



Game Industry Analyst Firms DFC Intelligence and Niko Partners Form DFC-Niko Emerging Markets

New Service to Cover 10 Emerging Markets for Video Games

SAN DIEGO and SAN JOSE, Calif. – February 10, 2010 – DFC Intelligence and Niko Partners, leading market intelligence firms for the international video game industry, today announced that they have partnered to form DFC-Niko Emerging Markets. The new market research service intends to bring global clients critical market intelligence on 10 exciting emerging markets in the video game industry. Initially, the countries covered by the new service include Brazil, Hong Kong, Indonesia, Malaysia, Mexico, Philippines, Singapore, Taiwan, Thailand and Vietnam.

"These 10 markets are among the fastest growing video game markets in the world, and until now, research coverage has been insufficient," said David Cole, analyst with DFC Intelligence. "DFC started covering South Korea in 2001 and watched the explosive growth that market had as broadband penetration soared. We feel these markets will follow a similar pattern."

"When Niko started covering China in 2003, a legitimate game market barely existed. Now, China is the largest PC game market in the world," said Lisa Hanson, managing partner of Niko Partners. "We specifically chose markets that have enough maturity to justify potential investment, and will be offering consulting services that support market entry as well."

In 2010, the initial year of coverage, DFC-Niko Emerging Markets presents a baseline study on each market. Clients may select whichever countries they need. Plans for future years include expansion of research and publication of reports more frequently. Each baseline study will include market trends, quantitative and qualitative analysis, market sizing, 5-year forecast, key companies, gamer information, payment modes, online games, offline games, console and handhelds (where legal), regulations, piracy, retail sales, distribution, and basic country information.

DFC-Niko Emerging Markets' methodology includes primary data collection, building a market model of legitimate markets (excluding pirated and illegal sales) with forecasts, and expert analysis. Specifically, they employ local researchers to conduct surveys in local language. Gamers are surveyed in each country to assess preferences, psychographics, Internet café usage, and buying behavior. Interviews are conducted with influential executives from dozens of relevant companies in the local industry, government officials, and trade association management.



Topics include (some countries will vary depending on the market reality):

- Online games and rankings
- Online game operators
- PC offline games and rankings
- Console and handheld games and rankings
- PC, component, console and handheld hardware
- Retail sales and distribution (physical and online)
- Internet cafés
- Gamers
- Game developers
- Regulations and piracy
- Payments and business models

About DFC-Niko Emerging Markets

Launched in 2010 in partnership between Niko Partners and DFC Intelligence, DFC-Niko Emerging Markets conducts research studies about gamers, online games, offline games, consoles, handhelds, regulatory issues, piracy, development, online operators, Internet cafés, distribution and retail. The primary data collection is done by locals in each country, and the aggregation, market models, forecasts and analyses are done in the U.S. by the DFC-Niko Emerging Markets team.

Niko Partners has been the leading research firm focused on providing specialized market intelligence on China's video game industry since 2003. DFC Intelligence has been the leading research firm focused on specialized market intelligence on the video game industry in North America, Europe, Japan and worldwide since 1994. Together these companies offer a powerful solution for clients in and outside the game industry who are interested in emerging markets.

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