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2011 SOUTHEAST ASIAN ONLINE GAMES MARKET REVENUE WILL REACH \$474 MILLION

Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam all uniquely hot markets

SAN JOSE, Calif. – November 21, 2011 – Niko Partners, The leader in Asian Video Game Market Intelligence™, today announced the availability of its *2011 Southeast Asian Game Market Regional Report* covering the fast growing geographical region that includes Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. The report emphasizes analysis on the online games segment, as social games and free to play online games are primary drivers for growth in these countries.

“We critically analyzed the results of our data collection in these six markets and discovered that Indonesia is a compelling market because of the fascination with Facebook games, Vietnam is the biggest market in the region based on revenue, and Thailand has the highest average revenue per paid user,” said Lisa Cosmas Hanson, managing partner of Niko Partners. “Beyond the known markets of China, Korea and Japan, in Asia these six Southeast Asian countries are bright rising stars.”

Key takeaways from the report include:

- By 2015, there will be more than **100 million gamers throughout these six Asian emerging markets generating nearly \$1 billion in revenue**
- Each country has regulatory policies and government programs worth understanding, with Vietnam enduring the most restrictive policies of all six
- For each country Niko provides a list of the leading online game operators and games, important cultural nuances, the country’s revenue, ARPU, plus key metrics and our analysis and forecast

The 50-page report is available now at: <http://www.nikopartners.com/researchstore> or by contacting sales@nikopartners.com, for \$5,500. Find out what countries to prioritize and where the growth will be! In addition, Niko published the results of its first Chinese smartphone users survey conducted in September 2011. The intriguing data shows that gaming is indeed a leading influencer for the decision to purchase a certain smartphone in China. Contact Niko Partners for more information.

www.nikopartners.com



ABOUT NIKO PARTNERS

Niko Partners is The leader in Asian Video Game Market Intelligence™, specializing in the Chinese and Southeast Asian game markets. Founded in 2003, the firm conducts syndicated and custom research studies on Chinese gamers (including the region of Taiwan), Southeast Asian gamers, online games, offline games, consoles, handhelds, regulatory issues, piracy, development, online operators, distribution, and retail. Niko Partners also offers consulting services including focus groups, partnership selection, market opportunity analysis, custom surveys in cities throughout China and the Asia-Pacific region and customized data analysis. The goal of the research and strategic advisory services is to help understand the market, strategically enter or expand market share, and continue to profitably grow within China and Southeast Asia's emerging markets.

The company is based in Silicon Valley and Shanghai, and its clients include worldwide leaders in game software, hardware, and services, as well as hedge funds, media companies, trade associations, and management consulting firms, all of whom have a vested interest in a thorough understanding of the emerging Southeast Asian and Chinese video game industries.

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