Video Games - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Video Games in US$ Million by the following Platforms: Console Games, Handheld Games, PC Games (Digital and Boxed), Online Games, and Wireless Games.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East, and Latin America. Annual estimates and forecasts are provided for the period 2013 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 137 companies including many key and niche players such as:
- Activision Blizzard, Inc.
- Atari, Inc.
- Capcom Co., Ltd.
- Electronic Arts, Inc.
- iWin, Inc.

Contents:
I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS
   Study Reliability and Reporting Limitations
   Disclaimers
   Data Interpretation & Reporting Level
   Quantitative Techniques & Analytics
   Product Definitions and Scope of Study
   Console Games
   Handheld Games
   PC Games (Excluding Online Games)
   Online Games
   Wireless Games

II. EXECUTIVE SUMMARY
   1. INDUSTRY OVERVIEW
      Video Games Industry
      An Introductory Prelude
      Market Fundamentals
      Video Games: A Sprawling Industry Presenting Opportunities to a Wide Range of Participants
      Video Games Software & Subscriptions Market
      A Review
      Table 1: Global Video Games Market (2013): Percentage Share Breakdown of Values Sales by Segment (includes corresponding Graph/Chart)
      Changing Demographics of Modern Players Sets Stage for Increased Consumption of Video Games
      Traditional Users
      Gray Gamers
      Women: Succumbing to the Charms of Video Games
      Rise in Perceived Educative Value Of Video Games Fosters Growth in the Market Over the Years
      Video Games Software & Online Subscriptions Market
      Quite Resilient to Periods of Economic Slowdown
      Current & Future Analysis
      Developing Markets to Lend Traction to the Market in the Short to Medium Term Period
      Table 2: World Mobile Web Browsers Market by Geographic Region/Country
      Percentage Breakdown of Number of Mobile Web Users for Asia-Pacific, Canada, Europe, Japan, Latin America, US, and Rest of World Markets for Years 2011 and 2018 (includes corresponding Graph/Chart)
      Table 3: Global Percentage Share Breakdown of Number of Mobile Handsets Sold by Region for the year
2. NOTEWORTHY TRENDS, GROWTH DRIVERS & CHALLENGES

Hardcore Gamers
The 'Only' Saving Grace for Fast Fading Console Gaming Software Segment
A Look into the Key Trends in Home Consoles Software Market
New Generation of Home Console Games Sustains Audience Interest with Unique Attributes
New Home Consoles Software Benefit from Cross-Platform Trend
Smaller Consoles Helps Sustain Market Prospects for Console Software Vendors
PC Games Software Battles Hard to Survive Onslaught from Online & Mobile Gaming Versions

Mobile Online/Browser Based Games: Current Scenario
Console Gaming Players Eye Browser Based Games for Expansion

Wireless Gaming Software
A Booming Segment

Smartphones
Shot in the Arm for Mobile Games
Smartphones Sales Continues to Grow Across the Globe
A Key Opportunity Indicator for Mobile Games

Consumer Mobile Usage Habits Foster Growth in Mobile Gaming Market
Entertainment Applications Lead Smartphone Content: Indication of Potential in Store for Mobile Gaming Opportunity Indicators

