

# **Winning!**

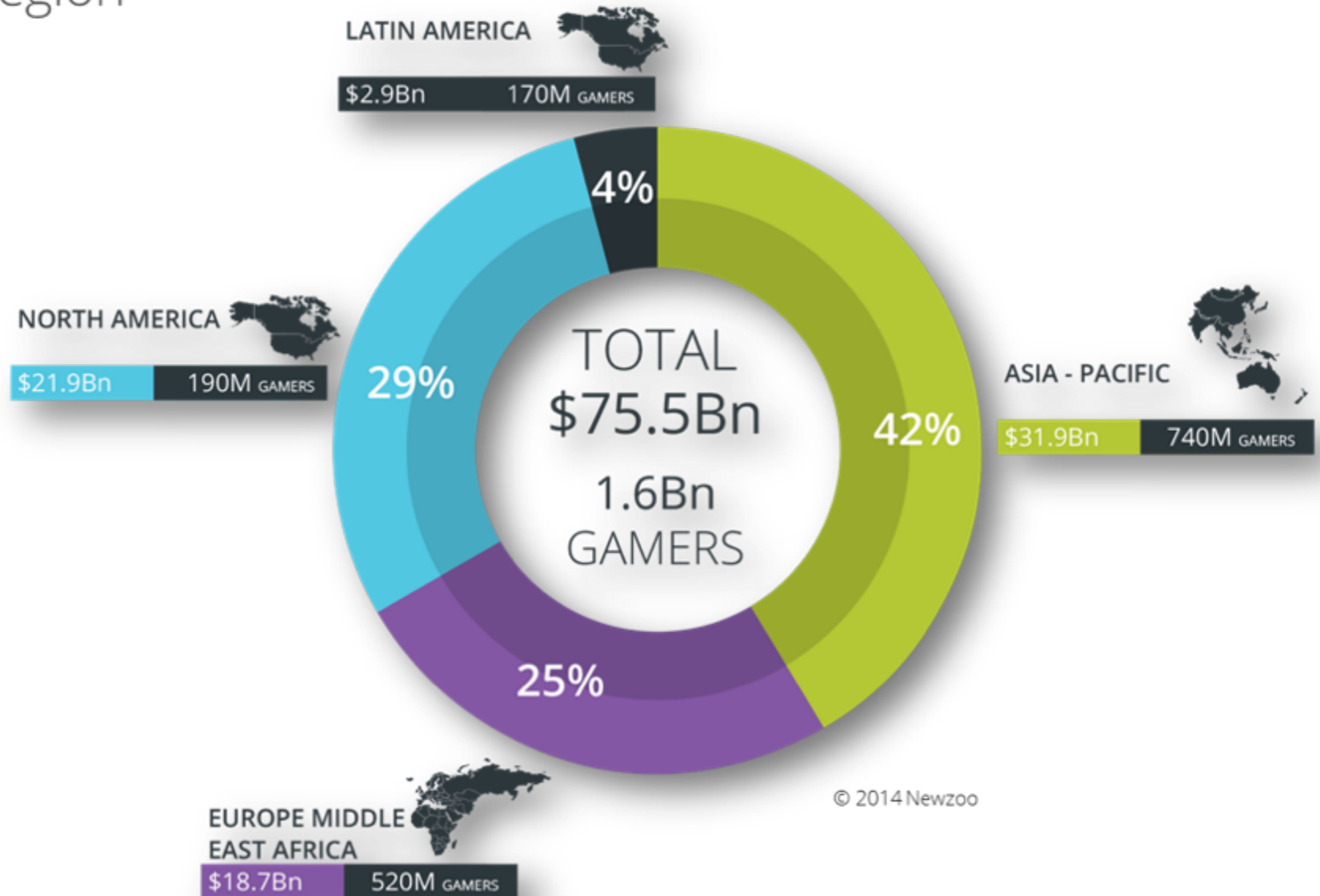
## **Platform Strategies**

### **in the Digital Games Industry**

dr. David B. Nieborg

