The Jon Peddie Research Gaming Market Press Conference

- All Gaming Hardware
- Virtual reality
- Real color

GAMING MARKET

The market for hardware and software

Jon Peddie Research

ocus and emphasis on Visualization, Graphics, and forms of reality

onsulting and market research - Advisor to industry leaders and investors

Bi-weekly report, various Digital Technology Market Studies

Product testing and benchmarking

Conferences

The Business of Multimedia and Visual Magic

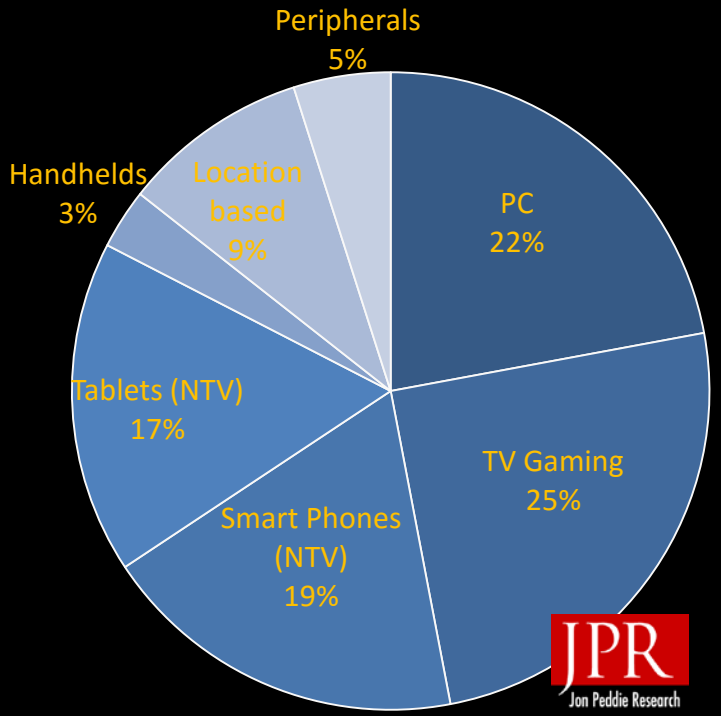
Agenda – Why are we here?

8:15	Registration and Continental Breakfast	Come early and meet the presenters over coffee and bagles.
8:30	Opening Introduction	Dr. Peddie gives an introduction and presents an overview of the PC graphics hardware and market trends.
8:45	TV Gaming presentation	Ted Pollak gives an analysis of the TV Gaming market
8.55	Overall Game Market presentation	Wanda Meloni gives an overview of the game market as well as the Open Gaming Alliance
9:05	Overview of APIs	Neil Trevett provides an overview on Khronos activities including Vulkan, WebGL 2.0 and glTF.
9:15	Panel Discussion on Virtual Reality	Tim Leland focuses on VR in your hand Martin Fishman on changing gamut while in game/VR Roy Taylor on VR in movies
9:45	Q&A and refreshments	

2015 Gaming Hardware Market

These are not either-or:

Gamers have most, if not all of these machines (except maybe arcade)