Table 16: Global Mobile Internet Market (2012): Percentage Share Breakdown of Revenues for Advertisement/Search, Enterprise Services, Entertainment, MMS/SMS and Other Data Access (includes corresponding Graph/Chart)
Table 17: Percentage Breakdown of Time Spent by Users on Wireless Games by Location (includes corresponding Graph/Chart)
Table 18: Global Mobile Apps Market (2012): Percentage Share Breakdown of Revenues by Category (includes corresponding Graph/Chart)
Table 19: Average Time Spent (In Minutes) On Mobile Apps On Smartphones &Tablets Worldwide Per User Per Day: Breakdown by Category (includes corresponding Graph/Chart)
Table 20: Korean Gaming Market (Jan 2011 & Jan 2012): Breakdown of Playing Hours (in Millions) by Gaming Category (includes corresponding Graph/Chart)
Growing Adoption of Tablet PCs Increases Market Prospects for Wireless Video Games Software
Table 21: Global Market for Media Tablets: Annual Sales Figures (in Million Units) for years 2010, 2013 & 2018 (includes corresponding Graph/Chart)
Downloadable Mobile Video Games Pips Traditional Message Based Games to Become the Most Popular Wireless Gaming Category
Table 22: Top Reasons for Gaming Downloads Measured as a Percentage of User Responses to Given Reasons (includes corresponding Graph/Chart)
App Stores Revolutionize Mobile Gaming Distribution
Lends Traction to the Downloadable Wireless Games
Mobile Social Networking Adds Fillip to the Wireless Gaming Market
Opportunity Indicators
Table 23: Global Online Social Gaming Market (2010 & 2015P) Breakdown of Number of Players (in Millions) by Country (includes corresponding Graph/Chart)
Table 24: Penetration of Social Games on Facebook (2013): Percentage Share Breakdown by Geographic Market (includes corresponding Graph/Chart)
Table 25: Major Social Networking Sites Worldwide (2011): Breakdown of Number of Registered Users in Millions (includes corresponding Graph/Chart)
Expanding Consumer Base for Wireless Games
Table 26: Worldwide Wireless Gaming Market (2012): Percentage Breakdown of Mobile Gamers by Age Brackets- Under 18, 18-49, and Above 50 (includes corresponding Graph/Chart)
Table 27: Worldwide Wireless Games Market (2012): Percentage Breakdown of Mobile Gamers by Gender Male and Female (includes corresponding Graph/Chart)
Mobile Internet
The Backbone of Mobile Gaming
Table 28: Worldwide Mobile Internet Traffic (2008-2010) (In terabyte (TB)/month) (includes corresponding Graph/Chart)
Table 30: Worldwide Mobile Data Traffic by Device Type (2013, 2015 & 2018) Percentage Share Breakdown of Monthly Data Traffic Volume for Laptops, Non-Smartphones, Smartphones, Tablets, and Others (includes corresponding Graph/Chart)
Cloud Technology: Optimally Positioned to Provide Online & Wireless Gaming Experience
Cloud Gaming: An Emerging Platform for Games Distribution
Key Benefits of Cloud Technology that are Expected to Boost Internet Gaming Platforms
Economic Benefits
Extreme Scalability
Ubiquity
Data Management Concerns Outsourced
Cloud Insurance Shields from Losses
Remote Access: The Real Flavor of Cloud Gaming
Mobile Cloud-Gaming
The New Paradigm
Softening Prices Increases Number of Gamers
Bodes Well for the Market
Developments at Hardware & Content Level Boosts Opportunities for Video Games Software
Physical and Digital Crossover Adds New Dimension to Video Gaming
Video Games with Motion Control Keeps Players Glued
3D Gaming Titles Soar in Demand
Table 31: World Market for Stereoscopic 3D Screens (2018P): Percentage Share Breakdown of Volume Shipments by End-Use Application (includes corresponding Graph/Chart)
Biotic Video Games to Make Games More Lifelike
Developers Prefer RPG-like, Built-in Features
Advancements in HTML5
A Major Boost for Mobile Games
NFC Technology Increases Adoption of Wireless Multi-Player Games
Ability to Accept User Driven Changes Increases User Involvement
Convergence & Improved Network Capability: Crucibles for Success
Blurring Boarders Extend Huge Opportunity for Developers
Micro Gaming Studios & Independent Developers Finally See Their Efforts Get Rewarded
A Peek into Challenges in Store
Rising Game Development Costs Jeopardizes Developers' Profitability
Table 32: Video Game Development Scenario: Average Expenditure, Team Size and No. of Days by Platform (includes corresponding Graph/Chart)
Table 33: Global Video Game Market (2012): Percentage Share Breakdown of Project Budgets by Platform (includes corresponding Graph/Chart)
Table 34: Global Video Games Market (2013): Anatomy of US$100 Video Game (includes corresponding Graph/Chart)
Aggressive Marketing Strategies Make Gamers Uncomfortable
Reselling Hurts New Title Purchases
Software Piracy Takes the Wind Out of the Market's Sails
Negative Publicity Over Violent Video Games Blemishes Business Opportunities
Lack of Skilled Workforce Hurting New Product Development Initiatives
Challenges to Reckon With for Online Games
Free-to-Play Games
A Major Threat for Paid Online & Wireless Gaming Titles
Competition
Consolidation Blows in the Wind
A Look into the M&A Activity Recorded in 2013
Comparatively Low Entry Barriers Invite Scores of New Companies in Mobile Gaming Market
Even Non-Gaming Enterprises Join the Fray
Table 35: Global Mobile Games Market (2013): Percentage Share Breakdown of Revenue by leading Players (includes corresponding Graph/Chart)
Outsourcing: An Antidote to the Predicament
Leading Game Development Studios
Top Video Game Titles for All the Platforms in 2013
Top Video Game Titles for iPhone in 2013
Top Video Game Titles for PC in 2013
Top Video Game Titles for PS3 in 2013
Top Video Game Titles for Wii U in 2013
Top Video Game Titles for Xbox One in 2013
Top Video Game Titles for Xbox 360 in 2013
Top Video Game Titles for Facebook in 2013

