

Asia-Pacific Digital Gaming Market (2018-2023)

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Abstracts

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Asia-Pacific Digital Gaming Market

Asia-Pacific is forecasted to be the largest digital gaming market in the world, with China being the biggest contributor to its growth. Among all digital activities, digital gaming has become one of the dynamic digital cultures, particularly for the youth of the region. The popularity of digital games in Asia Pacific is growing at an unprecedented rate. Mobile games have become extremely popular in the region, particularly in China and India. The Asia Pacific Digital Gaming market is expected to grow at a CAGR of 23.1% leading to a massive revenue of USD 241.56 Bn by 2023.

Asia Pacific presents a market with diverse preferences for all gaming platforms- PCs, mobiles, and consoles. Though most of the revenues of digital games in 2017 came from mobile gaming, PC and Console gaming are also highly preferred. PC gaming is an important means of entertainment in the APAC region given the fact that Korea has a number of dedicated gaming rooms called “PC bangs” where gamers play multiplayer games, and digital games portal Steam (by VALVE) has unrestricted access to Chinese gamers. Also, Japan is home to major companies like Sega, NAMCO, etc., which contribute hugely to PC gaming revenues. Console gaming too is picking up in the region and is expected to see a stable growth rate. The increased exposure and development of the gaming industry in the region have boosted investment– companies like Nazara Technologies from India have gone under the IPO radar in FY2018.

By platforms, the market is segmented into PC games, mobile games, and console games. Among these segments, mobile games is the fastest growing segment, as well as the biggest revenue generator, as most of the revenues, comes from China and India, which represent two of the most populous markets with huge potentials for

growth.

By countries, the market is divided into China, Japan, India and South Korea. China is the highest revenue-generating country among the others.

Key growth factors:

The rise in disposable income of the people of the region is expected to result in higher expenditure on digital games and thereby increase adoption and usage. The improvement in technology and internet network access by companies like Reliance Jio in India through their disruptive market strategies, is expected to strengthen market growth as it is going to enable gamers to play digitally-downloadable games without any speed issues.

In addition to these, governments in the region regularly intervene in digital cultural industries and support gaming corporations through their legal and/or financial measures, primarily because digital gaming has become one of the most significant parts of their digital economies.

Threats and key players:

Internet penetration and speed are not the same in all the countries in the region. Low internet penetration and speed in regions like South Asia often negatively impact the growth of the market.

Additionally, regulatory bodies in certain countries like China and Japan, often inhibit the growth of the market as they pursue regulatory measures to stream out harmful content in the games and try to control perceived gaming addictions.

The key players in the Asia Pacific Digital Gaming market are Tencent Games, Nintendo, GungHo Online, Dhruva Interactive, etc.

What's covered in the report?

Overview of the Asia Pacific Digital Gaming market

Overview of different business models in digital games

Analysis of the value chain of games and distribution channel analysis of games

Historical, current and forecasted market size data for PC games Market, Mobile Games market and Console Games market

Historical, current and forecasted market size data for Freemium, Pay to play, Advertising models market

Historical, current and forecasted market size data for Shooter, Role- play Action, Sports, Strategy, Others genres market

Historical, current and forecasted market size data for countries (India, China, Japan, South Korea) market size data for Digital Gaming Market segmentations (By platforms- PC, Console, Mobile, by revenue models- Freemium, Pay to play, Advertising, By genres- Shooter, Role- play Action, Sports, Strategy, Others)

Market Trends in Asia Pacific Digital Gaming Market

Qualitative analysis of the key drivers and challenges affecting the Asia Pacific Digital Gaming Market and its segmentations (By platforms- PC, Console, Mobile, by revenue models- Freemium, Pay to play, Advertising, By genres- Shooter, Role- play Action, Sports, Strategy, Others)

Analysis of spending for segmentation by platforms– (India, China, Japan, South Korea)

Analysis of the competitive landscape and profiles of major players operating in the market

Why buy?

Get a broad understanding of the Asia Pacific Digital Gaming Market,

Get a broad understanding of the different business models used in digital games

Get an understanding of how the games reach the end users from the developers

Get country-specific market size and observations for the Digital Gaming market and its segmentations (By platforms- PC, Console, Mobile, by revenue models- Freemium, Pay to play, Advertising, By genres- Shooter, Role- play Action, Sports, Strategy, Others)

Get specific drivers and challenges for Digital Gaming market and its segmentations (By platforms- PC, Console, Mobile, by revenue models- Freemium, Pay to play, Advertising, By genres- Shooter, Role- play Action, Sports, Strategy, Others)

Get analysis of spending for segmentation by platforms– (India, China, Japan, South Korea)

Recognize major competitors' business and market dynamics, and respond accordingly

Customizations Available

With the given market data, Netscribes offers customizations according to specific needs.

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Market scope and segmentation
- 1.2 Key questions answered in this study
- 1.3 Executive summary

CHAPTER 2: INTRODUCTION

- 2.1. Market definitions
- 2.2. Different business models
- 2.3. Digital game genres
- 2.4. Value chain of games

CHAPTER 3: ASIA PACIFIC DIGITAL GAMING MARKET OVERVIEW

- 3.1. Historical (2015-2017) Digital Gaming market revenue (USD Bn)
- 3.2. Forecasted (2018-2023) Digital Gaming market revenue (USD Bn)
- 3.3. Drivers
- 3.4. Challenges
- 3.5. Trends

