This report covers the hardware TAM for Enthusiast Gaming PCs, AIBs, and peripherals for major international regions and specific countries within these regions.

The report is a combination of top down and bottom up analysis. The Top-down portion of the report analyzes hardware based on GPU/AIB shipments and subsequent PC shipments from 2008 to 2012. It is also based on various macro financial analysis and growth rates.

The Bottom-up portion is based on the strength of PC gaming in individual countries worldwide and also the type of gaming popular in various cultures.

The Appendix offers a detailed step by step methodology and an architecture discussion. There is an extensive index.

This is in general a supply-side report. Data for it comes from the suppliers of PC gaming systems and software as well as the component suppliers to those system sellers, as well as retail channels. We constantly survey the semiconductor, software, and ODM suppliers in the course of our business. We have also relied on company reports and presentations for some of the information.

Primary research for this report
- Interviews, phone calls, e-mails, and faxes with managers, engineers, and marketers of PC system integration companies.
- Interviews with executives and employees of component suppliers to system integrators.
- Interviews with employees of e-tail and retail channels.
- Interviews of software vendors, and technology providers about pc gaming products and services.
- Interviews with investors and financial analysts following the semiconductor and pc markets.
- Telephone and e-mail interviews with related and associative companies that are working to develop accessories and peripherals for the PC gaming industry.
- Surveys of PC gamers and PC purchasers.

Secondary research for this report
- An analysis of a collection of publicly available data, annual reports and other financial filings.
- An analysis of publicly available market information from agencies, consortiums, and trade organizations.
- Background research of the technology issues surrounding pc gaming products, as well as consumer media and content and multimedia broadband services and infrastructure.

The market for PC Gaming Systems and After-Market AIB's is complex and requires a fairly detailed methodology to analyze. Below we have bulleted key factors and influences that we incorporate into this analysis. An in-depth, step by step methodology can be found in the Appendix.

- PC Gaming Software, Services, and Peripheral Revenue
- Gaming Cultures (Popularity of certain Games and Genres in various Countries)
- Processing Intensity Levels (Stress of specific Games and Genres on AIBs and Systems)
- Wealth Demographics
- Economic Growth
- Population Growth
- PC and AIB Growth
- PC Gaming in relation to Console Gaming
- Home and Personal Use in relation to Business and Office Use
- Gaming Motivation in relation to Total PC Purchase Motivation

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