Global Video Games and Piracy Market - Handheld and PC gaming driving the Video Games Piracy Industry

Description: The report covers global video games and piracy industry structure, market size, trends of video games market that drives piracy, effect of piracy on PC, Console, Online gaming and various other sector of the market and finally the remedies for the industry players such as Microsoft, Sony, Nintendo, Electronic Arts, Activision, Take-Two, Konami, etc. In terms of geography, the report has described the intricacies of video games and piracy market in US and Japan which together covers over 50% of the global video games market. The report has primarily forecasted the loss to global video games market due to piracy and its forms along with region by region analysis of the piracy specifically in Video games software and hardware market.

The video games market includes spending by the consumer on console games (including handheld games), personal computer games, online games, mobile games and video game advertising. The global video games market was valued at US$~ bn at 2009 which is expected to reach US$~bn by 2015. While recession has its effect, video games industry has soon showcased the recovery and is considered as one of the fastest growing component of the media sector worldwide growing at a over 12% annually.

Video Game Piracy is referred to as the unauthorized copying, selling, and distributing of licensed video games without the permission of the copyright holder. Atleast 73% of the actual global revenue from video gaming (including console, handheld, PC, online and mobile gaming) is lost due to piracy every year. Almost US$~ bn was lost in 2009 due to piracy and counterfeiting in video games to the worldwide market which is expected to reach US$~bn by 2015. Major trends in video games market also entails the story of driving piracy market being discussed in detail in the report.

United States
Video games industry in United States is a highly developed and largest market amongst other countries which accounted for almost 40% of the global video games market in 2009. The console gaming market dominates the video games industry in US with PC games, mobile and online contributing only a small share. The commercial value of loss due to piracy to US video games industry was US$~bn in 2009 (piracy rate of ~% in 2009) which is expected to reach US$~bn by 2012. Piracy level in PC games in US is extremely high while console gaming has a low rate of piracy

Japan
The video games industry in Japan is markedly different from the industry in North America and Europe. Arcade video games are still relatively popular in Japan. The video games market in Japan is expected to reach US$~bn by 2015 from US$~bn in 2009, growing at 5.1% every year. The piracy rate on entertainment softwares in Japan is really low (~%) due to stringent DRM and licensed games policies

Finally, the report details about the business strategy of various industry players to stop piracy and their addressable future opportunities

Products Mentioned:
- XBOX Console
- Playstation Console
- Nintendo DS
- iphone OS
- Nintendo Wii
- Playstation 2
- Playstation 3