# 2013 Global Games Market

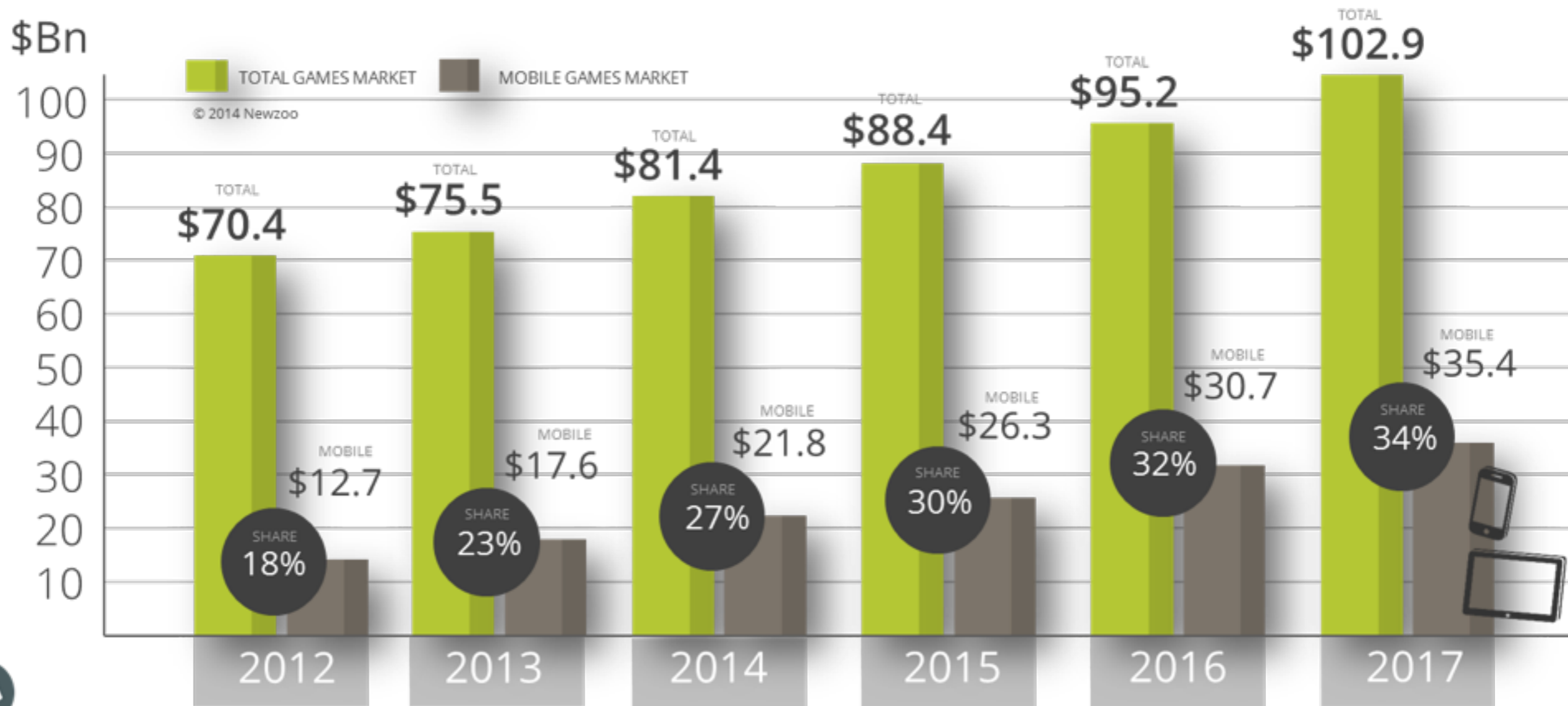
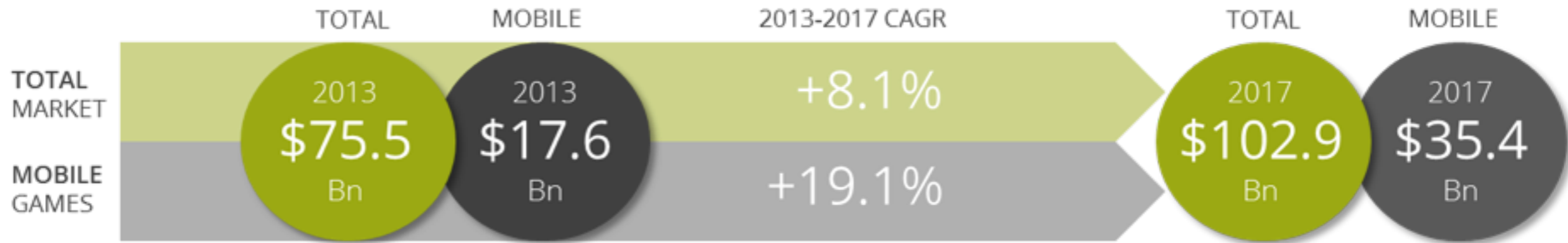
Per Region\*



