Research on Global Top 50 Game Companies, 2012

Description: Based on the game business revenue disclosed by related listed companies in global game industry, ResearchInChina compiled the game business earnings in USD of relevant game companies in fiscal quarter closest to 2012Q2 (from April 1st, 2012 to June 30, 2012).

This report studies the game market including arcade game, home video game, online game and mobile game.

Among the top 50 game companies, 13 came from Japan, 10 from the United States, 11 from Mainland China, 9 from South Korea, 5 from Europe and 2 from Taiwan.

Although there were signs of gradual recovery in the global economy, overall economic conditions continued to be harsh, mainly because of a slowdown in economies caused by fiscal instability in Europe. As for the entertainment industry, weak individual consumption and other factors have added further uncertainty to the outlook.

Game and game devices businesses are highly competitive, characterized by rapid product life cycles, frequent introductions of new products and game titles, and the development of new technologies.

With the spread of smartphones and tablet PCs worldwide and the increased popularity of social networking sites, the available means of providing game software continue to diversify, and opportunities to reach an even greater audience for game software are increasing.

Against such a backdrop, game companies increased the number of “outlets” for the game content by taking advantage of opportunities presented by the emergence of new devices and developing business around game content. Every company intends to develop ways of playing games that match the characteristics of each device.

The report analytically highlights the operating results, revenue structure, sales trend of game products, business outlook and development strategy of TOP 50 game companies, and studies some enterprises to go for the top list.

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