Contents:
1. Introduction to Global Video Games Industry
1.1 Market Size and Development
1.2 Video Games Segmentation
1.2.1 Console Gaming Market
1.2.2. Online Gaming Market
1.2.3 PC Gaming Market
1.2.4 Mobile Gaming Market
1.2.5 Video Games Advertising Market
2. Global Video Games Piracy Market
2.1 Loss to Global Video Game Market due to Piracy and Counterfeiting
2.2 Video Games Piracy Loss by Regions
3. Major Trends in Global Video Games Market which are driving Piracy
3.1 Innovation in the Gaming Platform Technology
3.2 Increasing popularity of Video Games over other entertainment softwares for Music and Films
3.3 Increasing rivalry between platform manufacturers
3.3.1 Increasing Presence of Video Games Across the Globe
3.4 Change in Gamer Profile and Increasing number of Gamers
4. Video Games Piracy Market in United States
4.1 Market Demand and Spending on Video games in US
4.2 Commercial Value of Loss due to Piracy in Video Games Market in US
4.3 Effect of Piracy on United States Video Games Industry
4.3.1 Piracy Level in PC Gaming
4.3.2 Piracy Level in Console Gaming
5. Video Games Piracy Market in Japan
5.1 Market Demand and Spending on Video Games in Japan
5.2 Commercial Value of Loss due to Piracy in Video Games Market in Japan
5.3 Effect of Piracy on Video games industry in Japan
5.3.1 Piracy Level in PC Gaming
5.3.2 Piracy Level in Console Gaming
6. Major Effects of Piracy on Global Video Game Market
6.1 Piracy Level in PC Gaming
6.2 Piracy Level in Console Gaming
6.2.1 Effect on XBOX Console
6.2.2 Effect on PlayStation Console
6.2.3 Effect on Nintendo Wii
6.3 Piracy Level in Handheld Console
6.3.1 Effect on Playstation Portable
6.3.2 Effect on Nintendo DS
6.3.3 Effect on iPhone OS
6.4 Effect on Online Gaming
6.5 Most Admired Pirated Games in 2009
7. Remedies of Piracy for the Video Games Industry Players
7.1 Remedies of Piracy for Hardware Vendors
7.1.1 Microsoft - Manufacturer of the Xbox and Xbox 360 Console
7.1.1.1 Business Strategy to fight against Piracy
7.1.2 Sony - Manufacturer of the Playstation Console
7.1.2.1 Business Strategy for Playstation2 and Playstation3 to Stop Piracy
7.1.2.2 Business Strategy for Playstation Portable (PSP) console to fight against Piracy
7.1.3 Nintendo - Manufacturer of Nintendo DS, Wii
7.1.3.1 Business Strategy to Stop Piracy in Nintendo Wii
7.1.3.2 Business Strategy to Stop Piracy in Nintendo DS
7.2 Remedies of Piracy for Video Games Software Publishers and Content Developers
7.2.1 Electronic Arts (EA)
7.2.1.1 Business Strategy to Stop Piracy
7.2.2 Activision Blizzard
7.2.2.1 Business Strategy to Fight Piracy
7.2.3 Take-Two Interactive
7.2.3.1 Business Strategy to fight against piracy
7.2.4 Konami Corporation
7.2.4.1 Business Strategy to Fight Piracy

List of Figures
2. Video games market segments in 2009
5. PC Games Market Size in US$ billion, 2007 - 2012E
9. Top Peer to Peer (P2P) Game Piracy Countries in 2009
10. Top 10 Internet Service Providers (ISPS) that support P2P Games Piracy
11. Video Games Piracy rate across different region across the globe in 2010
13. Split of Total Revenue from Video Games Industry in US in 2009
14. US Video Games Market Segments, 2004
15. US Video Games Market Segments, 2010E
16. Market share of Console Platform Manufacturer in US
24. Microsoft Entertainment and Devices Division (Xbox 360 console division) Revenue & Operating Profit, US$ million from FY ending Sep 08-Year to Date (YTD) March ending 2010
25. Xbox 360 unit sales in million over the period, FY ending June 2008-2009
26. Sony's Video Games Hardware and Software Unit sales in million, FY2009-2010
27. Revenue from sales of Networked products and services segment in US$ million, FY2009-2010
28. Revenue from Hardware and Software Sales of Gaming Platform in US$ million from FY2009-2010
29. Number of Video Games Titles developed and published by EA in FY March ending 2010
30. Activision Blizzard Net Revenue in US$ mm from FY2007-2009

List of Tables

1. Video Games Revenues in US$ billion by Region (2009)
2. Top 20 countries with highest Entertainment software piracy losses, US$ million, 2009
5. Major PC Games Downloads on Bit Torrent in 2009
6. Video Games Industry Value Chain Constituents
7. Hardware Vendors’ Unit sales of Video Games Consoles including handheld consoles in million since release till June 2010.
8. Nintendo DS and Nintendo Wii Hardware and Software Sales Unit in million from FY'09-FY11E


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Global Video Games and Piracy Market - Handheld and PC gaming driving the Video Games Piracy Industry
Web Address: http://www.researchandmarkets.com/reports/1281180/
Office Code: SCDKX04B

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 1200</td>
</tr>
<tr>
<td>Enterprisewide</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 1000</td>
</tr>
<tr>
<td>Single User</td>
<td></td>
</tr>
<tr>
<td>Hard Copy</td>
<td>USD 1220 + USD 58 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World