

Video Games and Consoles - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The persistent gender-related issues in the industry – including a lack of female playable main characters, or design choices that result in hyper-sexualised rather than practical armour for female characters – need to be resolved, before the proportion of women willingly fully engaging with the market will improve.”
– Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Can Nintendo boost Wii U sales?
- Will Steam Machines materially change the market?

2014 sees the first full year of sales of the Xbox One and PlayStation 4, after their November 2013 release. The two consoles are selling well, with expectations high for a strong return to value growth for the industry despite the external pressures of smartphone and tablet gaming. Publisher release slates are shrinking to focus on fewer pieces of proven popular intellectual property, though this lack of novel content is balanced by a rich community of Indie developers on all main platforms.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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