2015 Chinese TV-Based Gaming Report

Description: This report covers consoles and console games, Smart TV gaming and OTT, or Android-based, TV gaming. We did multiple gamer surveys, industry executive interviews to derive our market size and five year forecast for TV gamers, console gamers, games and hardware. It is 71 slides with 35 exhibits.

The 2015 Chinese TV-Based Gaming Report includes data from:

- The home gamer survey (February 2015, 1,000 respondents)
- The home gamer survey (March 2015, 2,399 respondents)
- The survey on console games (June 2015, 965 respondents)
- The survey on Smart TV and set-top box OTT users (June 2015, 1,027 respondents)
- Interviews with dozens of console and TV-based gaming industry executives (May 2015)
- SAPPRFT’s approved console games lists
- Analysis on market trends, new segments to watch, and gamers’ spending
- Data from leading Chinese sources such as 17173.com, tgbus.com, CNNIC, Ministry of Culture, China Economic Review, National Bureau of Statistics, and more.

Key takeaways from the report include:

- TV-based gamers, including consoles, OTT boxes and Smart TVs, are expected to grow to 27 million by 2019
- Revenue from consoles, console games and Smart TV games is projected to reach $654 million in 2015, rising to $3.0 billion by 2019
- Legal sales of the Xbox One and PS4 have been disappointing, with fewer than 550,000 units total expected to be sold in 2015
- Legal sales of the Xbox One and PS4 are anticipated to improve if more AAA titles are approved and if the prices come down further
- OTT set-top boxes and Smart TVs are predicted to overtake console sales by 2019, and gaming is becoming popular on those devices as well
- Smart TV gaming has a better chance of success than game consoles because of the lower price and the nature of the casual family titles available. Hurdles are getting higher quality games, including mid-core and hard-core titles, and inventing a better controller for the games to replace the TV controller

Contents:

1. About Us
2. Executive Summary
3. China's Console & Smart TV Gaming Market
4. Consoles in China
5. Console Gamers Overview
6. Leading Smart TV Brands
7. Leading Smart TV OTT Box Companies
8. OTT Box and Smart TV Gaming Value Chain
9. Console Game Content Approval
10. Approved Console and Smart TV Game Titles
11. Games for Smart TVs
12. Getting a Foreign Console Game into China
13. Opinions of Industry Executives
14. Final Thoughts
15. Glossary
16. Contact Information

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