$131 Billion Gaming Hardware Market 2015

NTV = does not include TV gaming

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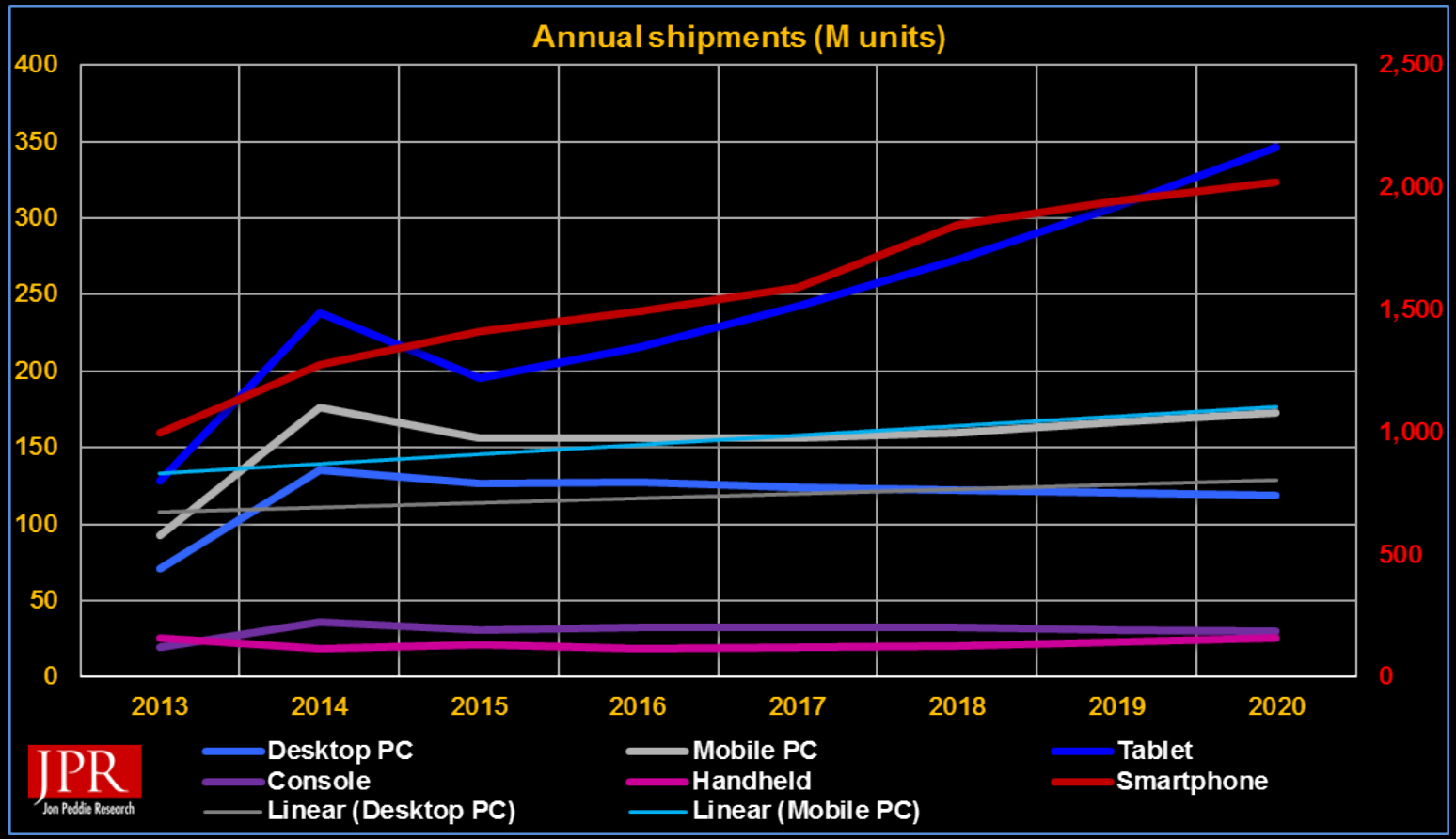
Graphics chips overview



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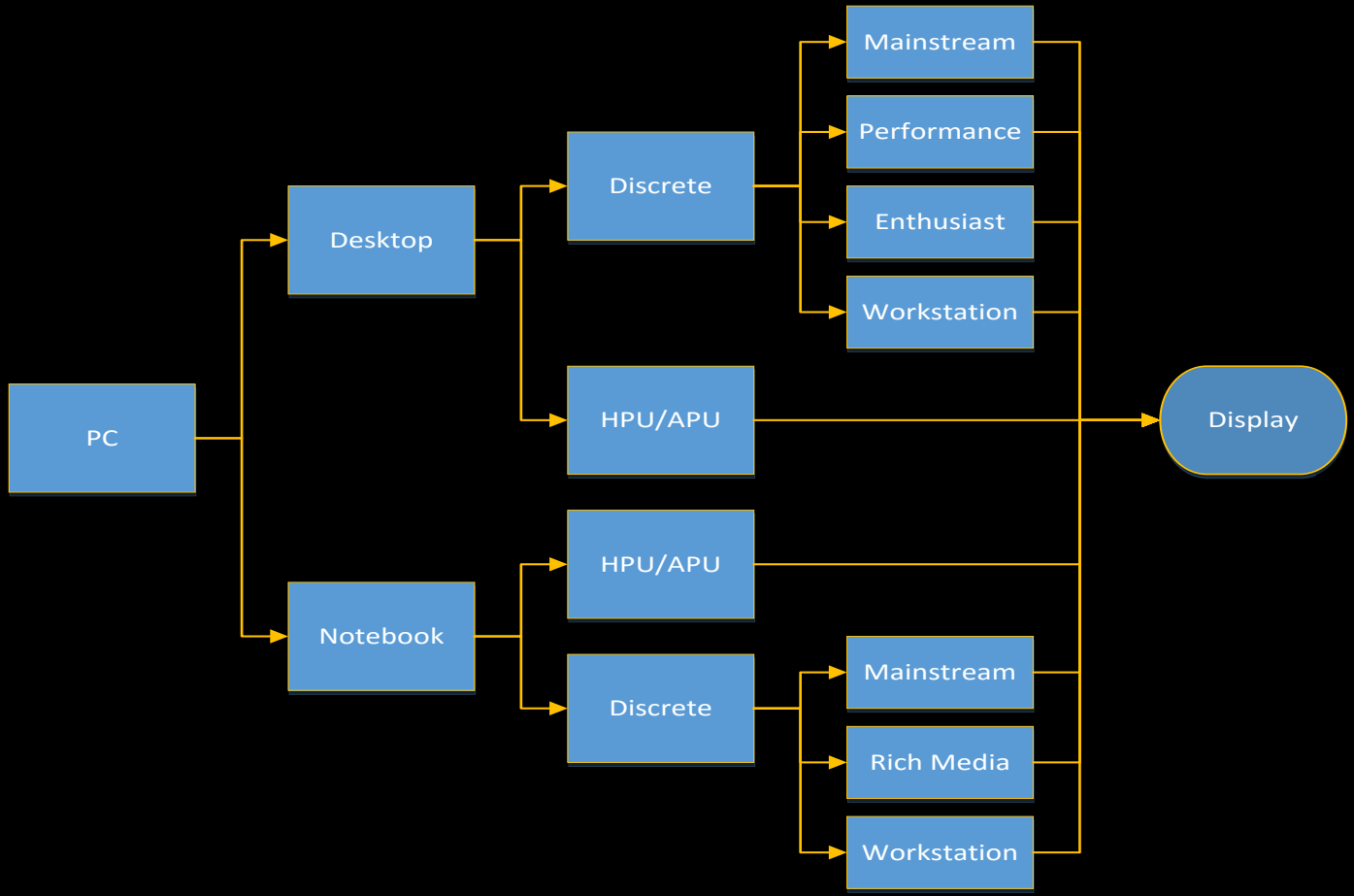
PC Segments



