



FOR IMMEDIATE RELEASE:

**CHINA GAMES MARKET UPDATE: HOT SEGMENTS ARE CONSOLES, MOBILE GAMES
AND A SHIFT BETWEEN BROWSER-BASED AND CLIENT-BASED MMOGS**
China's games market revenue should reach \$13.1 billion in 2013

SAN JOSE, Calif. – September 30, 2013 – Niko Partners, the leader in Asian Games Market Intelligence™, today announced the availability of its China Games Market Mid-Year 2013 Update Bulletin. The bulletin includes data on China's noteworthy games market segments including webgames, mobile games, mobile chat, MMOGs, TV-based gaming and game consoles, M&A, exports, and on key market metrics including the total market size and forecast. Niko also published an opinion today on the recent reversal of China's 13-year ban on consoles within the future Shanghai Free Trade Zone which can be seen [here](#).

"The market has evolved and diversified over the past few years, and watching client-based games is no longer sufficient to understand the market," said Kevin Hause, senior partner of Niko Partners. "Gamer attention is now distributed to many additional segments of the vibrant and growing China games market."

Key takeaways from the China Games Market Mid-Year 2013 Update Bulletin include:



- Growth rate of Webgames seems to have topped out in 2012 over 2011, with slower domestic growth expected in 2013. To supplement the falling growth rate, developers are seeking publishers in foreign markets.
- As reported in Niko's Chinese Mobile Games Market Report 2013, mobile games are the fastest growing segment in the whole of China's games market, taking a big bite out of casual and social PC online gaming.
- Mobile chat tools have opened an entirely new channel for games distribution, previously dominated by PC online social networking service platforms.
- MMOGs (Massively Multiplayer Online Games) continue to represent the majority of revenues derived in China's growing games market and will remain a critical segment of the Chinese games market for years to come.
- Niko's maintains its recent forecast of 28% growth in 2013 for PC online games and 60% growth in 2013 for mobile games revenue, both compared to 2012.

The China Games Market Mid-Year 2013 Update Bulletin is available now for \$500 at nikopartners.com/researchstore, where you can also purchase all other syndicate research reports and data sets published by the company. The Bulletin is included in Niko's annual subscription on China's games market. In October Niko will publish the Chinese Gamers Report 2013. The company also publishes a free weekly newsletter,



Niko News, a digest of the most important news and analysis on the games market in Asia, culled from dozens of news sources in multiple languages and analyzed in English. Subscribe at 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 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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