Growing Opportunity: China's Online Gaming Market 2014

Description: The Chinese PC online gaming market has witnessed explosive growth from USD 10 million in 2001 to USD 9.7 billion in 2012. The market was predicted to reach USD 11.9 billion dollar by the end of 2013. The advancement in 4G and increased use by Chinese youth has contributed to the fast growth of this market. While strategy war games dominated the market till 2011, now other categories of games including role-play games and easy-to-learn casual sports games are catching up.

The market is being viewed as a massive opportunity by advertisers and game publishers. With the Chinese Government recently having lifted the long standing ban game consoles, there is expected to be a rush of game consoles into the country in 2014-2015.

Why should the report be purchased?

The current market scenario and future prospects of the sector has also been examined. Opportunity in the sector for international players has also been dwelt upon. The report contains latest industry leaders verbatim.

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