3. PRODUCT OVERVIEW

Video Games: A Primer
Video Games Software: A Definition
A Look into the Past & Recent Software Distribution Platforms
Online Downloads
DVDs
CDs
CD-ROMs
Cartridges
Video Games Software: Classification By Gaming Platform
Console Games Software
Handheld Games Software
PC Games Software (Excluding Online Games)
Online Games
MMORPG (Massively Multiplayer Online Role Playing Game)
Perpetual State Worlds (PSW)
Wireless Games Software
Video Games Software: Classification By Game Genres
Adventure/Role-Playing
Action
Fighting/Combat Game
First-Person Shooter Games
Sports
Simulations
Strategy Games
Miscellaneous/Other
Rhythm/Action
Platformer
Puzzle
Racing/Flying
The Eighth Generation of Video Game Consoles
An Overview
A Glance at Key Specifications
Wii U
PlayStation 4
Xbox One
Other Home Video Game Consoles Released in the Recent Past
Upcoming Home Video Game Consoles

4. PROCESS OVERVIEW

Existing Model
Design
Development
In-house Developers
Third Party Developers
Independent Developers
Publishing
Distribution
Retail
Existing Value Chain Model
Emerging Models
A Typical Model of Emerging Value Chain

5. REGULATORY FRAMEWORK

Recreational Software Advisory Council (RSAC)
Entertainment Software Ratings Board (ESRB)
Pan European Games Information (PEGI)

6. PRODUCT LAUNCHES/DEVELOPMENTS

Activision and Hasbro Unveils TRANSFORMERS™: RISE OF THE DARK SPARK a™ Video Game
PopCap Games Unveils Peggle™ 2 for Xbox 360
Konami Digital Entertainment Announces Worldwide Release of METAL GEAR SOLID V: GROUND ZEROES
505 Games and Overkill Launch PAYDAY 2
Microsoft Introduces Xbox One
Sony Computer Entertainment Unveils PlayStation®4 for Gamers
Nintendo to Unveil the New PAX Prime Series of Videogames
Plexus Games Launches RunicSorcerer for iPad
Trion Launches Defiance™ Globally
Genesis Gaming Introduces Arabian Caravan
The LEGO Group, TT Games and Warner Bros. Interactive Entertainment Launch LEGO® The Hobbit
DC Entertainment and Warner Bros. Interactive Entertainment Launch Batman: Arkham Origins
Valve Launches SteamOS PC Gaming Platform
SplitmediaLabs Releases XSplit Broadcaster 1.2
Smart Media Launches Online Game Bubble King
LP and Kuuluu Collaborate to Launch LP Recharge
Valve Launches Steam Family Sharing
Rescue Service and Vaughan Fire Introduce Novel 3D Animation Video Game
Trion Worlds Unveils Defiance™
Pokemon to Launch Pokemon Y and Pokemon X
505 Games and Overkill Roll Out Payday 2
2K Sports Announces the Launch of NBA® 2K13
Ubisoft and IGN Collaborate to Introduce ShootMania Storm
Nintendo Unveils Xenoblade Chronicles for Wii
Majesco Rolls Out Hello Kitty® for Nintendo 3DS™
Disney Interactive Media Group to Launch "Brave: The Video Game"
Intergi Introduces Game Distribution and In-game Video AD Solution
Ankama Launches FLY’N
Kickstarter.com Launches Orbital Blaster
THQ and Machinima Launch Nexuiz PC
THQ Unveils WWE® WrestleFest™

