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Niko forecasts MMOGs to generate \$6.1 billion in China in 2012

Despite surge in social and web-games, massively multiplayer online games (MMOGs) will comprise majority of PC online game revenue through 2016.

SAN JOSE, Calif. – May 31, 2012 – Niko Partners, the leader in Asian Games Market Intelligence™, today announced the availability of a new report called *China's MMOGs and Payment Methods* with analysis of the MMORPG and advanced casual game segments, the gamers who play them and the way gamers pay for them. Based on Niko's surveys, interviews, and Top Ten games lists, the report highlights key trends and actionable insights regarding the continuing dominance of MMOGs in a market where the recent surge in popularity of casual, social and web game segments has justified a lot of media attention. This is critical analysis for any online game company, PC hardware maker, components maker, service provider, or institutional investor with an eye on China.

"China is home to more than 150 million gamers who collectively generate half of the global PC online games revenue, and several large online game companies that have begun to expand internationally. Our analysis shows that while Chinese gamers start with casual and social games, many evolve into MMOG gamers and then contribute much more revenue than gamers who stick to simpler games," said Lisa Cosmas Hanson, managing partner of Niko Partners. "The percentage of online games revenue derived from MMORPGs has declined in the past several years, but the combined massively multiplayer online games segment of MMORPGs and advanced casual games will remain critically important throughout our 5-year forecast period."

Key takeaways from Niko's *China's MMOGs and Payment Methods* report include:

- Chinese gamers are more likely to spend money on MMORPGs than on any other type of game, with 85% of gamers who play MMORPGs spending money on games.
- More than 60% of China's Online Games Revenues Comes from MMOGs.
- Numerous strong Chinese online game operators compete head-to-head for MMORPG market share, but Tencent reigns supreme for advanced casual games.



The 28-page report is available now at: <http://www.nikopartners.com/researchstore> or by contacting sales@nikopartners.com, for \$3,500. Niko has changed our annual subscription format in 2012 and now publishes 10 deliverables for subscribers, with 5 of those reports available for individual sale upon completion. In June we will publish *China's Mobile Games Market Report 2012*. Contact us or visit <http://www.nikopartners.com> for subscription information. You can also follow us on Twitter (<http://www.twitter.com/nikochina>) or subscribe to our free newsletter analyzing important Asian games market news every week by emailing megan@nikopartners.com.

ABOUT NIKO PARTNERS

Niko Partners is the leader in Asian Games Market Intelligence™, specializing in the Chinese and Southeast Asian game markets. Founded in 2002 and celebrating its 10th anniversary in 2012, the firm conducts syndicated and custom research studies on Chinese gamers, Southeast Asian gamers, online games, offline games, consoles, handhelds, regulatory issues, piracy, development, online operators, distribution, and retail. Niko Partners also offers consulting services including focus groups, partnership selection, market opportunity analysis, custom surveys in cities throughout China and the Asia-Pacific region and customized data analysis. The goal of the research and strategic advisory services is to help understand the market, strategically enter or expand market share, and continue to profitably grow within China and Southeast Asia's impressive markets.

The company is based in Silicon Valley and Shanghai, and its clients include worldwide leaders in game software, hardware, and services, as well as hedge funds, media companies, trade associations, and management consulting firms, all of whom have a vested interest in a thorough understanding of the games industry in Southeast Asian and China.

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