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# Social Gaming Strategy and Outlook - Singapore 2012-2015, 2nd Edition

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## Abstracts

The Global Software Industry today is a $267Bn market that drives many technological and societal innovations. The industry contributes to overall productivity and growth of the economy because of the high levels of competitiveness and innovation it brings to other industries, and the enabling role IT plays in changing the way other sectors do business every day. Having recovered from a stagnant year in 2010, the global software market grew by 8.2 per cent and reach $267Bn (£165bn) in 2011. Despite the worrying economic situation, no dramatic cuts to enterprise IT budgets were seen in 2011 and same will be the case going forward from 2012 to 2020. In-fact over the next four years, the market will achieve a compound annual growth rate of 7.7 per cent, reaching revenues of $358Bn (£222bn) in 2015, during 2015 to 2020 the market will grow at a compound annual growth rate of 5.2 per cent reaching $462Bn (£286bn) in 2020 as companies use software to tackle huge increases in data and improved enterprise mobility.

Global Social Media revenue has reached $10.3Bn in 2011, a 41.4 per cent increase from 2010 revenue of $7.3bn. Worldwide Social Media revenue is forecast for consistent growth with 2012 revenue totalling $14.9Bn, and the market is projected to reach $29.1Bn in 2014, $58.1Bn in 2016, will touch magical mark of $100Bn towards early part of 2018 and by the end of 2020 it will grow substantially closing at around $233bn.

While presently North America, Europe and Asia Pacific are substantial contributors in Social Media Marketplace there would be substantial reorganization. Asia and Oceania which contributed 30.60 per cent of global Social Media revenue in 2010 will be contributing around 35.90 per cent by 2020. North America and the Caribbean which contributed 27.60 per cent of global Social Media revenue in 2010 will be contributing

around 18.70 per cent by 2020. Europe which contributed 25.30 per cent of global Social Media revenue in 2010 will be contributing around 16.30 per cent by 2020. Latin America which contributed 7.80 per cent of global Social Media revenue in 2010 will be contributing around 13.60 per cent by 2020. Middle East which contributed 4.90 per cent of global Social Media revenue in 2010 will be contributing around 6.60 per cent by 2020. Africa which contributed 3.80 per cent of global Social Media revenue in 2010 will be contributing around 9.20 per cent by 2020.

Social Gaming revenue is on pace and has reached $3.2Bn in 2011 from $2.1Bn in 2010 and will grow to $4.5Bn in 2012 reaching $11.4Bn in 2015 further to $46.6Bn in 2020. Social gaming includes revenue that Social Networking sites earn directly from users who play games that are developed in-house, and the revenue earned by allowing game developers/publishers to use their sites as a platform to let users play with friends on the network. It includes revenue earned from virtual wallets within games (such as when users spend virtual money on in-game items like swords or tanks, or to create virtual armies). Social Networks take a platform-oriented approach to game monetization. That is, the Social Networks have evolved into platforms for social gaming by publishing APIs that help build an ecosystem of developers and publishers. The dominant monetization models for social games are ad-led and freemium models. The free-to-play games are funded either through advertising (wall advertisements and in-game branding) or through in-game monetary transactions that enable users to ‘level up’ or buy virtual goods.

Another area of substantial value for Social Gaming Industry is Gamification. Gamification is the use of game design to engage people and achieve targets more effectively. Majority of organizations that manage innovation processes will gamify those processes by the year 2015 while more than 10 per cent of service industry will shift their general processes as well to Gamification. For example customer relationship management systems already use these concepts to provide instant rewards for sales. Overall gaming concepts are not so new to enterprises. There is a whole industry of consulting companies using gaming concepts to improve organizations’ performance. Challenge is how to adapt these and other promising concepts into everyday work instead of temporary seminars and workshops, these aspects are also covered in this report. Social Gaming Strategy and Outlook - Singapore 2012-2015, 2nd Edition provides a detailed analysis of Social Gaming with focus on Singapore market.

Social Gaming is one of those sectors that has emerged from the social media landscape and is now showing rapid growth, thanks to the explosion of social networking technologies. Social Gaming with the effective customer engagement and

branding strategy makes this tool a showstopper for any organisation. It will important to understand Target Market behaviour to build a successful Social Gaming Strategy. HnyB Insights with its tremendous experience in this field helps clients to leverage maximum from Social Gaming. HnyB Insights' extensive Consumer Behaviour Research helps clients to understand the feel of mass.

**Overview**

The Internet has always been a social medium. It is unique because it is the first many-to-many communication channel, while the telephone is one-to-one and broadcast is one-to-many. The Internet is so unique because it has always been all about a common man being able to communicate with the rest of the mankind. As e-mail became more ubiquitous, discussion forums sprang up and never went away delivering knowledge to millions and people learned how to build web sites which was cheap and required neither a permit nor an advanced degree. Blogging brought together the power of the conversation with a giant leap forward in ease of use. Flickr and YouTube made uploading pictures and videos a snap. Then Facebooks and Twitters of the social world made opt-in, instant messaging so simple, it couldn't help but catch fire or create a perfect storm. It is the "great playing field leveller", allowing David to square off against the media-controlling Goliath. Internet which was always a hyper drive communication tool has now become a nuclear-powered communication tool on steroids, Technology enabled Social Communication or Social Networking and Social Media in general term.

