2012 China's MMOGs and Payment Methods Report

Description:
Analysis on MMOGs, trends in usage and behavior of hard-core and occasional gamers, and much more.

This new report is an analysis of the MMORPG and advanced casual game segments, the gamers who play them and the way gamers pay for them. Based on Niko's surveys, interviews, and Top Ten games lists, the report highlights key trends and actionable insights regarding the continuing dominance of MMOGs in a market where the recent surge in popularity of casual, social and web game segments has justified a lot of media attention. This is critical analysis for any online game company, PC hardware maker, components maker, service provider, or institutional investor with an eye on China.

“China is home to more than 150 million gamers who collectively generate half of the global PC online games revenue, and several large online game companies that have begun to expand internationally. Our analysis shows that while Chinese gamers start with casual and social games, many evolve into MMOG gamers and then contribute much more revenue than gamers who stick to simpler games,” said Lisa Cosmas Hanson, managing partner of Niko Partners. “The percentage of online games revenue derived from MMORPGs has declined in the past several years, but the combined massively multiplayer online games segment of MMORPGs and advanced casual games will remain critically important throughout our 5-year forecast period.”

Key takeaways from Niko's China's MMOGs and Payment Methods report include:

- Chinese gamers are more likely to spend money on MMORPGs than on any other type of game, with 85% of gamers who play MMORPGs spending money on games.

- More than 60% of China's Online Games Revenues Comes from MMOGs.

- Numerous strong Chinese online game operators compete head-to-head for MMORPG market share, but Tencent reigns supreme for advanced casual games.

Contents:
About Niko Partners
Our Focus
Our Mission and Services
Our Team
Our Clients
2012 China Market Research Subscription Deliverables
Methodology
Executive Summary
Economic Assumptions 2012
Massively Multiplayer Online Games (MMOGs) in China
Platforms used
Leading client-based games companies
MMOG Gamers
Revenue of MMOGs

Key Forecast Assumptions

Online game operators involved with MMOGs

ARPU and APA

MMOG development

International Aspirations

A Closer Look at MMORPGs and Advanced Casual Games

MMORPGs

Advanced Casual Games

Anticipated Games for 2012

Home vs Internet café usage of MMOGs

Payment methods for MMOGs

How people pay for them

Payment cards

Geographic variation

Payments processing

Future Thoughts

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