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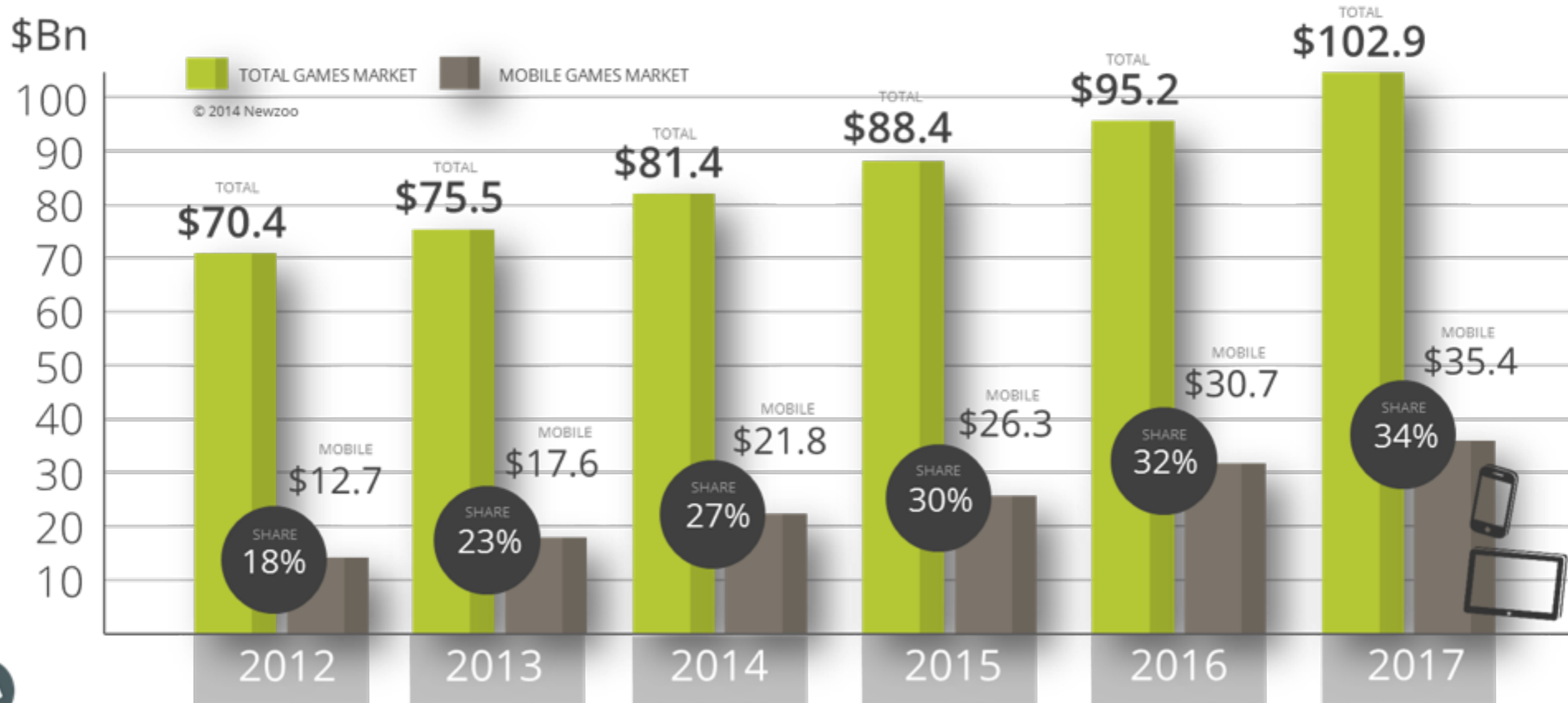
# Global Games Market 2012-2017