Social Technology is a tool which allows anybody to communicate with everybody. In other words, audience/consumer-generated content distributed through easy–to-access online tools. Social Technology is capturing media, business, political, and scholarly attention. Hence their spectacular growth and the public attention they command are attracting a significant amount of research and media scrutiny. While the impact of this emerging technology development is huge it is important not to get lost in heaps of data generated on this subject. In order to leverage the true power of Social Technology one need to understand this phenomena which is a true convergence of Human Psychology, Media and Technology. Technology being the driver is a vital part of this development but the key is to understand that People are at the centre of any Social Technology initiative.

HnyB Insights due to its understanding of multiple aspects of the Social Technology ecosystem along with consolidated experience of tracking every player of this value chain for years provides knowledge and intelligence on the subject. HnyB Insights' research provides granular as well as broad base perspective on diverse segments of

this marketplace. HnyB Insights' reports not only defines market but also give elaborate understanding on dynamics and relationships inherent to the marketplace as well as cause analysis to uncover future directions and outlook.

This extremely popular report Social Gaming Strategy and Outlook - Singapore 2012-2015, 2nd Edition from HnyB Insights on Social Gaming landscape focuses on the market in Singapore. The report extensively covers market dynamics and highlights the market trends on one hand and identifies the factors responsible for the adoption of Social Gaming as well as issues impacting it's growth in the underlining market on the another.

The report provides an exhaustive 360 degree analyses of the marketplace while covering key market features, important players, relevant factors and information on competitive environment. The report further provides clearly defined opportunities for players in this high potential high growth social marketplace. The growth in this segment depends heavily on new innovations in technology and continuous evolution of business models. There are many questions that need answers, some of these issues this report sheds light on are:
What technologies and platforms should be supported and when?
What features and types of solutions should be added and when?
Which product lines be consolidated or vertical be looked upon?
How solution providers position themselves?
This report is a resource for all those active or intend to be active in this high potent market as it not only foresee future of Social Gaming in highly competitive Singapore market but also provides ample knowledge to succeed in this dynamic business landscape.

**Why This Report**

Today's business decision-makers need deeper understanding of the markets they operate in. Along with thorough insight about the markets and its inherent dynamics they should also be abreast of the latest events in their area of operation as they face unprecedented challenges created by extremely competitive environment. This Report from HnyB Insights provides strong fact-based foundation for solid business strategy. Market information like size, segmentation, and active players along with market intelligence & analysis from an independent third party like HnyB Insights, having extensive experience, resources and network to cater to market intelligence requirement of world's top companies, adds clarity to decision making or can provide validation for key decisions helping organization march towards success.

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## Highlights

Given the breadth and complexity of the challenges faced by stake holders in Social Gaming ecosystem, active players, vendors and enabling technology suppliers need a clear assessment of the industry's future, which is provided extensively in this research.

The report identifies the top players involved in this high opportunity advance social technology segment, categorize them according to various parameters, and evaluate their dominant strategies. Further, the leading Social Gaming solution providers are profiled and key patterns of success and failure in past are discussed.

The report also looks at and enumerate the drivers for, and barriers to, growth of Social Gaming in present environment and markets.
This report provides detailed overview of the underlying technology, its trends and current directions providing tools that players need to tackle key industry challenges across each link in the value chain.

The report innumerate the current conditions in the industry, discuss fundamental background issues and present detailed forecasts accompanied by practical strategic advice offering a sweeping examination of the marketplace.

The report highlights the factors responsible for the inherent trend in the market as well as includes a useful set of market data and recommendations in order to help reader understand the current and future market dynamics.

The report provides extensive coverage in easy to understand format and comprehensive analysis and strategic discussion. Further it includes information on value, volume and segmentation, provides exhaustive analysis of the industry's prospects, competitive landscape, market dynamics and leading players.

The report provides excellent understanding and has exceptional clarity while elaborating on some of the most complex concepts and summarizes all the vital issues and present detailed insight about the technology accompanied by practical examples and examination.

## Audience

This report is targeted towards business visionaries and leaders including those

associated with Social Technology and Product Companies including those active in Social Networks, Social Media and related segment as well as applications & middleware vendors, mobile handset vendors, intermediaries and third party service providers like Value Added Service Providers, Testing labs, R&D Centers, System Integrators, Applications Service Providers and IT Resource Management companies.

This research is also appropriate for: IT Managers, Government Departments & Regulators, Value Added Service Providers, IT firms that are targeting or intending to target social technology solutions landscape, and any & every organizations that plan to tap lucrative social media and networking market or contemplating use of social enabled solutions to enhance overall productivity.

This research is widely used across the social media industry especially by those at the top of innovation chain. Further due to extensive coverage in easy to understand format and comprehensive analysis and strategic discussion makes report condensed knowledge booster for other professionals or students interested in business of social technology.

The primary audience for this research report consists of managers and executives involved with the highest levels of the strategic planning process, and consultants who help their clients with this task. The user will not only benefit from the hundreds of hours that went into the methodology and its application, but also from its business centric perspective and high quality strategic insights. Being an exceptional research resource on the subject, this report will support high caliber strategic planning professionals, determined to succeed and willing to go an extra mile, in making better business decisions.

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