**In-Depth Analysis: Asia/Pacific Online Gaming Market: Understanding the User**

**Description:** The revenue forecast for the total online gaming market in the Asia/Pacific region during the period of 2005-2010 is expected to grow strongly, as consumer awareness increases and new technologies allow greater content and variety of games. Total market revenues for Asia/Pacific in 2005 stood at US$3.2 billion and will have a 16.4% CAGR from 2005-2010, arriving at US$6.8 billion in 2010. Our "Online Content 2006 Survey", conducted in seven Asia/Pacific countries, shows that online gaming is among the most potential online content services for consumers. The survey reveals the viewpoint of the broadband user towards online gaming, and analysis of the results of the survey provides insight into the factors leading to these results, as well as possible solutions. Usage levels and spending patterns of current Asia/Pacific gamers are also included. Key gaming developers in various countries are profiled.

The report, "Asia/Pacific Online Gaming Market: Understanding the User", contains forecasts for online gaming revenues for Asia/Pacific through 2010, with detailed analysis for key country markets like Japan, South Korea, and China.

**Companies Mentioned**
- GaiaX Co. Ltd.
- Square-Enix
- Sony Online Entertainment
- Daito Giken
- WEBZEN
- NCsoft, Inc
- Gamevil
- ZIO Interactive
- Softstar Entertainment Inc
- Soft-World International
- Chinese Gamer
- Shanda Entertainment

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Sony Online Entertainment
Daito Giken
South Korea
WEBZEN
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