

Niko Partners: 10 years of Games Industry Market Intelligence in Asia

Nearly half of the world's Internet users live in Asia where PC online gaming dominates the games industry, and mobile games are quickly gaining market share. Global games industry companies who take part in the huge and explosive growth markets of China and Southeast Asia require reliable, actionable market intelligence. These markets are complex, varied, and booming – you need to understand the gamers, regulations, cultures, key gaming companies, and infrastructure in order to succeed. Niko Partners can help.

Niko Partners is the premier provider of market intelligence and custom research services about Asia's games industry. Since 2003 we have provided critical strategic information to the world's leading game publishers, developers, hardware makers, game service providers, institutional investors, trade associations, and policy makers.

We cover essential themes including:

- Game rankings by segment (PC online and offline)
- Gamer psychographics and preferences
- Emphasis on all aspects of online gaming
- Key online game operators and developers
- Retail and distribution
- Internet café hardware, usage, and trends
- Regulations and piracy
- Outsourced development for global markets
- Devices and trends: PCs, consoles, handhelds, mobile phones and tablets

From our offices in Silicon Valley and Shanghai we collect and analyze primary data to create analysis, market models and five-year forecasts. We regularly conduct surveys and interviews in up to 20 Chinese cities as well as Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. We conduct surveys, interviews, and focus groups from our database of 1.2 million Chinese consumers and we collect click-stream data from 10,000 Internet café PCs each month. After 10 years of high-integrity market intelligence reports, our reputation allows us access to executives and government officials who are key for your business success.



Main Contact:
Lisa Cosmas Hanson
Managing Partner
lisa@nikopartners.com
+1.408.354.0888

Press Inquiries:
Sean Kauppinen
IDE-Agency
sean@ide-agency.com
+1.415.299.2156