7. RECENT INDUSTRY ACTIVITY

Tetris® and Ubisoft® to Offer Tetris Franchise on Sony PlayStation®4
Sega to Split Index Corporation into Index and Atlus
Facebook to Takeover Oculus
iWin Acquires Certain Assets of Oberon Media
Vivendi Divests Majority Stake in Activision Blizzard
Electronic Arts Signs Licensing Agreement with The Walt Disney Company
Wargaming.net Acquires GPG
Koch Media/Deep Silver Takes Over Metro, Saints Row and Volition
Hasbro Enters into a Licensing Agreement with Electronic Arts
RealNetworks Acquires Slingo
Scarab Entertainment and Razor USA form Partnership
Xseed Takes Over Atlus Online
AMD Enters into New Game Developer Partnerships for Mantle
SEI Unveils PS Store for PSM
Sega Sammy Holdings Takes Over Index
NAMCO BANDAI Games and Little Orbit® Expand Distribution Agreement
Stardock Takes Over Atari's Star Control PC Game
CiiNOW Partners with Metaboli
Bigben Interactive Acquires FIA WRC License
CiiNOW and GAME Ink Partnership Agreement
SHFL entertainment Takes Over ProTec Games
Microsoft Enters into Joint Venture with BesTV New Media
Baidu Takes Over PPS
Sony Commences Manufacture of PlayStation 3 in Brazil
Genesis Gaming Enters into Partnership with Relax Gaming
Twitch Partners with Red 5 for Live Broadcasting
TransGaming Takes Over Interactive TV & Connected TV Business of Oberon Media
Warner Bros. Interactive Entertainment Inks Distribution Agreement with Cyanide
GungHo Commences Operations
Signature Devices and Graffiti Entertainment to Merge
The Walt Disney Company to Acquire Lucasfilm
NASA Joins Hands with Microsoft to Unveil Mars Rover Curiosity Game Landing
Sony Acquires Gaikai to Enter Cloud Gaming
EA Forms Multi-Product and Multi-Year Partnership Agreement with Zuffa
Zuffa and THQ Enter into an Agreement
Bigpoint and Fox Consumer Products Jointly Launch Ice Age Online
THQ Sells ValuSoft Games to Cosmi
343 Industries Develops Halo 4
GameFly and 2K Games Extend Their Partnership
Play N Trade Merges with Dimensions Games
Nexon Takes Over Gloops
ENTERTAINMENT LICENSING ASSOCIATES Forms Joint Venture with Kaliya
Salans Advises Flaregames to Form a Joint Venture Keen Flare with Keen Games
Creative Assembly and SEGA Ink Multi-Title Licensing Agreement with Games Workshop
GMG Merges with Playfire
WMS Industries Takes Over Jadestone Group
SingTel Acquires Minority Stake in The Mobile Gamer
THQ and Clearlake Capital Group's Affiliates Enter into Asset Purchase Agreement
Reverb Publishing Inks a Site Licensing Agreement to with Epic
Netflix to Acquire OnLive
DDM Signs a Partnership with Seahorn Capital

8. FOCUS ON SELECT PLAYERS

Activision Blizzard, Inc. (US)
Atari, Inc. (US)
Capcom Co., Ltd. (Japan)
Electronic Arts, Inc. (US)
9. GLOBAL MARKET PERSPECTIVE