## Total & Mobile Game Revenues



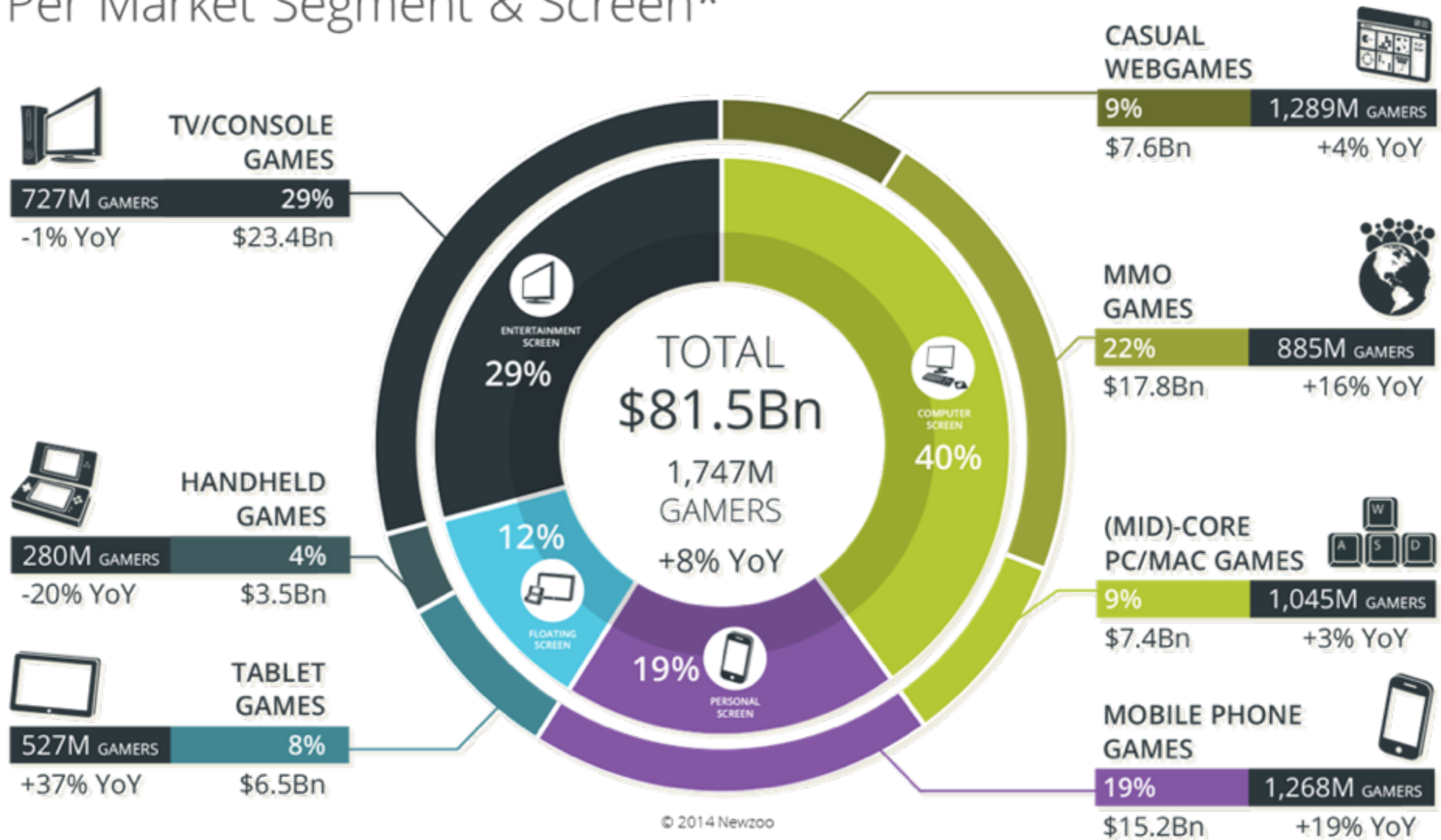
# Global Games Market 2012-2017

Total & Mobile Game Revenues



