

Slide 17.19: Mobile commerce applications (cont.)

Slide 17.21: Mobile commerce applications (cont.)

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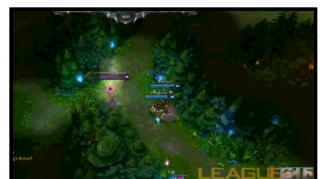
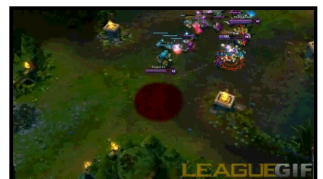
## Mobile Commerce Applications (Cont.)

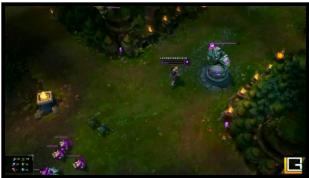
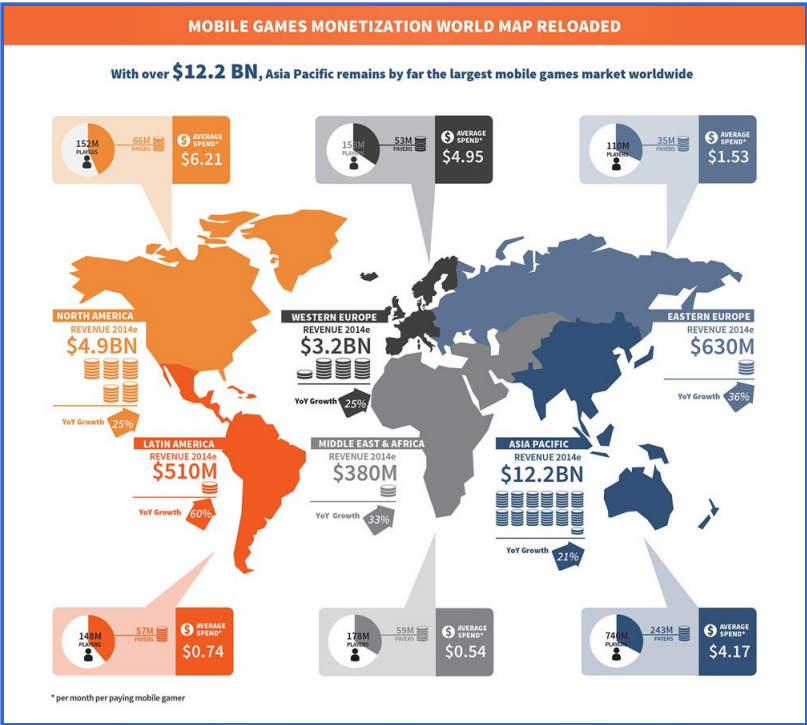
### Mobile Gaming

A mobile game is a video game played on a mobile phone, smartphone, handheld computer or portable media player. This does not include games played on handheld video game systems such as Nintendo 3DS or PSP. [Newzoo](#) projects mobile-gaming revenue to hit \$35.4 billion in 2017.



[NTT DoCoMo](#) found that mobile entertainment generates 52 percent of the revenue from its i-mode wireless content service, according to the [Yankee Group](#).





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