Table 36: World Recent Past, Current and Future Analysis for Video Games by Geographic Region/ Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets
Independently Analyzed by Annual Sales in US$ Million for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 37: World Historic Review for Video Games by Geographic Region/ Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets
Independently Analyzed by Annual Sales in US$ Million for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 38: World 15-Year Perspective for Video Games by Geographic Region/Country
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets for the Years 2006, 2014, and 2020 (includes corresponding Graph/Chart)

Table 39: World Recent Past, Current and Future Analysis for Console Video Games Software by Geographic Region/Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets
Independently Analyzed by Annual Sales in US$ Million for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 40: World Historic Review for Console Video Games Software by Geographic Region/Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets
Independently Analyzed by Annual Sales in US$ Million for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 41: World 15-Year Perspective for Console Video Games Software by Geographic Region/ Country
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets for the Years 2006, 2014, and 2020 (includes corresponding Graph/Chart)

Table 42: World Recent Past, Current and Future Analysis for Handheld Video Games Software by Geographic Region/Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets
Independently Analyzed by Annual Sales in US$ Million for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 43: World Historic Review for Handheld Video Games Software by Geographic Region/Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets
Independently Analyzed by Annual Sales in US$ Million for the Years 2006 through 2012 (includes corresponding Graph/Chart)

Table 44: World 15-Year Perspective for Handheld Video Games Software by Geographic Region/ Country
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets for the Years 2006, 2014, and 2020 (includes corresponding Graph/Chart)

Table 45: World Recent Past, Current and Future Analysis for PC Video Games Software by Geographic Region/Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets
Independently Analyzed by Annual Sales in US$ Million for the Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 46: World Historic Review for PC Video Games Software by Geographic Region/Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets
Independently Analyzed by Annual Sales in US$ Million for the Years 2006 through 2012 (includes corresponding Graph/Chart)
III. MARKET
1. THE UNITED STATES
A. Market Analysis
Current & Future Analysis
Video Games Software: Market Basics
Changing Demographics: A Primer Driver
A Snapshot
Key Statistical Data
Table 63: US Video Games Market (2013): Percentage Share of Gamers by Age Group (includes corresponding Graph/Chart)
Table 64: US Video Games Market (2013): Percentage Share of Gamers by Gender (includes corresponding Graph/Chart)
Table 65: US Video Games Market (2013): Percentage Share of Most Often Played Online Games by Category (includes corresponding Graph/Chart)
Table 66: US Video Games Market (2013): Percentage Share of Most Often Played Mobile Games by Category (includes corresponding Graph/Chart)
Table 67: US Video Games Market (2013): Percentage of Video Gamers Playing Games with Others by Gamer Group (includes corresponding Graph/Chart)
Table 68: US Video Games Market (2013): Percentage Share Breakdown of Volume Sales by Super Genres (includes corresponding Graph/Chart)
Table 69: US Computer Games Market (2013): Percentage Share Breakdown of Volume Sales by Super Genres (includes corresponding Graph/Chart)
Table 70: US Video Games Sector (2013): Percentage Share Breakdown of Dollar Spending by Category (includes corresponding Graph/Chart)
Table 71: US Video Games Market (2013): Percentage Share Breakdown of Sales by Physical and Digital Channels (includes corresponding Graph/Chart)
Rise in Broadband Access, Bandwidth and Social Networking Sites Drive Online Gaming
Wireless Gaming
All Set’ to Grow
Social Games Boosts Market Prospects for Wireless and Online Games Software
Competition Heats Up, Reduces Profit Margins for Online & Wireless Game Developers
Software for Leading Console Manufacturers Take the Major Share in Console Gaming Software Market
Publishers Keen on Enhancing Product Portfolio
Distribution Dynamics
Traditional Stores
Retail Stores
Specialty Video Stores
Other
Digital Distribution Gathers Momentum
Other Factors Driving Revenue Growth
Hollywood and Video Games
Films Inspired by Games
Games Borrow from Films
Violent & Adult Theme Video Games: Cause for Concern
ESA: A Dedicated Platform for Interactive Game Publishers
Product Introductions/Enhancements
Strategic Corporate Developments
Key Players
Activision Blizzard, Inc.
Atari, Inc.
Electronic Arts, Inc.
PopCap Games
iWin, Inc
Konami Gaming Inc.
Microsoft Corporation
Namco Bandai Games America Inc.
Rockstar Games, Inc.
Sony Computer Entertainment America Inc.
Square Enix Holdings Co. Ltd
Take 2 Interactive Software, Inc.
Tetris Holding, LLC
WMS Industries Incorporated
B. Market Analytics
Table 72: US Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 73: US Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 74: US 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