# Global Games Market | 2014E

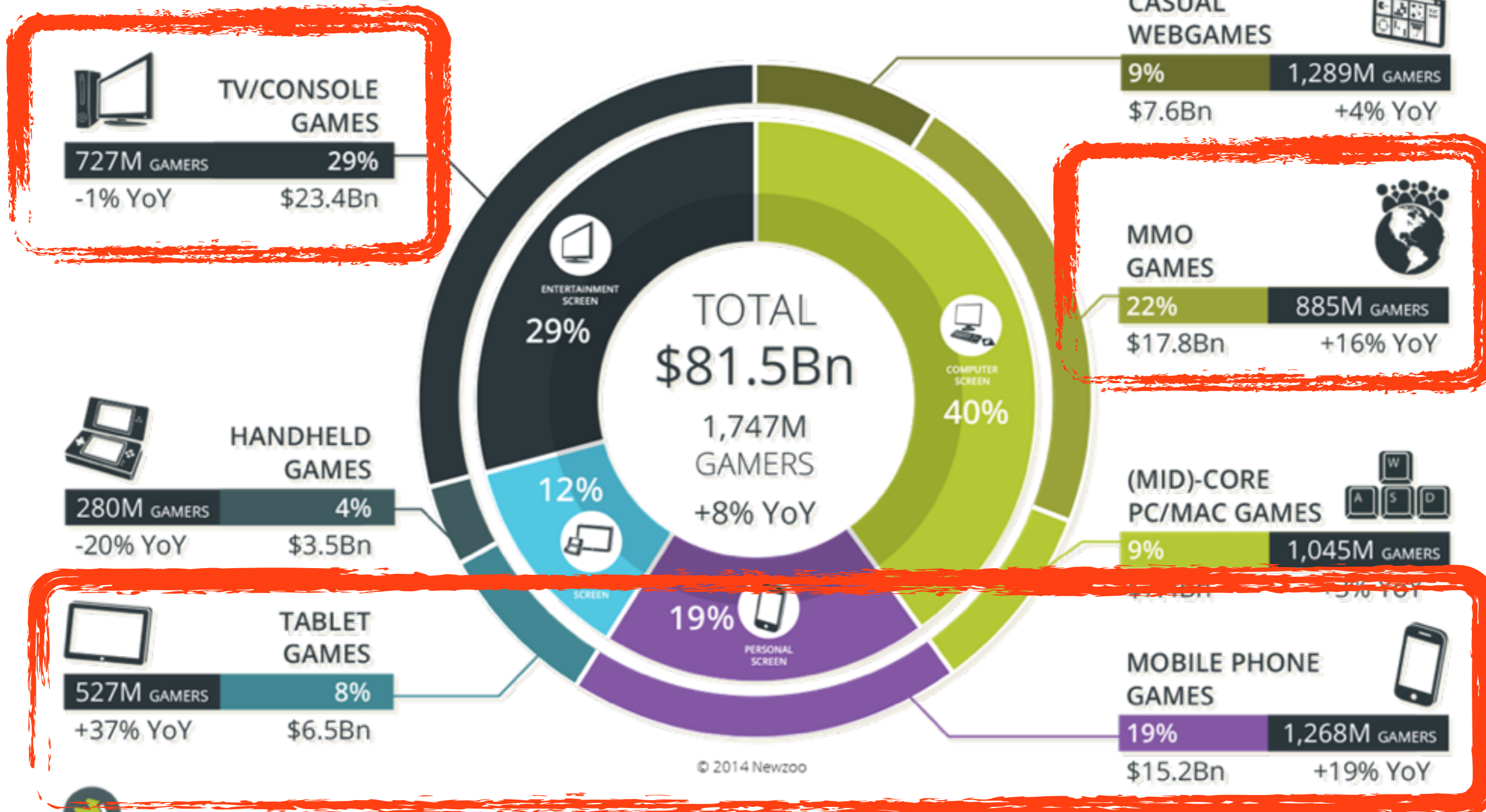
Per Market Segment & Screen\*



