



FOR IMMEDIATE RELEASE:

Niko & Pilar Legal Deliver an In-Depth Report on the Regulations & Policy of China's Games Industry

SAN JOSE, Calif. – October 31, 2012 – Niko Partners, the leader in Asian Games Market Intelligence™, and the Shanghai office of Pilar Legal, today announced the availability of a new report called *Chinese Games Industry Regulations and Policy 2012* with a comprehensive review of the relevant rules and policies governing the games industry in mainland China. The report not only spells out the legislation that is on the books but also examines the regulations that are enforced. Included are organizational charts, flow charts, and lists of official names of regulations.

To compile the report, Niko Partners and Pilar Legal reviewed relevant legislation from various agencies and ministries, read through numerous speeches and statements from public officials, directly interviewed senior policy officials and conducted compliance checks to confirm whether various stated rules are being followed by the leading industry participants. The result is an impressive compilation of what every game developer, game publisher and game hardware maker needs to understand about China's complex regulatory landscape.

The 54-page report is available now at: <http://www.nikopartners.com/researchstore> or by contacting sales@nikopartners.com, for \$3,500.

Niko Partners will publish 11 deliverables in our Chinese games industry market research subscription for 2012. Our next report will be published in November, and it is Niko's *Southeast Asian Games Market Regional Report* covering the important markets of Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. The report analyzes data from more than 10,000 gamer surveys, dozens of executive interviews, regulations, and much information on the trends in the SEA region.

Contact us or visit <http://www.nikopartners.com> for subscription information. You can also follow us on @nikochina or subscribe to our free weekly newsletter analyzing important Asian games market news 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 game industry in Southeast Asia and China.

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