Asia Pacific Cloud Gaming Market Report 2016-2022

Description:

Cloud gaming or gaming on demand is an online gaming that offers frictionless and direct playability. Basically, there are two types of cloud gaming - file streaming and video streaming. At present, Asia Pacific is set to be the most attractive destination for business expansion/investment for key stakeholders across the globe. The increasing internet dependent population, government initiatives, rising FDI, and economic growth are few factors that are making Asia Pacific an emerging market for all kind of players. Over the past few years, the cloud gaming has seen a positive growth mainly driven by the increase in the online gamers in the region and improved gaming technology by the companies. The market is witnessing an increased adoption of next generation technologies and the ever-increasing popularity of PCs and electronic devices are also supporting the cloud gaming market in the region.

Currently, although the cloud gaming market is at an emerging stage, it is growing rapidly due to the increasing internet penetration, increase in the number of gamers, and rapidly growing smartphone shipments in the region. The cloud gaming market has brought great business growth opportunities for various stakeholders such as mobile operators, content providers, content publishers, mobile app developers, OEMs & network vendors, service providers, brands, advertisers, and investors. The Asia Pacific cloud gaming market is segmented into gaming audience, devices, technologies, and countries. The social media games and mobile games are contributing the major share to the overall market as these two channels consist of a huge customer base. The countries covered in the report are ANZ, China, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand, and Others.

According to this research, the “Asia Pacific Cloud Gaming” market is estimated to witness a CAGR of 46.8% during the forecast period 2016-2022. The increasing mobile and internet subscriber base, increase in the gaming audience, government initiatives related to infrastructure activities, increase in the development of new technologies, and decrease in piracy are the major drivers for the market growth. Further, the increasing growth rate of 3G and 4G technologies is expected to support the cloud gaming market growth in the region. The players included in the report are Sony, Nintendo, Microsoft, NVIDIA, Samsung, LG, etc.

The study covers and analyzes the “Asia Pacific Cloud Gaming” market. Bringing out the complete key insights of the industry, the report aims to provide an opportunity for players to understand the latest trends, current market scenario, government initiatives, and technologies related to the market. In addition, helps the venture capitalist in understanding the companies better and take informed decisions.

Contents:

1 Industry Outlook
   1.1 Industry Overview
   1.2 Industry Trends
   1.3 Pest Analysis
   2 Report Outline
   2.1 Report Scope
   2.2 Report Summary
   2.3 Research Methodology
   2.4 Report Assumptions
   3 Market Snapshot
      3.1 Total Addressable Market (TAM)
      3.2 Segmented Addressable Market (SAM)
      3.3 Related Markets
      3.3.1 Smartphones and Tablets Gaming
      3.3.2 PCs/Console Games/Smart TVs
   4 Market Outlook
      4.1 Overview
      4.2 Market Definition
      4.3 Market Trends and Impact
      4.4 Market Segmentation
4.5 Technology Roadmap
4.6 Porter 5 (Five) Forces
5 Market Characteristics
5.1 Evolution
5.2 Ecosystem
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Smartphones and electronic devices penetration
5.3.1.2 Increasing gaming audience
5.3.1.3 Low cost
5.3.2 Restraints
5.3.2.1 Lack of digital infrastructure
5.3.2.2 Supports only high-end smart devices
5.3.3 Opportunities
5.3.3.1 Increase in the usage of cloud gamification
5.3.3.2 Cloud virtual gaming
5.3.3.3 Business opportunities in South-East Asian countries
5.3.4 DRO - Impact Analysis
5.3.5 Key Stakeholders
6 Gaming Audience: Market Size and Analysis
6.1 Overview
6.1.1 Market Size and Analysis
6.2 Social Gamers
6.2.1 Overview
6.2.2 Market Size and Analysis
6.3 Serious Gamers
6.3.1 Overview
6.3.2 Market Size and Analysis
6.4 Core Gamers
6.4.1 Overview
6.4.2 Market Size and Analysis
7 Devices: Market Size and Analysis
7.1 Overview
7.1.1 Market Size and Analysis
7.2 Smartphones
7.2.1 Overview
7.2.2 Market Size and Analysis
7.3 Smart TVs
7.3.1 Overview
7.3.2 Market Size and Analysis
7.4 Console Units
7.4.1 Overview
7.4.2 Market Size and Analysis
7.5 Tablets
7.5.1 Overview
7.5.2 Market Size and Analysis
7.6 PCs
7.6.1 Overview
7.6.2 Market Size and Analysis
8 Technology: Market Size and Analysis
8.1 Overview
8.1.1 Market Size and Analysis
8.2 Data Streaming Technology
8.2.1 Overview
8.2.2 Market Size and Analysis
8.3 Server Technology
8.3.1 Overview
8.3.2 Market Size and Analysis
8.4 Gaming as a Service
8.4.1 Overview
8.4.2 Market Size and Analysis
9 Countries: Market Size and Analysis
9.1 Overview
9.1.1 Market Size and Analysis
9.2 ANZ
9.2.1 Overview
9.2.1.1 Key facts
9.2.1.2 Market trends
9.2.2 Market Size and Analysis
9.3 China
9.3.1 Overview
9.3.1.1 Key facts
9.3.1.2 Market trends
9.3.2 Market Size and Analysis
9.4 India
9.4.1 Overview
9.4.1.1 Key facts
9.4.1.2 Market trends
9.4.2 Market Size and Analysis
9.5 Indonesia
9.5.1 Overview
9.5.1.1 Key facts
9.5.1.2 Market trends
9.5.2 Market Size and Analysis
9.6 Japan
9.6.1 Overview
9.6.1.1 Key facts
9.6.1.2 Market trends
9.6.2 Market Size and Analysis
9.7 Malaysia
9.7.1 Overview
9.7.1.1 Key facts
9.7.1.2 Market trends
9.7.2 Market Size and Analysis
9.8 Singapore
9.8.1 Overview
9.8.1.1 Key facts
9.8.1.2 Market trends
9.8.2 Market Size and Analysis
9.9 South Korea
9.9.1 Overview
9.9.1.1 Key facts
9.9.1.2 Market trends
9.9.2 Market Size and Analysis
9.10 Taiwan
9.10.1 Overview
9.10.1.1 Key facts
9.10.1.2 Market trends
9.10.2 Market Size and Analysis
9.11 Thailand
9.11.1 Overview
9.11.1.1 Key facts
9.11.1.2 Market trends
9.11.2 Market Size and Analysis
9.12 Others
9.12.1 Overview
9.12.2 Market Size and Analysis
10 Vendor Profiles
10.1 Sony Corporation
10.1.1 Overview
10.1.2 Business Units
10.1.3 Geographic Revenue
10.1.4 Business Focus
10.1.5 SWOT Analysis
10.1.6 Business Strategy
10.2 Nintendo Co., Ltd.
13.2.1 Overview
13.2.2 Ubitus Market Offerings
13.2.3 Ubitus in Cloud Gaming Market
13.3 Zynga Inc.,
13.3.1 Overview
13.3.2 Zynga Market Offerings
13.3.3 Zynga in Cloud Gaming Market
Annexure
Abbreviations

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: Asia Pacific Cloud Gaming Market Report 2016-2022
Web Address: http://www.researchandmarkets.com/reports/3946352/
Office Code: SC

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

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Single User</th>
<th>Site License</th>
<th>Enterprisewide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic PDF</td>
<td>USD 2500</td>
<td>USD 3250</td>
<td>USD 4000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

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

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World