2. CANADA

A. Market Analysis
Market Overview
Video Game Development to Seek New Highs
Companies Line Up with New Investments
Mobile/Casual Gaming Set to Raise the Bar
Regulatory Mechanism
Product Launches
Strategic Corporate Development

B. Market Analytics
Table 75: Canadian Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 76: Canadian Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 77: Canadian 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

3. JAPAN

A. Market Analysis
Current & Future Analysis
Overview
Unique Features of Japanese Gaming Industry
Expanding Demographics and New Markets to Revive Japanese Video Games Market
Japanese Home Video Gaming Sector
Big Players, Big Games
Japanese Cartoons ‘Anime’ Invade Video Games
Foreign Developers to Tap Japanese Market
Regulatory Mechanism
Product Launch
Strategic Corporate Developments
Key Players
Capcom Co., Ltd
Konami Corporation
Konami Digital Entertainment Co. Ltd.
Namco Bandai Holdings, Inc.
Nintendo Co. Ltd.
Sega Corporation

B. Market Analytics
Table 78: Japanese Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
RESEARCH AND MARKETS

Table 79: Japanese Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 80: Japanese 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4. EUROPE

A.Market Analysis
Current & Future Analysis
Overview of the European Video Games Industry
Demographics of the European Gaming Industry
B.Market Analytics

Table 81: European Recent Past, Current & Future Analysis for Video Games by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 82: European Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 83: European Historic Review for Video Games by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 84: European Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 85: European 15-Year Perspective for Video Games by Geographic Region
Percentage Breakdown of Annual Value for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 86: European 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4a. FRANCE

A.Market Analysis
Current & Future Analysis
Video Games Market in France to Witness Growth
Strategic Corporate Development
Ubi Soft Entertainment S.A
The French Video Games Behemoth
B.Market Analytics

Table 87: French Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 88: French Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 89: French 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4b. GERMANY

A.Market Analysis
Current & Future Analysis
Market Overview
Strategic Corporate Developments
B.Market Analytics
Table 90: German Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 91: German Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 92: German 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4c. ITALY
Market Analysis
Table 93: Italian Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 94: Italian Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 95: Italian 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM
A. Market Analysis
Current & Future Analysis
Overview
Distribution Scenario
Console Software Leads the Way for UK Games and Leisure Market
Advergaming To Target Right Customers
Market Trends & Issues
Educational Games Hold Out
Fantasy Themes Offer Fantastic Prospects
Pop Stars, Music, & Video Games Combo Could Spell Success
Piracy: The Biggest Spoilsport
Entertainment & Leisure Software Publishers Association: Collective Identity
Strategic Corporate Developments
Eidos Plc
A Key Player in the Uk Market
B. Market Analytics
Table 96: UK Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 97: UK Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 98: UK 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

4e. SPAIN
A. Market Analysis
Current & Future Analysis
Online Gaming is Hot in Spain
B. Market Analytics
Table 99: Spanish Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 100: Spanish Historic Review for Video Games by Segment
Table 101: Spanish 15-Year Perspective for Video Games by Segment
Table 102: Russian Recent Past, Current & Future Analysis for Video Games by Segment
Table 103: Russian Historic Review for Video Games by Segment
Table 104: Russian 15-Year Perspective for Video Games by Segment
Table 105: Rest of Europe Recent Past, Current & Future Analysis for Video Games by Segment
Table 106: Rest of Europe Historic Review for Video Games by Segment
Table 107: Rest of Europe 15-Year Perspective for Video Games by Segment
Table 108: Asia-Pacific Recent Past, Current & Future Analysis for Video Games by Geographic Region
Table 109: Asia-Pacific Historic Review for Video Games by Geographic Region
Table 110: Asia-Pacific Historic Review for Video Games by Segment

