



FOR IMMEDIATE RELEASE:

ONLINE GAMES MARKET IN SOUTHEAST ASIA TO SEE MASSIVE GROWTH THROUGH 2014

Regional market revenue to rise from \$405.7 million in 2010 to \$833.7 million by 2014

SAN JOSE, Calif. – January 27, 2011 – Niko Partners, The leader in Asian Video Game Market Intelligence™, today announced the availability of its Southeast Asian Game Market Regional Report covering the fast growing geographical region including Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. The report consolidates and highlights findings from the company's in-depth market intelligence conducted in each of the six countries in the second half of 2010.

"The Southeast Asian Game Market Regional Report presents essential data by country and with regional comparisons for any company looking to enter or expand share in the games market in Asia," said Lisa Cosmas Hanson, managing partner of Niko Partners. "With online games market revenue growth surpassing even the blistering growth in the number of gamers in the region over the next several years, there are real opportunities for online game publishers to capture market share and be a ship on the rising tide. This regional report is ideal for determining what countries to prioritize beyond the Asian giants of China, Korea and Japan."

Key takeaways from the report include:

- By 2014, there will be more than **90 million gamers throughout these six Asian emerging markets**
- Indonesia, Thailand and Vietnam present the most intriguing opportunities for online game publishers over the next several years
- The report presents industry overviews for each market, key online publishers and titles by region and provides important data on what drives each country's gamers to play games

Niko also has published in-depth country reports that delve into the specific market factors of each country, and offers consulting services that can help companies avoid mistakes when addressing the Southeast Asian market. Niko's research team conducted nearly 800 surveys and interviews across the

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region with more than 100 online gamers interviewed per country. Industry experts from each country were also consulted to verify the information and ensure that the data is reflective of each country's gaming population views and the operating environment for publishers. The 45-page report is available now at: <http://www.nikopartners.com/researchstore> or by contacting info@nikopartners.com, for \$4,500.

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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