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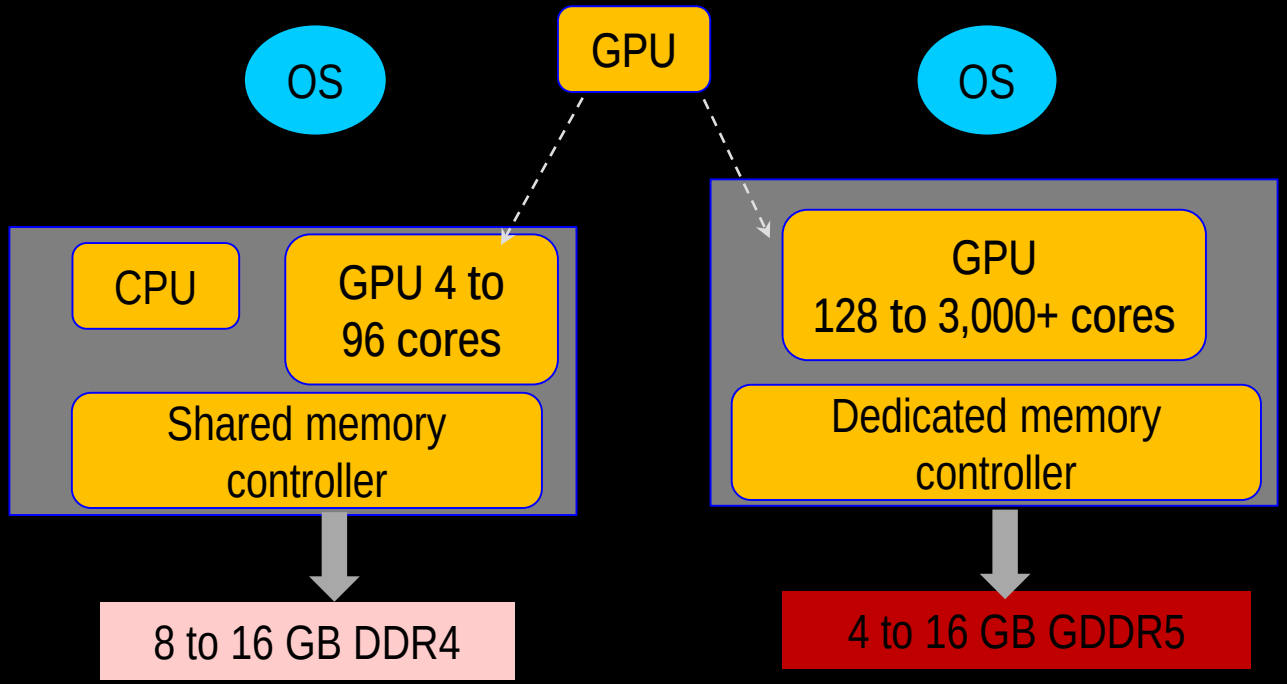
GPU overview—PC discrete vs. integrated

Aren't integrated graphics catching up?



~ 5 MB/S shared memory bandwidth

~ 600 MB/S private memory bandwidth

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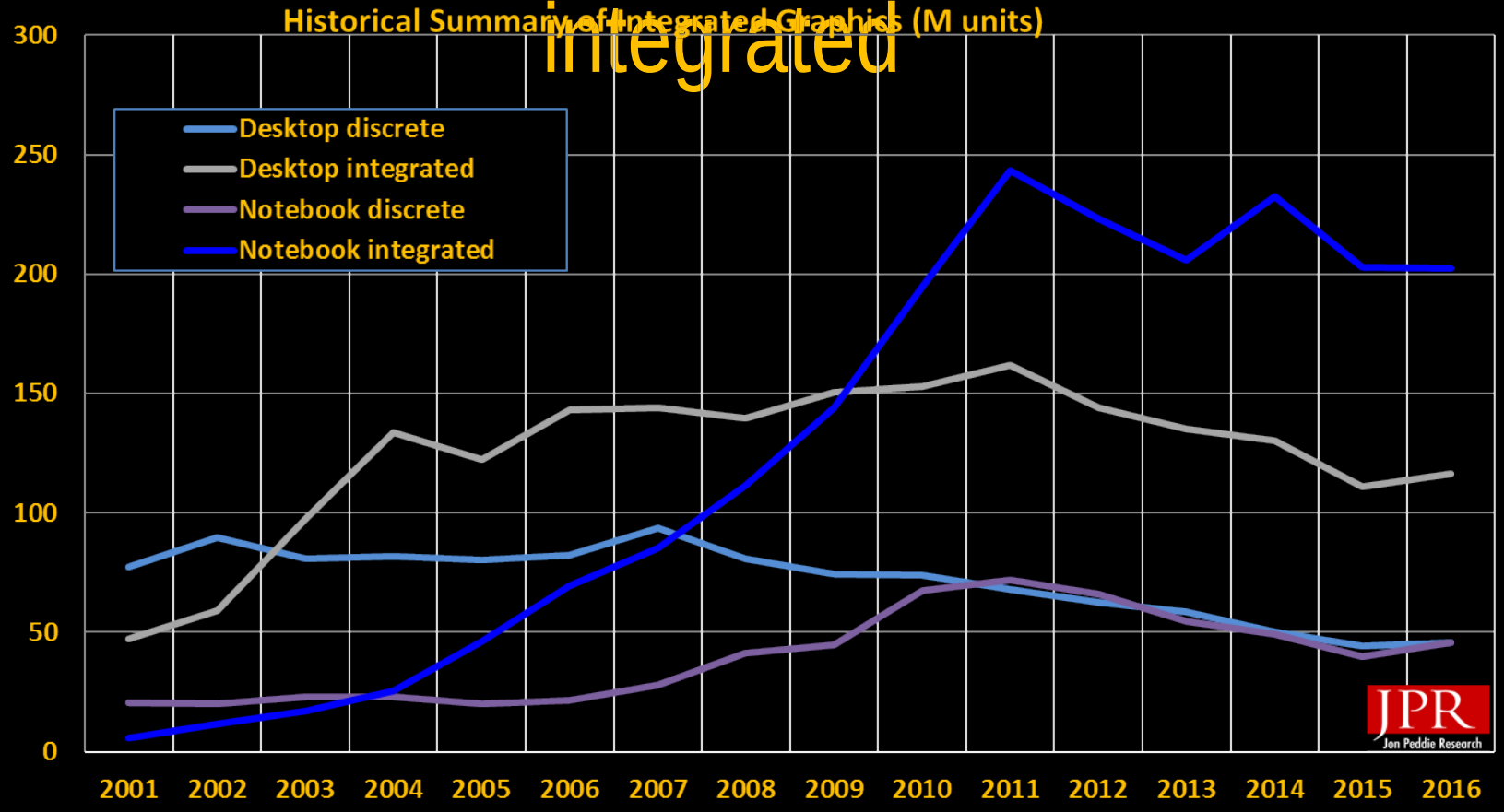
GPU overview—PC discrete vs. integrated