5. ASIA-PACIFIC

A. Market Analysis
Current & Future Analysis
An Overview of Video Games Market in Asia-Pacific
Swift Growth Ahead for Online Video Games Industry in Asia-Pacific
Asia-The Hotbed for Multiplayer Gaming

B. Market Analytics
Table 108: Asia-Pacific Recent Past, Current & Future Analysis for Video Games by Geographic Region
Australia, China, South Korea and Rest of Asia-Pacific Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 109: Asia-Pacific Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 110: Asia-Pacific Historic Review for Video Games by Geographic Region
Australia, China, South Korea and Rest of Asia-Pacific Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 111: Asia-Pacific Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 112: Asia-Pacific 15-Year Perspective for Video Games by Geographic Region
Percentage Breakdown of Annual Value for Australia, China, South Korea and Rest of Asia-Pacific Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 113: Asia-Pacific 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
5a. AUSTRALIA
A. Market Analysis
Market Overview
Table 114: Australian Video Games Market (2013): Percentage Share Breakdown of Gamers by Age Group (As a Proportion of Population) (includes corresponding Graph/Chart)
Table 115: Australian Video Games Market (2013): Percentage Share Breakdown of Gamers by Gender (includes corresponding Graph/Chart)
B. Market Analytics
Table 116: Australian Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 117: Australian Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 118: Australian 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
5b. CHINA
A. Market Analysis
Current & Future Analysis
Industry Overview
Lifting of Console Ban to Prop Up Console Games
Online Games Industry Registers Buoyant Growth in China
Licensing
A Strategy Driving Video Games Market in China
Online Games Transforms Industry's Revenue Streams
China
A Major Emerging Hub and Exporter of Online Games
Government Support for Online Games
Mobile Games Make a Mark in China
Piracy
A Serious Concern to the Chinese Market
Multiplayer Online Games Change Gaming Market
ARPU Witnesses Steady Rise in the Online Gaming Market
Table 119: Chinese Online Gaming Market (2010-2013): Breakdown of Average Revenue Per User (ARPU) (In US$) (includes corresponding Graph/Chart)
Table 120: Paying Online Gamers in China: Percentage Market Penetration for Years 2011 and 2013
Domestic Players Face Increased Competition
China's Transformation to Software Hub Helps Video Games Market
Internet Cafes Propel Gaming Market
Strategic Corporate Developments
B. Market Analytics
Table 121: Chinese Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 122: Chinese Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 123: Chinese 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

5c. SOUTH KOREA
A. Market Analysis
Current & Future Analysis
South Korean Market
An Insight
Casual, Mobile and PC Games Drive South Korean Video Game Industry

B. Market Analytics
Table 124: South Korea Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 125: South Korean Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 126: South Korean 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

5d. REST OF ASIA-PACIFIC
A. Market Analysis
Current & Future Analysis
A Peek into Select Regional Markets
India
Indian Video Game Industry to Witness Tremendous Growth
Mobile and PC Games Share Top Honors in Indian Gaming Market
Opportunities and Threats for Indian Gaming
India
A Preferred Destination for Developing Games
Demographic Trends
Online Games Market Exhibit Robust Growth
New Zealand
New Zealand: A Developers' Paradise
Video Games Industry Set to Leap to Another Level
New Zealand Studios
Fast Making their Way into Global Stage
Table 127: New Zealand Video Games Market (2013): Percentage of Game Devices Used in Households
(includes corresponding Graph/Chart)
Table 128: New Zealand Video Games Market (2013): Percentage Share Breakdown of Gamers by Age Group
(includes corresponding Graph/Chart)
Table 129: New Zealand Video Games Market (2013): Percentage Share Breakdown of Gamers by Gender
(includes corresponding Graph/Chart)
Strategic Corporate Development
B. Market Analytics
Table 130: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 131: Rest of Asia-Pacific Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 132: Rest of Asia-Pacific 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

