

# SPECIFY THE BUSINESS PROBLEM

## VIDEO GAMES SALES PROBLEMS



### LEGAL REGULATIONS

It is challenging to talk from a legal standpoint about the gaming industry's rules and regulations.

For example, it's essential to understand the difference between gaming and gambling, For gambling games and esports in general.the regulations are somewhat more complicated.



### MARKET SATURATION

the most challenging part is the development level during which the games are created and then picked up by different operators. One of the best ways to ensure that your users stay with you is to find a website with payment options that cater to everyone's needs. Depending on the user's country, there are people who do not like to link their bank account directly to the game website or casinos gaming application, so alternative payment methods come quite handy here.



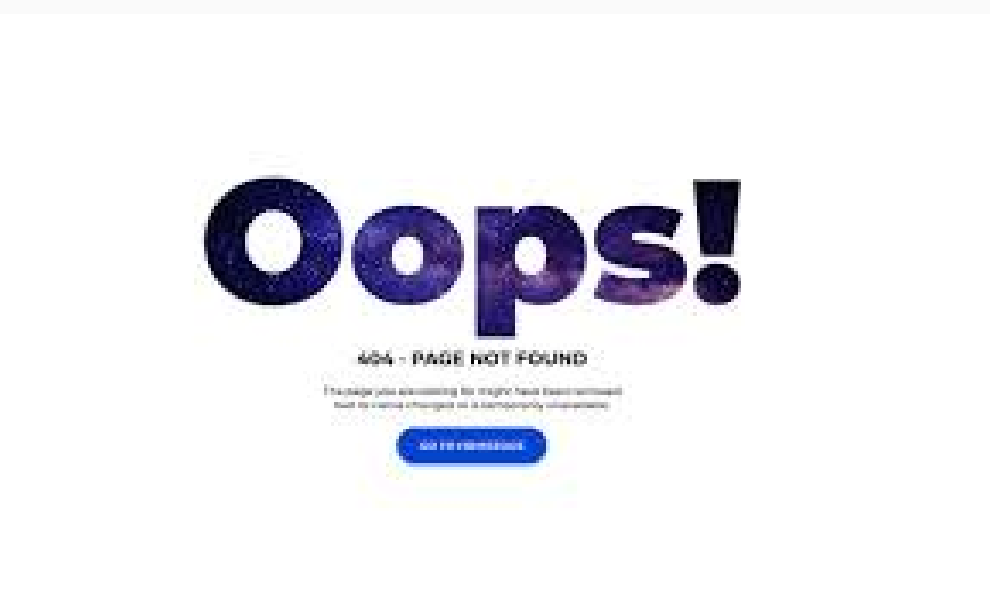
### LOOT BOXES

All gamers know what loot boxes are, Loot boxes are digital files that come in the form of rewards in a game. there are times when the value of the loot box is smaller than the amount the user paid for the actual loot box. This could be classified as gambling, which means that different regulations come in place.but they might be redesigned in the future in order to eliminate this gambling aspect of them.



### END USER EXPERIENCE

many gaming companies fail to understand is that even the smallest bug or inconvenience can affect the player and their desire to continue playing that game. gaming companies must make sure that the graphic user interface is always running smoothly, that all interactions are prompt and that all data is correctly analyzed. but also enhance the end-user experience, specialists at gaming companies must determine what is it that keeps their users engaged



### IN GAME ADS

It's very important to make the gaming products reach precisely the people interested in what. In-game advertising is one way to do this. Thanks to data proliferation, marketers worldwide find it easier to target the right audience based on their interest levels and demographic profiles. We all have to understand that the more we target an ad, the more valuable the impression will be.

