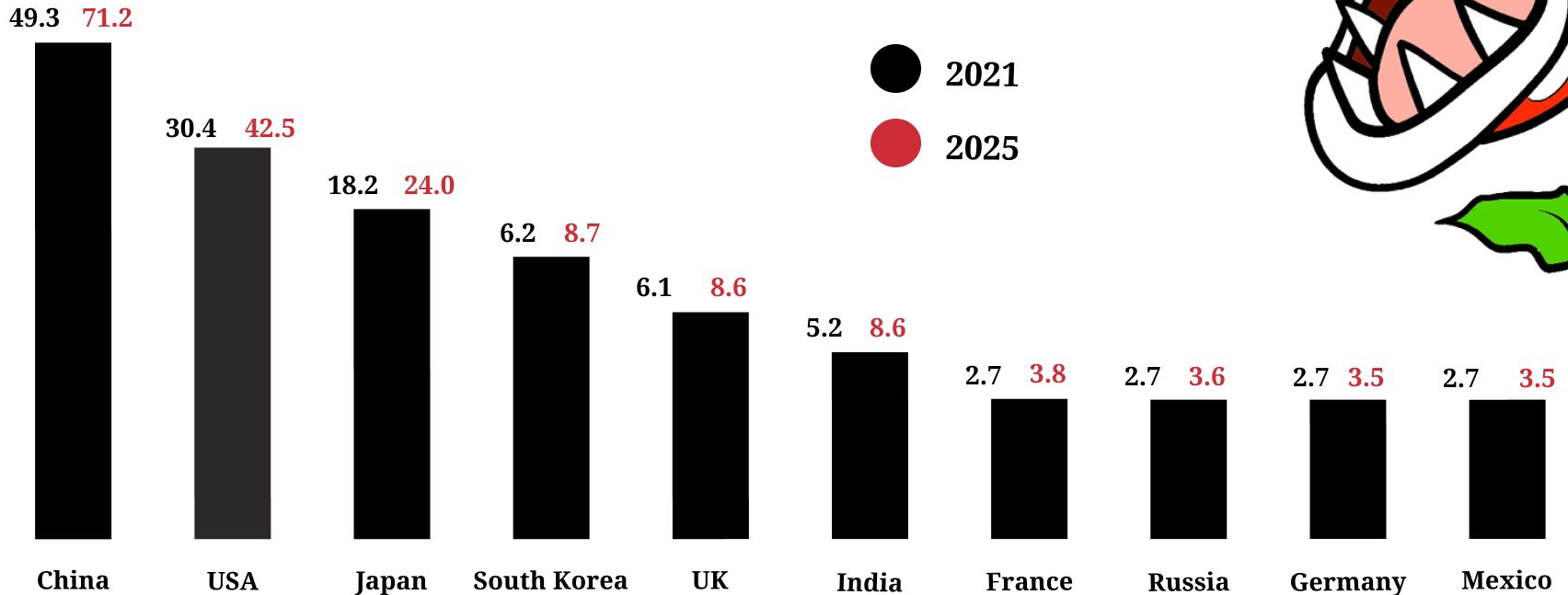
30% less than 25 Yo

Regular gamers older
than 25



**Expected
400 billions gamers till
2023**

The world's TOP 10 gaming markets (billion US dollars)



Most played video games



Mobile

VR



Console

Mobile games

- \$169.7 billions growth till 2025
- Major audience
- More practical and more choices



VR games

- The 48% of studios make VR and AR games
- Sold +6.4 millions VR set
- More activities with friends (e.g cinema/Horizon worlds)



Console games

- Expected 61 millions \$ revenue till 2022
- Nintendo Switch more practical than other consoles
- other platforms used without need of a console e.g Netflix, Google Stadia





Key takeaways



- Gaming industry keep growing
- October 2021- Nintendo announces the release of 3 new Pokemon games for the switch in 2022
- February 2021- Google will release 100+ games
- Microsoft will have new models for Xbox

Any questions?