6. MIDDLE EAST

Market Analysis
Table 133: Middle East Recent Past, Current & Future Analysis for Video Games by Segment
7. LATIN AMERICA

Market Analysis
Table 136: Latin American Recent Past, Current & Future Analysis for Video Games by Geographic Region
Brazil, Mexico and Rest of Latin America Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 137: Latin America Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 138: Latin American Recent Past, Current & Future Analysis for Video Games by Geographic Region
Brazil, Mexico and Rest of Latin America Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 139: Latin American Historic Review for Video Games by Geographic Region
Brazil, Mexico and Rest of Latin America Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 140: Latin American 15-Year Perspective for Video Games by Geographic Region
Percentage Breakdown of Annual Value for Brazil, Mexico and Rest of Latin America Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)
Table 141: Latin American 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Brazil, Mexico and Rest of Latin America Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

7a. BRAZIL

A. Market Analysis
Current & Future Analysis
Brazilian Video Games Industry Witnesses Significant Growth
Opportunities & Threats
UbiSoft Leads the Pack
Strategic Corporate Development

B. Market Analytics
Table 142: Brazilian Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 143: Brazilian Historic Review for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2006 through 2012 (includes corresponding Graph/Chart)
Table 144: Brazilian 15-Year Perspective for Video Games by Segment
Percentage Breakdown of Annual Value for Brazil, Mexico and Rest of Latin America Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)

7b. MEXICO

A. Market Analysis
Current & Future Analysis
Mexico: A Potential Market for Electronic Games
Changing Cultural Trends Augurs Well for Mexican Video Games Industry

B. Market Analytics
Table 145: Mexican Recent Past, Current & Future Analysis for Video Games by Segment
Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets Independently Analyzed by Annual Value in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)  
Table 146: Mexican Historic Review for Video Games by Segment  
Table 147: Mexican 15-Year Perspective for Video Games by Segment  
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)  
7c. REST OF LATIN AMERICA  
A. Market Analysis  
Current & Future Analysis  
Argentinean Video Game Sector  
A Brief Overview  
Table 148: Leading Players in the Argentina Video Games Software Market (2013): Percentage Share Breakdown of Value Sales (includes corresponding Graph/Chart)  
B. Market Analytics  
Table 149: Rest of Latin America Recent Past, Current & Future Analysis for Video Games by Segment  
Table 150: Rest of Latin America Historic Review for Video Games by Segment  
Table 151: Rest of Latin America 15-Year Perspective for Video Games by Segment  
Percentage Breakdown of Annual Value for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets for Years 2006, 2014 & 2020 (includes corresponding Graph/Chart)  
IV. COMPETITIVE LANDSCAPE  
Total Companies Profiled: 137 (including Divisions/Subsidiaries)  
168) The United States (91) Canada (2) Japan (16) Europe (43)  
France (3)  
Germany (7)  
The United Kingdom (16)  
Italy (1)  
Spain (2)  
Rest of Europe (14) Asia-Pacific (Excluding Japan) (14) Latin America (1) Middle East (1)  
Ordering:  
Order Online - http://www.researchandmarkets.com/reports/338349/  
Order by Fax - using the form below  
Order by Post - print the order form below and send to  
Research and Markets,  
Guinness Centre,  
Taylors Lane,  
Dublin 8,  
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Video Games - Global Strategic Business Report
Web Address: http://www.researchandmarkets.com/reports/338349/
Office Code: SCBRK5OD

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td>USD 6930</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users</td>
<td>USD 9405</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users</td>
<td>USD 11880</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
First Name: ____________________________________________
Last Name: ____________________________________________
Email Address: * ________________________________________
Job Title: _____________________________________________
Organisation: __________________________________________
Address: _____________________________________________
City: _________________________________________________
Postal / Zip Code: _____________________________________
Country: ______________________________________________
Phone Number: _________________________________________
Fax Number: __________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code:

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp