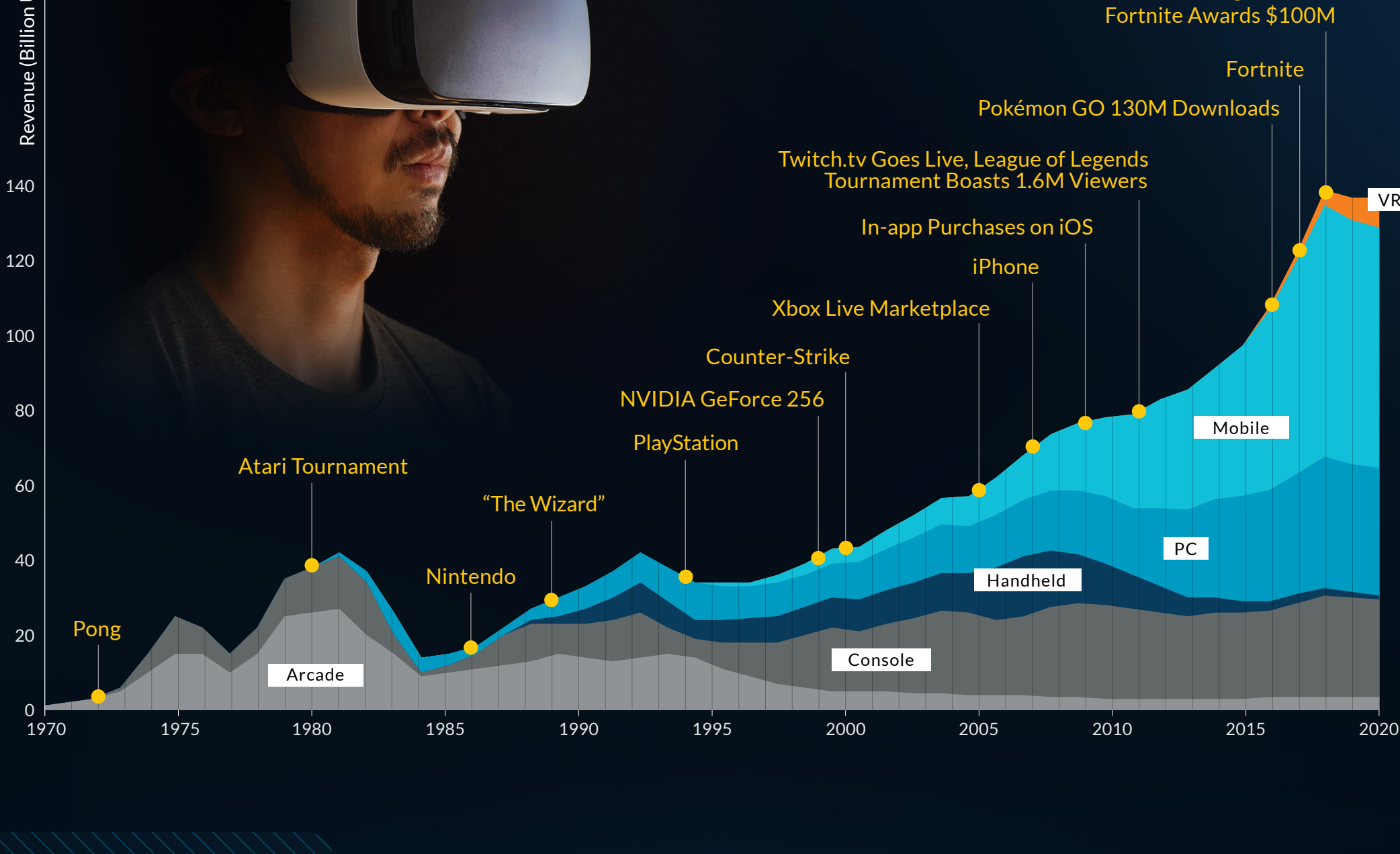


# 50 Years of Gaming: What's Next?

From arcades to augmented reality, gaming has delivered surprising, exponential growth. The next era—powered by 5G, AI, and gamer data—is expected to dwarf even the past explosive rise.



## 1970s

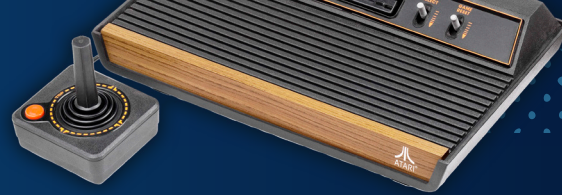
1972

### Pong Births an Industry

The virtual tennis simulation introduces the concept of a “video game” and ushers in the arcade age.

1976: Atari launches the video computer system

1978: Space Invaders is unleashed



## 1980s

1980

### Atari Holds First Gaming Tournament

The event attracts 10,000 attendees and introduces commercialized, competitive gaming.

1980: Pac-Man hits arcades

1984: Tetris releases on PCs

1986

### Nintendo Entertainment System (NES) Launches in the U.S.

The console brings gaming to the mainstream and shows its long-term viability.

1989: Game Boy launches

1989

### “The Wizard” Opens in Theaters

The Fred Savage film shows kids competing for an at-the-time outrageous \$50K prize. Foreshadowing an explosion in competitive gaming and spectatorship, the movie began an integrated marketing campaign for Nintendo's Super Mario Bros. 3.



## 1990s

1991: Super Nintendo Entertainment System (SNES) launches in U.S.

1992: Street Fighter II releases

1994

### Sony Launches PlayStation

This gaming newcomer breaks records by selling 102M units.

1997: Snake becomes first mobile game

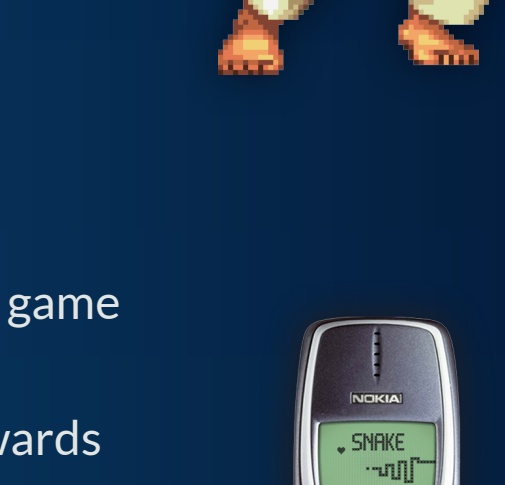
1997: First Quake Tournament awards \$5,000 before 200 spectators

1997: Take-Two Interactive goes public

1999

### NVIDIA Introduces GeForce 256

The world's first “Graphics Processing Unit” (GPU), dramatically increases gaming speeds.



## 2000s

2000

### Counter-Strike Releases

The first-person shooter game moves competitive gaming away from high-score chasing to fast-paced, online team competition.

2002: Major League Gaming forms

2003: Defense of the Ancients (DotA) releases

2004: Handheld Nintendo DS sells 154M units

2005

### Xbox Live Marketplace Launches

The eStore service allows the digital purchase of games and their expansions, and introduces the lucrative concept of the “micro-transaction.”

2007

### iPhone Is Introduced, Changes Everything

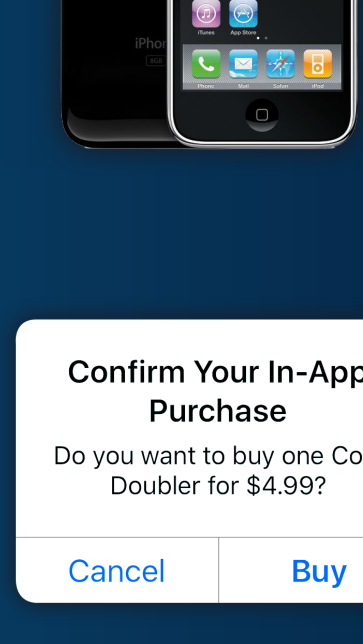
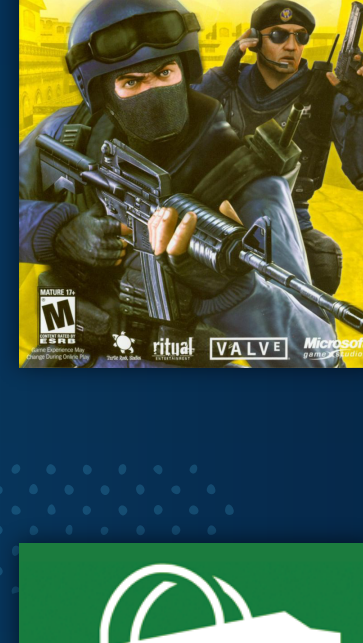
The device revolutionizes mobile gaming technology and sets the stage for modern mobile gaming.

2007: Las Vegas Halo 2 Championship awards \$100K

2009

### In-app Purchases Are Introduced on iOS

“Micro-transactions” and “loot crates” revolutionize the gaming monetization model and lay the foundation of mobile gaming as we know it.



## 2010s

2011

### Twitch.tv Goes Live

The streaming service (originally dubbed justin.tv) takes gaming spectatorship to the masses, allowing professional and casual players a way to broadcast their skills.

2011

### League of Legends Tournament Boasts 1.6M Viewers and \$100K Prize

eSports goes pro, and the best players treat gaming like a full-time job.

2012: StarCraft II World Championship Series begins

2013: VR game developer Survios is founded

2013: Grand Theft Auto V sells 100M copies, earns fastest \$1B in entertainment

2016

### Pokémon GO Is Downloaded 130M Times

Gaming gets off the couch with the first mainstream “augmented reality” game, where players train and battle in parks, malls, and coffee shops around the world.

2017

### Fortnite Launches

Gamers embrace the first cross-platform, competitive game ever on mobile, consoles (PS4, Xbox, Switch) and PC.

2018

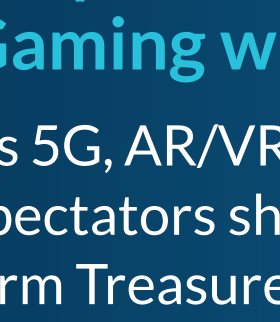
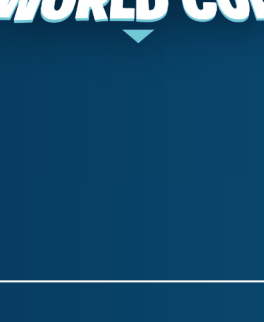
### Overwatch League Forms

Sponsored teams, big personalities, live commentary, and constantly evolving gameplay put eSports on the same level as traditional professional sports.

2018

### Fortnite Awards \$100M for 2018/19 Season

The phenomenon incorporates true cross-platform play and dominates entertainment for an entire generation, from gameplay and spectatorship to revenue.



## Prepare for the Next Generation of Gaming with Arm Treasure Data

As 5G, AR/VR, and continued growth in players and spectators shape the next generation of gaming, Arm Treasure Data is set to help businesses capitalize on whatever comes next through a sophisticated focus on customer data.

To learn more, visit [TreasureData.com](https://TreasureData.com).

