

Growing Opportunity: China's Online Gaming Market 2014

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Abstracts

The Chinese PC online gaming market has witnessed explosive growth from USD 10 million in 2001 to USD 9.7 billion in 2012. The market was predicted to reach USD 11.9 billion dollar by the end of 2013. The advancement in 4G and increased use by Chinese youth has contributed to the fast growth of this market. While strategy war games dominated the market till 2011, now other categories of games including role-play games and easy-to-learn casual sports games are catching up.

The market is being viewed as a massive opportunity by advertisers and game publishers. With the Chinese Government recently having lifted the long standing ban game consoles, there is expected to be a rush of game consoles into the country in 2014-2015.

Why should the report be purchased?

The report 'Growing Opportunity: China's Online Gaming Market 2014' highlights key drivers of and trends emerging in China's beef market. The current market scenario and future prospects of the sector has also been examined. Opportunity in the sector for international players has also been dwelt upon. The report contains latest industry leaders verbatim.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from various industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis. The

present condition and initiatives of players including Giant Interactive, NetEase etc. have been examined.

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