CHAPTER 4: ASIA PACIFIC DIGITAL GAMING MARKET SEGMENTATION BY PLATFORM

- 4.1. Asia Pacific market share and size (USD Bn – 2017) – by platforms (PC, Console, Mobile)
- 4.2. Asia Pacific PC games market
 - o Market size (USD Bn) (2015, 2017, 2023)
 - o Drivers
 - o Challenges
- 4.3. Asia Pacific mobile games market
 - o Market size (USD Bn) (2015, 2017, 2023)
 - o Drivers
 - o Challenges
- 4.4. Asia Pacific console games market
 - o Market size (USD Bn) (2015, 2017, 2023)
 - o Drivers

o Challenges

CHAPTER 5: ASIA PACIFIC DIGITAL GAMING MARKET SEGMENTATION – BY REVENUE MODELS

5.1. Asia Pacific market share and size (USD Bn 2017) – by revenue models (Freemium, Pay to Play, Advertising)

5.2. Asia Pacific freemium model market

o Market size (USD Bn) (2015, 2017, 2023)

o Drivers

o Challenges

5.3. Asia Pacific pay to play model market

o Market size (USD Bn) (2015, 2017, 2023)

o Drivers

o Challenges

5.4. Asia Pacific advertising model market

o Market size (USD Bn) (2015, 2017, 2023)

o Drivers

o Challenges

CHAPTER 6: ASIA PACIFIC DIGITAL GAMING MARKET SEGMENTATION – BY GENRES

6.1. Asia Pacific market share and size (USD Bn – 2017) – by genres (Shooter, Role play Action, Sports, Strategy, Others)

6.2. Asia Pacific shooter genre market

o Market size (USD Bn) (2015, 2017, 2023)

o Drivers

o Challenges

6.3. Asia Pacific role-playing action genre market

o Market size (USD Bn) (2015, 2017, 2023)

o Drivers

o Challenges

6.4. Asia Pacific sports genre market

o Market size (USD Bn) (2015, 2017, 2023)

o Drivers

o Challenges

6.5. Asia Pacific strategy genre market

o Market size (USD Bn) (2015, 2017, 2023)

- o Drivers
- o Challenges
- 6.6. Asia Pacific other genres market
 - o Market size (USD Bn) (2015, 2017, 2023)
 - o Drivers
 - o Challenges

CHAPTER 7: ASIA PACIFIC DIGITAL GAMING MARKET SEGMENTATION– BY COUNTRIES

7.1. India

- o Historical (2015-2017) market size (USD Bn)
- o Forecasted (2018-2023) market size (USD Bn)
- o Drivers
- o Challenges
- o Trends

7.2. China

- o Historical (2015-2017) market size (USD Bn)
- o Forecasted (2018-2023) market size (USD Bn)
- o Drivers
- o Challenges
- o Trends

7.3. South Korea

- o Historical (2015-2017) market size (USD Bn)
- o Forecasted (2018-2023) market size (USD Bn)
- o Drivers
- o Challenges
- o Trends

7.4. Japan

- o Historical (2015-2017) market size (USD Bn)
- o Forecasted (2018-2023) market size (USD Bn)
- o Drivers
- o Challenges
- o Trends

CHAPTER 8: MAJOR DIGITAL GAMING SEGMENTATION-BY COUNTRIES

8.1. India

- o Major platforms (PC, Console, Mobile) Revenue contribution (USD Bn) and share

(historical and forecasted), Key highlights, Key competitors

- o Major genres (Shooter, Role play action, Strategy, Sports, Others) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

- o Major revenue models (Freemium, Pay to Play, Advertising) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

8.2. China

- o Major platforms (PC, Console, Mobile) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

- o Major genres (Shooter, Role play action, Strategy, Sports, Others) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

- o Major revenue models (Freemium, Pay to Play, Advertising) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

8.3. Japan

- o Major platforms (PC, Console, Mobile) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

- o Major genres (Shooter, Role play action, Strategy, Sports, Others) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

- o Major revenue models (Freemium, Pay to Play, Advertising) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

8.4. South Korea

- o Major platforms (PC, Console, Mobile) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

- o Major genres (Shooter, Role play action, Strategy, Sports, Others) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

- o Major revenue models (Freemium, Pay to Play, Advertising) Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

CHAPTER 9: ASIA PACIFIC DIGITAL GAMING SPEND ANALYSIS

9.1. Paying players share by platform – 2017

9.2. PC games Average spending and payers (India, China, South Korea, Japan)

9.3. Console games Average spending and payers (India, China, South Korea, Japan)

9.4. Mobile games Average spending and payers (India, China, South Korea, Japan)

9.5. Spend analysis – by countries (India, China, South Korea, Japan)

CHAPTER 10: COMPETITIVE LANDSCAPE

10.1. Tencent Games

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations

10.2. Nintendo

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations

10.3. GungHo Online

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations

10.4. NetEase

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations

10.5. Sony

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations

10.6. Dhruva Interactive

- o Company snapshot

- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations
- 10.7. Eyedentity Games

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations

10.8. Gravity Games

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations

10.9. NCsoft

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy

Major locations

10.10. Nazara Technologies

- o Company snapshot
- o Key numbers
- o Major game titles
- o Initiatives
- o Growth strategy
- o Major locations

CHAPTER 11: MARKET SHARE OF COMPANIES

11.1. Asia Pacific Digital Games market share of companies

11.2. Asia Pacific PC Games market share of companies

11.3. Asia Pacific Mobile Games market share of companies

11.4. Asia Pacific Console Games market share of companies

CHAPTER 12: CONCLUSION

CHAPTER 13: APPENDIX

13.1. List of tables

13.2. Research methodology

13.3. Assumptions

13.4. About Netscribes Inc.

Note: The Table of Contents (ToC) provided above contains the targeted coverage. The coverage is subject to change as we progress with the research

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