

The Taiwanese Digital Gaming Market Overview

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Abstracts

Taipei-based, government-backed research institute MIC (Market Intelligence & Consulting Institute) conducted an online questionnaire research in Taiwan and received 7,483 and 9,699 valid questionnaires in the first half of 2015 and the second half of 2015, respectively. According to 2017 Yahoo Gaming Survey, Asia accounted for 47% of the global gaming market which was worth USD 100 billion in 2017, while Taiwan was ranked fifth in the Asia region and had a market value of nearly USD 1 billion. This report provides an overview of Taiwanese digital gaming market and examines the development of games in terms of market value and annual growth mainly on four categories: online PC games, PC browser games, smartphone games, and console games.

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