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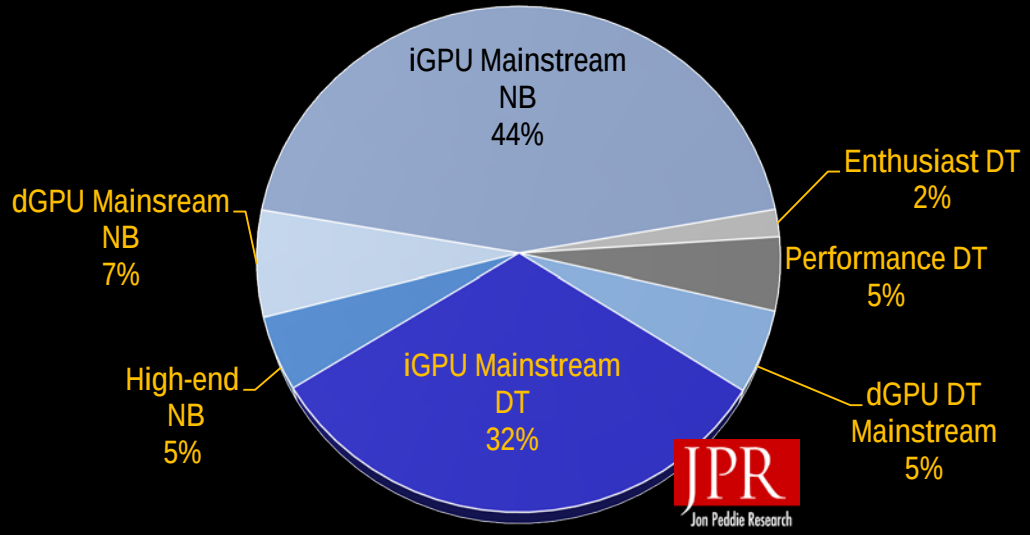
PC Units Market Share 2015



Adoption is not just the purchase of the device but the persistent use of it.

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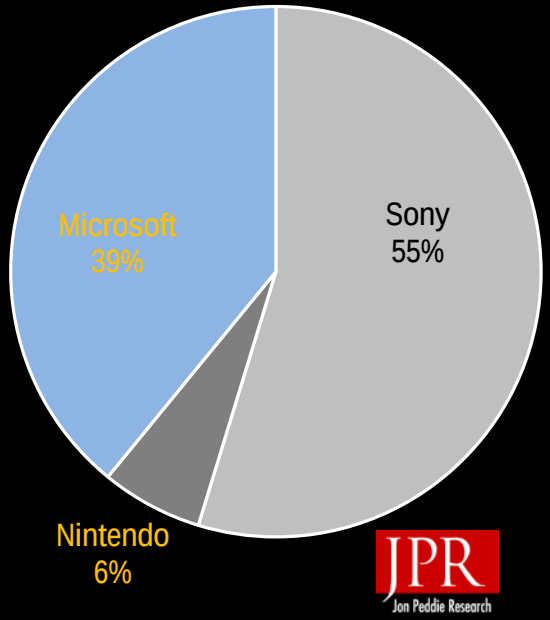
Console Units Market Share 2015



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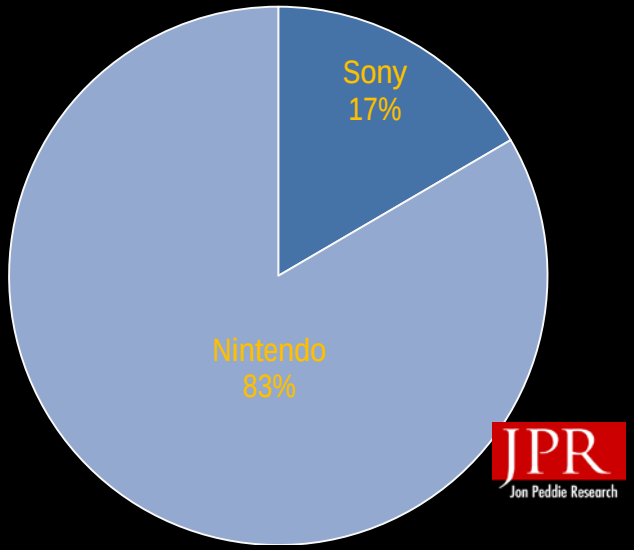
Handheld Units Market Share 2015



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Our Panel

Martin Fishman
Co-CEO,
Portrait
Displays

Tim Leland
Vice
President of
Product
Management,
Qualcomm

Michael Lim
Director,
Industry
Analyst
Relations,
Nvidia

Roy Taylor
Corporate
Vice
President of
Alliances,
AMD

Kim Pallister
Director of
the VR
Center of
Excellence,
Intel

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