

BIJIN

Metaverse
style
environment

New
monitization
models

Introduce
better
technology

High resolution
for clarity

BINA

Rise in digital
distribution
platform

New titles of
games hitting
market every
year

Conduction
analysis in
online
marketplaces

Enabling user
review
websites

APPADURAI

Survey gamers
to identify
games

Conduct online
forums in
social media

Identify
opportunities
for growth

Understand
needs

BINDHUJA

Find sales
data

Conduct
regional
analysis

Conduct
reviews