



FOR IMMEDIATE RELEASE:

Niko forecasts China's PC Online Games Market to Reach \$11.9 B in 2013

Mobile games disrupt PC-based casual and social games and hardcore webgames disrupt MMORPGs

SAN JOSE, Calif. – May 2, 2013 – Niko Partners, the leader in Asian Games Market Intelligence™, today announced the availability of *China's PC Online Games Market Report*, the latest market update with detailed market size, five-year forecast, and analysis of the MMORPG, MMO non-RPG, webgame, and casual and social game segments. The report highlights key trends and actionable insights based on Niko's frequent gamer surveys, interviews, Internet café games usage data and Top Ten games lists. Topics include the surge in demand for webgames and shooter games, a sharp fall-off in demand for casual and social games on the PC (as Chinese gamers embrace the mobile platform to play those games), and analysis of trends such as which segments have peaked and which provide opportunity for foreign and domestic game developers.

"China's PC online games market has grown from \$10 million in 2001 to more than \$9 billion as of the end of 2012," said Lisa Cosmas Hanson, managing partner of Niko Partners. "Some industry observers say that because MMORPGs have given way to other genres the market is done. This is definitely not true."

Key takeaways from Niko's *China's PC Online Games Market Report* include:

- 18-24 year-old males flock to the shooters and other games, even bringing life back to the waning Internet café environment that has been in decline as home PC and broadband penetration climb throughout the country.
- Tencent dominates the MMO non-RPG category and continues to dominate the Chinese PC online games industry.
- Revenue growth rate is slowing annually in the next 5 years, but each year the market will add more than \$2 billion in revenue practically rendering the slow down irrelevant.

The 39-page report with 26 data exhibits is available now at: <http://www.nikopartners.com/researchstore> or by contacting sales@nikopartners.com, for \$4,000. The report is automatically sent to annual www.nikopartners.com



subscribers to our research, who also will receive several other deliverables and consulting services during the year. In June we will publish *China's Mobile Games Market Report 2013*. 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 or registering on our website.

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 in its 11th year of detailed analysis on the Chinese market, 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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