Mobile Gaming Asia: Market and Forecast Analysis, 3rd Edition

Description: Profound changes are occurring throughout Asia with respect to how consumers interact with mobile media. For example, the mobile phone has leapfrogged the PC and video game consoles as smartphone users are now by far the most avid consumers of mobile games. Mobile gaming is a key VAS application in the Asian market where growth is expected at 21.5% CAGR to 2019 reaching at total of US $40.2 billion.

'Mobile Gaming Asia: Market and Forecast Analysis, Third Edition' is must have research for anyone focused on mobile gaming and/or VAS applications in Asia. This report represents a comprehensive analysis of mobile gaming opportunities in Asia. It provides insights into the mobile gaming business and analysis of current limitations, challenges, and opportunities.

The report evaluates current and future mobile gaming technologies, new media and its dynamics with mobile gaming business. The report includes mobile game development studios, publishing companies including local app stores and social networks, gaming economy management companies, mobile gaming business model and drivers, and market analysis globally, by country, and Asia specifically. This edition further expands upon the second edition to add the following:

- Wearable influence on mobile gaming prospect
- Local application stores and game network analysis
- Mobile gaming investment outlook and projections for 2014 – 2019
- Mobile gaming service and economy management provider analysis
- In-depth analysis on mobile gaming market entry and success strategies

All purchases of this reports includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:
- Game Portal Companies
- Mobile Network Operators
- Game Exporter / Importers
- Social Media Service Provider
- Mobile Handset Manufacturers
- Mobile Application Developers
- Location-based Service Providers
- Brand/Product/Service Advertiser
- Game Distributors and Aggregators
- M-commerce Application Developers
- Mobile / Online Gambling Companies

Report Benefits:
- Identify leading applications by category and OS
- Learn strategies of leading app development companies
- Effective mobile game monetization methods and metrics
- Demographics and game play behavior of Asian mobile gamer
- Recommended actions for mobile gaming value chain partners
- Wearable technology influence on mobile gaming prospect in Asia
- Strategies followed by Asian mobile carriers in response to mobile gaming
- Mobile gaming Asia market trend including growth drivers and market forces
- Strategies for successful gaming programs learned from country case analysis
- Implications of Asian legal and social ecosystem on mobile game ecosystem and outlook
- Market value and gaming projections over 2014 - 2019 split by region, country, and value chain partners
- Learn monetization strategies including in-game transactions, advergaming, augmented reality, gamification, and more
- Analysis of strategies of successful mobile game developers and publishers, emerging game networks, app
store vs. alternatives

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