

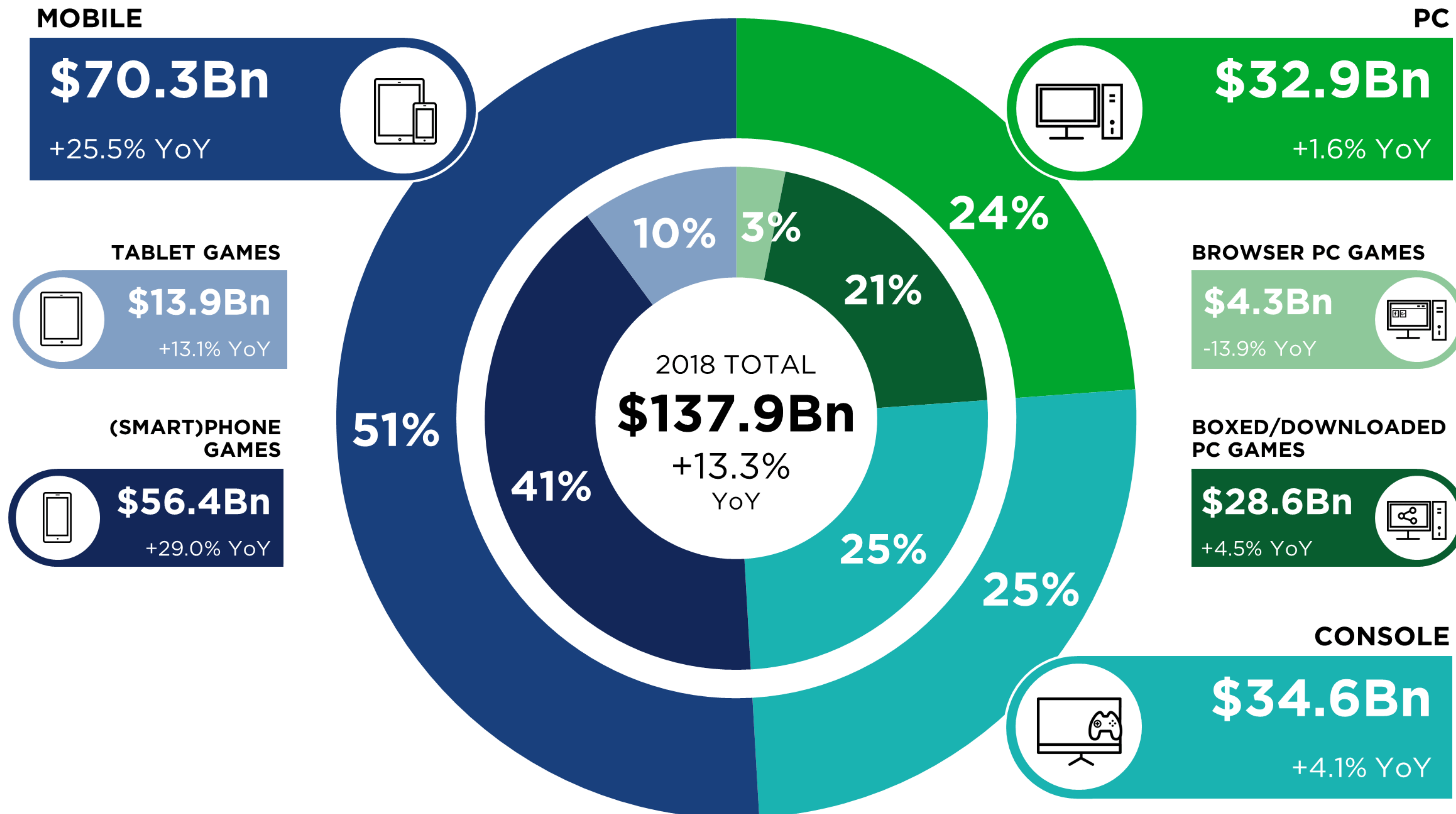


newzoo

2018 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

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In 2018, mobile games will generate

\$70.3Bn

or **51%** of the global market.