



Niko Partners Report

Greater Southeast Asia Gamer Segmentation Analysis

Published April 2019

The Greater Southeast Asia Gamer Segmentation Study provides the first comprehensive look at who Asian gamers really are. The report provides a comprehensive look at who gamers in the Greater Southeast Asia region really are, and the gamer motivations driving the region's major trends, such as esports. Greater Southeast Asia in this report includes Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam and China Taiwan.

Why gamers play is as important as what they play and how much, and is critical to understanding them as gamers — and as consumers. Understanding how gaming preferences, motivations, and demographic variables group together enables targeting those segments with more precise marketing messages and acquisition channels. Fine-tuning player targeting is all the more important in the increasingly competitive gaming landscape.

This report brings together our expertise built on 17 years of analysis in the Asia games market with study partner Quantic Foundry's Gamer Motivation Model and data science methods to produce a first-of-its-kind, in-depth study into the motivations and behaviors of gamers in GSEA. The study also resulted in proof that esports is not a bubble in GSEA .

What's included

- Motivation profiles and demographics of the main gamer segments
- Qualitative and quantitative analysis, by segment, on gamer behavior, demand, spending, and usage across
 - Gaming platforms
 - Games and game genres
 - Esports
 - Video and live streaming
- 126 slides with **56** data exhibits

About Niko Partners

We're a market research and consulting firm covering the Asia games market and its consumers. We provide qualitative and quantitative data collection and analysis, market models, forecasts, and strategic advisory services to give you the intelligence and answers you need to truly understand the region. We've helped game publishers, platforms, hardware makers, esports, payments providers, hedge funds, consulting firms, and consumer brands — in the West and in Asia — understand and succeed in the world's largest and fastest growing games markets.



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Data exhibits list

- Asia gamer segments overview 1
- Asia gamer segments overview 2
- Asia gamer segments overview
- Gamer segments by country
- The gamer motivation model
- How to read the motivation profile charts
- Story socializer profile
- Story socializer matched games
- Casual challenger profile
- Casual challenger matched games
- Skill master profile
- Skill master matched games
- Strategist profile
- Strategist matched games
- Arena gamer profile
- Arena gamer matched games
- Fantasy arena gamer profile
- Fantasy arena gamer matched games
- Competitive arena gamer profile
- Competitive arena gamer matched games
- Indonesia demographic & motivation profile
- Malaysia demographic & motivation profile
- Philippines demographic & motivation profile
- Singapore demographic & motivation profile
- Thailand demographic & motivation profile
- China Taiwan demographic & motivation profile
- Vietnam demographic & motivation profile
- Primary occupation
- Gender ratio
- Gaming devices owned
- Time and money spent on PC games
- Time and money spent on mobile games
- Mobile download channels
- Streaming video categories
- Online purchases
- Online shopping times
- Online chat topics
- PC esports engagement by country
- PC esports spending by country
- PC esports engagement by segment
- PC esports spending by segment
- PC esports motivation
- PC esports by segment & country Indonesia
- PC esports by segment & country Malaysia
- PC esports by segment & country Philippines
- PC esports by segment & country Singapore
- PC esports by segment & country Indonesia
- PC esports by segment & country Thailand
- PC esports by segment & country China Taiwan
- PC esports by segment & country Vietnam
- Esports watching by country
- Spending by esports spectators
- Esports watching by segment
- Esports spending by segment
- Esports watching motivation
- Esports watching by segment & country Indonesia
- Esports watching by segment & country Malaysia
- Esports watching by segment & country Philippines
- Esports watching by segment & country Singapore
- Esports watching by segment & country Indonesia
- Esports watching by segment & country Thailand
- Esports watching by segment & country China Taiwan
- Esports watching by segment & country Vietnam
- Esports importance by country
- Esports spending by country
- Esports spending by segment
- Esports importance motivation



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- Esports importance by segment & country Indonesia
- Esports importance by segment & country Malaysia
- Esports importance by segment & country Philippines
- Esports importance by segment & country Singapore
- Esports importance by segment & country Indonesia
- Esports importance by segment & country Thailand
- Esports importance by segment & country China Taiwan
- Cybercafe visits by country
- Cybercafe spending
- Cybercafe usage by segment
- Spending by cybercafe usage
- Cybercafe usage motivation
- Cybercafe usage by segment & country Indonesia
- Cybercafe usage by segment & country Malaysia
- Cybercafe usage by segment & country Philippines
- Cybercafe usage by segment & country Singapore
- Cybercafe usage by segment & country Indonesia
- Cybercafe usage by segment & country Thailand
- Cybercafe usage by segment & country China Taiwan
- Cybercafe usage by segment & country Vietnam
- Cybercafe hours by country
- Spending by cybercafe hours by country
- Cybercafe hours by segment
- Spending by cybercafe hours
- Cybercafe hours motivation
- Cybercafe hours by segment & country Indonesia
- Cybercafe hours by segment & country Malaysia
- Cybercafe hours by segment & country Philippines
- Cybercafe hours by segment & country Singapore
- Cybercafe hours by segment & country Indonesia
- Cybercafe hours by segment & country Thailand
- Cybercafe hours by segment & country China Taiwan
- Cybercafe hours by segment & country Vietnam