



FOR IMMEDIATE RELEASE:

Chinese market revenue of browser-based games will grow 41% in 2012

Casual games and webgames comprise the hottest games market segment in China.

SAN JOSE, Calif. – August 8, 2012 – Niko Partners, the leader in Asian Games Market Intelligence™, today announced the availability of a new report called *China's Casual and Social Online Games 2012* with analysis of the three segments of browser-based games: webgames, casual online games, and social networking service (SNS) games, including a market size and 5-year forecast.

While massively multiplayer online games (MMOGs) that require client-software downloads comprise the majority of revenue in China's PC online games market today, browser-based games are pushing the market to new heights. In 2011 Niko's "Casual" segment (including webgames) and SNS segment enjoyed the fastest growth rates within China's enormous \$7.0 billion online games market, and they do not require client-software downloads because they are played in the browser.

"The buzzword in Chinese online games today is webgames," said Lisa Cosmas Hanson, managing partner of Niko Partners. "These games can be played at home, in offices, and in I-café's because they do not require a download, and they are challenging enough to compete against client-based MMOGs."

Kevin Hause, senior analyst of Niko, went on to say: "Social games captured the interest of occasional gamers, took hard-core gamers away from MMOGs, and welcomed tens of millions of new gamers to China's games market. At Niko we believe that client-based MMOGs will continue to generate the majority of revenue in China but webgames and social games will comprise an increasing market share."

Key takeaways from Niko's *China's Casual and Social Online Games Report* include:

- Social games are the most used applications on social networking sites such as Qzone, Pengyou, and RenRen.com.
- The webgames market is fragmented with low barriers to entry yet fewer infrastructure restrictions than the MMOG market.
- Casual games played through portals and social games played through SNS sites will continue to broaden the gaming population across the spectrum of age, geography and income.

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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 August we will publish *Niko's Mid-Year 2012 Internet Café Games Usage Data Analysis*, available to subscription clients only. 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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