2013 Chinese Gamers Study

Description: The in-depth research and analysis provided by '2013 Chinese Gamers Study' shows that Chinese gamers are savvy, discerning, opportunistic, and hungry for gaming on all platforms. Chinese gamers embrace diverse genres, platforms and spending behavior.

Key Takeaways

- There are 208 million PC gamers and 288 million mobile gamers in mainland China in 2013

- iCafe gaming has fallen from the top spot to below offices as a key gaming location. Now only 17% of play is in iCafe, vs 19% in office/work, and of 64% at home. This latest milestone in the downward trend has implications on everything from spending habits to how gamers select games.

- Gamers' #1 reason for game selection is 'best in genre', which is much different from two years ago, when "what friends are playing" was #1. Gamers' discerning tastes have become even more demanding in those two years will continue to affect the market for games, hardware, and accessories.

- WeChat is a market changer. WeChat Game Center has added a new channel to games distribution in a market where nearly 300 million people already play games – nearly as many people as the total population of the United States. While there are limited games, it has been growing, and has been immensely popular, even among hardcore gamers. A key reason for the appeal is social functionality. Looking forward, this could point to not only an opportunity for Tencent to build on the Wechat success, but a key trend for other games.

- The ban on consoles was recently overturned along with the announcement of the Shanghai Free Trade Zone, however, gamers who have wanted to play games on consoles have already had ample opportunity through widespread grey market sales.

- People who prioritize Sports & Fitness as a primary activity in their lives also spend a lot of time on games, whereas people who prioritize Shopping or Movies, or KTV (karaoke) are less likely to spend time on games.

The 55 page report reveals analysis based on 6,000 gamer surveys conducted over the first three quarters of 2013, monthly I-café games usage data from 40,000 active PCs per month, in person interviews with gamers, and much more.

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