



FOR IMMEDIATE RELEASE:

**SOUTHEAST ASIA FOLLOWS CHINA'S LEAD WITH FAST GROWING
ONLINE GAMES MARKET PREDICTED AT \$1.7 BILLION BY 2014**

*Niko Partners releases research reports on the
seven most compelling emerging markets for games in Asia*

SAN JOSE, Calif. – November 10, 2010 – Niko Partners, The Leader in Asian Video Game Market Intelligence™, today announced preliminary results from its newly published series of reports on emerging markets for video games in Asia. Niko has completed seven individual market reports and has released a regional market size estimate and forecast. The 2010 online games market revenue for the six Southeast Asian emerging markets countries plus the region of Taiwan, is estimated to reach **\$917 million by the end of 2010, growing to \$1.7 billion by 2014**. This represents a **14% compound annual growth rate (CAGR)** over the four-year period. Vietnam and Taiwan are the most significant of the seven markets in 2010, however Indonesia, Malaysia, the Philippines, Thailand and Singapore, are also experiencing market growth, particularly in online games usage and revenue.

Each of the countries profiled is distinguished and defined by myriad influences over gamer behavior and the availability of video games, be they online, offline, console or handheld. Religious, cultural, economic, regulatory, technology, geographical and language issues are all factors that contribute to game usage and gamer behavior. The commonality among the seven markets is a surge in PC online gaming.

"Niko Partners has provided data-oriented market intelligence on China's online game industry for eight years," said Lisa Cosmas Hanson, managing partner of Niko Partners. "As a result of researching the Southeast Asian markets as well as Taiwan, we recognize that **China has influenced the online game industry throughout Asia**, and in some countries that influence has been quite important. Our understanding of the online games segment and of Chinese online gamers and the overall video game market in China provides Niko a unique and relevant vantage point to analyze these additional emerging markets in Asia."



- In 2010 there are **64 million gamers throughout these seven Asian emerging markets: Indonesia, Malaysia, the Philippines, Thailand, Singapore, Vietnam and the region of Taiwan.**
- Niko identified these emerging markets as having the most promise and importance in Southeast Asia for the games industry
- There is one market research study per country, each of which is 30-40 pages long with 30 exhibits

All seven reports are for sale now at: <http://www.nikopartners.com/researchstore> or by contacting info@nikopartners.com.

ABOUT NIKO PARTNERS

Niko Partners is The Leader in Asian Video Game Market Intelligence™, specializing in China and emerging Asian markets. Founded in 2003, the firm conducts syndicated and custom research studies on Chinese gamers, 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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