China's Location of Gameplay and Games Hardware Report 2013

Description: Location of Gameplay and Gaming Hardware Report 2013, is the latest market update with detailed data on gamer preferences, actual behavior, installed PC hardware details, and more.

The report contains in-depth analysis of the hardware and components in more than 25,000 I-cafe PCs throughout China, as well as data from quarterly surveys of 2,000 gamers regarding the hardware they have at home and their mobile devices. The report discusses gamer behavior in relation to where they play games and what hardware they have and why.

Key Takeaways from Location of Gameplay and Gaming Hardware Report include:

- The majority of PC online games revenue is now generated from home-based gameplay rather than I-cafe gameplay.
- AMD continues to gain share among the installed base of systems in Internet Cafés.
- Among home gamers, Lenovo continues to dominate, along with several other local vendors, displacing other global brands.
- While tablets and other mobile devices are growing in usage, gamers still expect to purchase new PCs to replace aging systems.
- I-cafe gamers are playing more shooter and battle arena games than MMORPGs, which had previously dominated I-cafe gameplay.

Based on quarterly home gamer surveys, Internet café games system and usage data, and Top Ten games lists, this report provides one of the most detailed looks at the Chinese gamer and their systems. Beyond the general trend towards more game play in the home, the impact that mobile gaming is having on behavior, expectations, and preferences is also detailed. This is critical analysis for any online game company, PC hardware maker, components maker, service provider, or institutional investor with an eye on China.

Data for this report includes specific market shares for Internet Café systems, including CPU, GPU, and other data; as well as detailed Internet Café gaming usage data and survey information on Gamer behavior. The Internet Café hardware data is based on actual system data from over 25,000 active systems across Tier 1 and 2 cities in China, while the survey information is based on the quarterly survey of 2,000 home gamers.

Contents:

I. About Us
- Our Focus
- Our Mission and Services
- Our Team
- Our Clients

II. China Market Research Subscription Deliverables

III. Glossary of Terms

IV. Methodology

V. Executive Summary

VI. Overview

VII. Gaming Hardware: Internet Cafés

VIII. Gaming Hardware: Home PCs
- Top Brands

IX. Gaming Hardware: Mobile Devices
X. Gaming Hardware: Handhelds and Consoles.
- Game Console Regulations
- TV-based Console Gaming (Console Alternatives)

XI. Gameplay Location.

XII. Final Thoughts

List of Figures

Figure 1: I-Cafe Hardware Sample Detail, March 2013
Figure 2: I-Cafe PCs by CPU Brands
Figure 3: I-Cafe PCs by CPU Memory Configuration
Figure 4: I-Cafe PCs by GPU Brands
Figure 5: I-Cafe PCs by GPU Brands, 2011-2013
Figure 6: I-Cafe PCs by GPU Memory Configuration
Figure 7: Top Selling Home PCs for Gamers
Figure 8: Home PC Installed Base by Brand, 2013
Figure 9: Home PC Age in Years (average age = 2.9 years)
Figure 10: Expected Home PC Replacement Timeframe
Figure 11: Typical Lenovo Home PC Configurations on Market Today (June 2013)
Figure 12: Typical Dell Home PC Configurations on market today (June 2013)
Figure 13: Typical HP Home PC Configurations on market today (June 2013)
Figure 14: Top Consumer Electronics Retailers by PC Sales, 2012
Figure 15: Top PC Brands, 2012
Figure 16: Top Online Retailers by PC Sales, 2012
Figure 17: Mobile Phone Ownership
Figure 18: Smartphone Ownership by City Tier
Figure 19: Handheld Device Ownership
Figure 20: Mobile Device Usage for Game Play (past week)
Figure 21: Game Console Ownership by Brand, Console Owners
Figure 22: Gameplay Location, 2013
Figure 23: Primary Reason for Playing Games at Home
Figure 24: Primary Reason for Playing Games at I-café
Figure 25: Gameplay by Time of Week, Top Two Situations
Figure 26: Mobile Gameplay by Location
Figure 27: Mobile Gameplay by Location

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