



FOR IMMEDIATE RELEASE:

21.5 MILLION CHINESE GAMERS TO PLAY DIGITAL GAMES VIA CONSOLES, OVER-THE-TOP BOXES OR SMART TVs BY 2020

Revenue from digital games played through the TV will exceed \$1 billion in 2020, with 41% CAGR from 2015-2020

SAN JOSE, Calif. – July 7, 2016 – Niko Partners, the leader in Asian Games Market Intelligence, today announced the availability of the firm’s 2016 Chinese TV-based Gaming Report. The report includes detailed data on the market size and forecast for legal game consoles, grey market game consoles, OTT boxes, and Smart TV gaming, as well as gamer behavioral data, drivers and inhibitors for growth, and industry analysis covering 2014 through 2020.

Key takeaways from the July 2016 report on China’s TV-Based Gaming Report include:

- The number of TV-based gamers in China, including console, OTT boxes and Smart TVs will rise to 21.5 million in 2020, from 7.8 million in 2015, with 22.3% CAGR.
- Revenue from TV-based games (excluding hardware) will rise to more than \$1.1 billion in 2020, from \$196.9 million in 2015, with impressive 41% CAGR.
- In 2016 Chinese console makers announced products to go head-to-head with global brands by targeting mid-core and hard-core gamers, and they could be the key to breaking open this currently underdeveloped market segment.
- The ratio of PS4 to Xbox One sales in China through 2015 was 4:1, compared with worldwide sales of 2:1. The reasons include PS4’s lower price and greater number of approved titles.



- In June 2015 Niko forecast that by December 2015 console unit sales would hit 550,000, and they actually hit 500,000 combined for PS4 and Xbox One. Our forecast came closer to accuracy than any other published forecast.

“Two new domestic console entrants: FUZE Tomahawk F1 and Tencent TGP, could break the market impasse for TV-based games,” said Lisa Cosmas Hanson, Managing Partner and founder of Niko Partners. “These consoles are based on Android but unlike any other Android-based TV-box, they have a strong focus and investment on mid-core and hard-core titles and have price points lower than Xbox One and PS4. They also will offer many more titles than have been approved so far for Xbox One and PS4.”

The newest report contains 80 slides with 28 data exhibits and is available now for \$8,000 at the Niko Research Store. In August, Niko will publish the *2016 Chinese Mobile Gaming Report*. Niko Partners also publishes research on the Southeast Asian Games Market, curated & customized news analysis called VANA, a free weekly news digest and analysis called Niko News, and frequently publishes articles and industry analysis at <http://nikopartners.com/blog/> and <http://www.forbes.com/sites/lisachanson/>.

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 14th 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.

###

Contact:

Lisa Cosmas Hanson
Managing Partner
Niko Partners
+1-408-354-0888
lisa@nikopartners.com
twitter: nikochina
wechat: lisacosmashanson