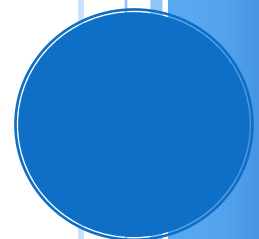




CHINA'S INTERNET CAFÉS STUDY 2008

Market Research on China's Video Game Industry

By Niko Partners
August 2008



ABOUT NIKO PARTNERS

Our Focus

Niko Partners specializes in market research about China's video game industry. Since 2003, we have published industry-leading syndicated reports and custom research studies using primary research about the PC online, PC offline, console, and handheld segments of the Chinese gaming market. Our staff in Silicon Valley and Shanghai directs, collects, and analyzes the data and prepares the reports. We publish our reports in English and Japanese, and Chinese upon request.

Our Mission and Services

Niko Partners' mission is to help video game industry clients understand the market, strategically enter or expand market share, select the best partners, and continue to profitably grow within China. We support our mission through our state-of-the-practice market research reports and a host of related services:

- ◆ Market-entry strategy development and consultation
- ◆ Partner introductions and selection assistance
- ◆ Focus group surveys and assessment
- ◆ Market opportunity analysis using custom research
- ◆ Full-service text and verbal translation of Chinese and 12 other languages

Our Team

Lisa Cosmas Hanson, founder of Niko Partners, leads the team of analysts, researchers, and consultants and manages operations in the US and China. Ms. Hanson manages all client relations and makes all presentations on behalf of Niko.

The US-based Niko team consists of professional analysts and consultants in Silicon Valley who collaborate on all research methodologies and quantitative and qualitative analysis. The China-based team is located in Shanghai and consists of experienced analysts and market research professionals. They manage the China-based researchers and local surveys, interviews, and focus groups.

Our Clients

We serve worldwide industry 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 China's video game industry.

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