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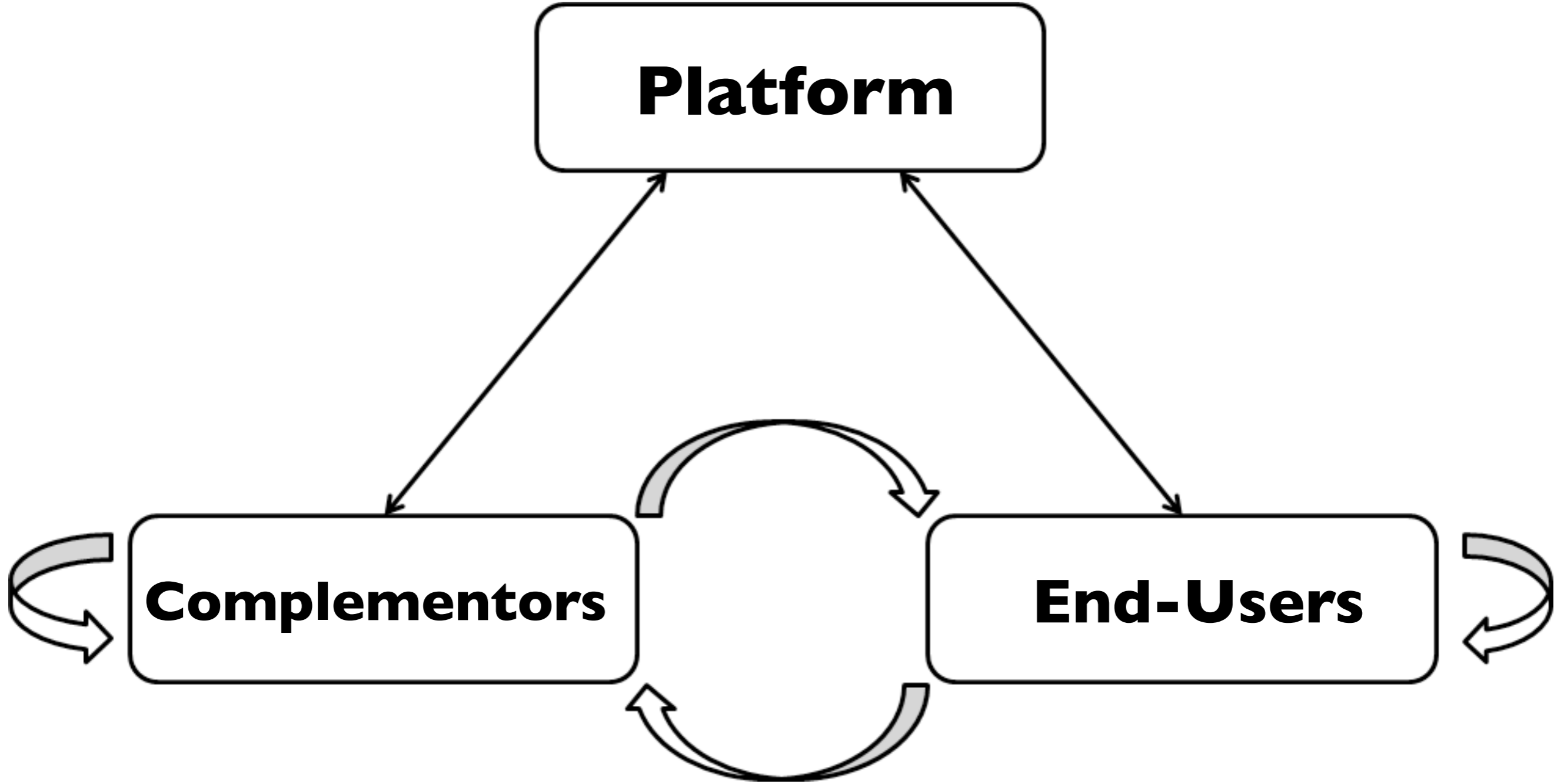
# Global Games Market | 2014E

Per Market Segment & Screen\*

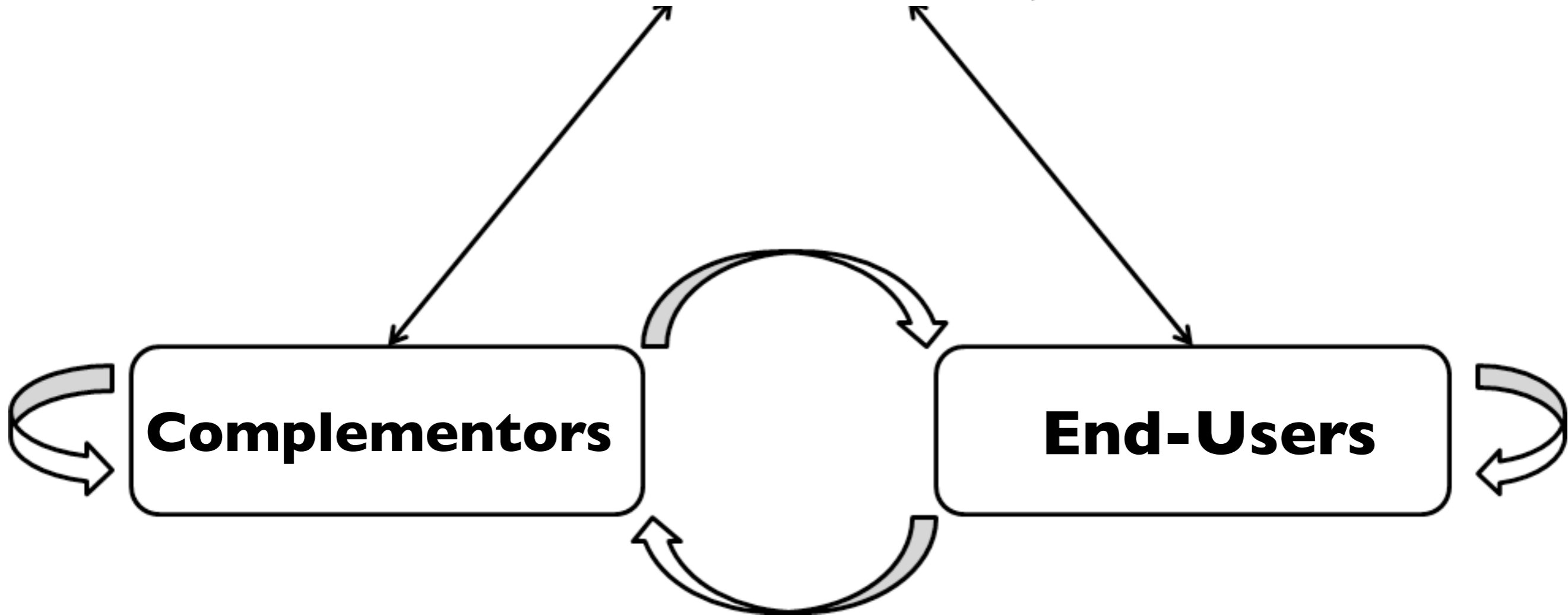


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\*Excluding tax, hardware, consumer-to-consumer trade but including retail margin.



**TV/Console**







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# Activision plans \$500 million date with 'Destiny'

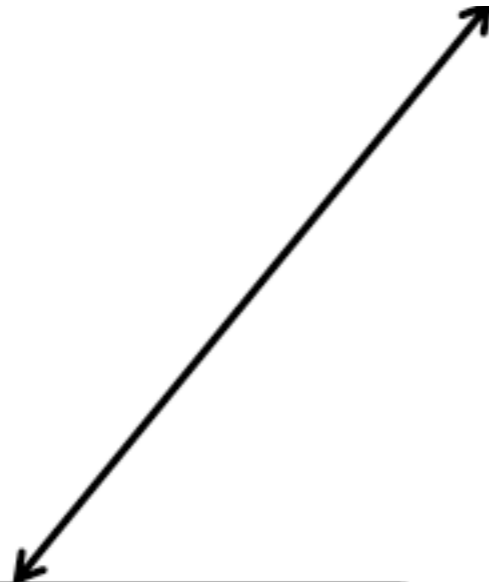
BY RONALD GROVER AND [MALATHI NAYAK](#)

LOS ANGELES/SAN FRANCISCO | Tue May 6, 2014 12:50pm EDT

DESTINY®



**TV/Console**



**ACTIVISION  
BLIZZARD**



**Publisher**

**Developer**

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**HARMONIX**

**PC**

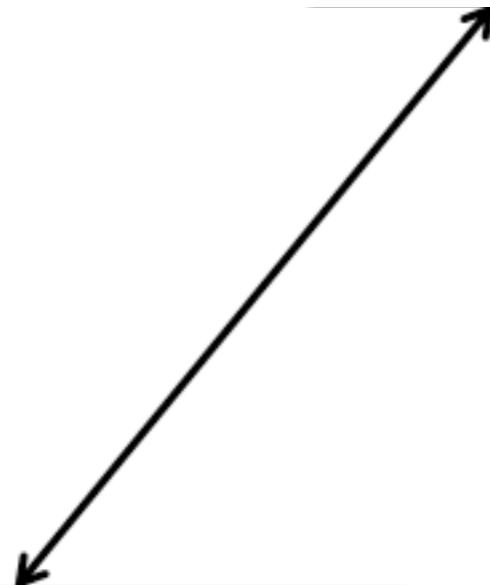


**Publisher**

**Developer**



**Mobile/Tablet**



**Publisher**

**Developer**



**Joost van Dreunen**

**Mark Coleman**

**Joost Rietveld**

**Walter Somol**



Theme 1

**The “old” industry – consoles**

Theme 2

**The “new” industry – mobile**

Theme 3

**The role of publishers**