



The Leader in Asian Video Game Market Intelligence

Global video game industry companies that strive to take part in the tremendous video game markets of China and Southeast Asia require reliable, actionable market intelligence. Nearly half of the world's Internet users live in Asia where PC online gaming is the most popular segment of the market. Understanding these users and the growth potential is necessary for success. In addition to mainland China and the region of Taiwan, Niko's Southeast Asian coverage includes Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam. These emerging markets are poised for explosive growth in the video game industry. Niko Partners will help you reach them all efficiently.

Niko Partners is the premier provider of market intelligence and custom research services focused on the video game industry in China and Southeast Asia.

Since 2003 we have provided critical information to the world's leading game publishers, developers, hardware makers and game service providers. Renowned trade associations, policy makers, and hedge fund managers turn to Niko for key data on the Chinese and Southeast Asian video game industries. Niko's primary data, analysis, market models, and five-year forecast by game segments and hardware platforms help decision-makers understand market trends. 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

Our staff in Shanghai and Silicon Valley collects data from up to 20 Chinese cities broken down into four city tiers via thousands of face-to-face and online surveys and interviews resulting in more than 75,000 new points of data annually with which we build our proprietary market model and five-year forecast. In 2010 we launched primary research in the major cities of Southeast Asia and the region of Taiwan. We provide syndicated research reports, custom studies, telephone consultations and market presentations for our clients.



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Research Topics:

- PC Online Games by Segment
- PC Offline Games
- Game Hardware Devices and Trends
- Internet Cafe Usage and Hardware
- Gamers
- Outsourced Development
- Government Regulations and Piracy
- Sales and Distribution

Research Services:

- Syndicated Market Reports
- Market Presentations
- Focus Groups with Chinese Gamers
- Partnership Introductions and Selection
- Marketing Road Shows
- Gamer Surveys and Analysis
- Strategic Plan Creation
- Competitive Analysis
- Consulting Engagements
- Translation and Interpretation
- Hedge Fund Services
- Market Entry Planning

Executives who require Niko's market intelligence on China include:

- CEO, President, SVP
- VP of Global Sales
- VP of Global Marketing
- VP of International Licensing
- VP of Global Strategy and M & A
- Market Research Manager
- Video Game producers & designers
- VP of Outsourced Development
- General Counsel
- Lawyer, Consultant and Strategist
- Hedge Fund Manager
- Venture Capitalist
- Policy Maker & Trade Association Executive

Selected Client List:

- Blizzard Entertainment
- Blue Planet Software (Tetris)
- Boston Consulting Group
- Capcom
- China-West International Group
- CMP Media
- Disney Interactive Entertainment
- Electronic Arts
- Entertainment Software Association
- Hewlett-Packard Corporation
- Intel Corporation
- Laureate Incorporated
- LucasArts, a division of LucasFilms
- Macrovision Corporation
- Massive Incorporated
- McKinsey & Company
- Microsoft Corporation
- NCSoft
- Namco-Bandai
- Nintendo of America
- Nival Interactive
- The NPD Group
- NVIDIA
- PayPal
- PopCap Games
- Sony Online Entertainment
- Square Enix
- THQ
- Turbine Entertainment
- Ubisoft
- United States International Trade Commission
- Upper Deck
- Viewpoint Research Company
- Vivendi Universal Games
- WildTangent
- Xfire Inc.
- Yahoo!
- Plus hedge funds & venture capital firms