The Online Games Market in India

Description: With an economy that grew 7.6% in 2005 and a sizable middle class among its 1.1 billion population, India is rapidly emerging as an IT, economic and political superpower.

While long dormant, the online games market in India is starting to heat up with a burgeoning Internet cafe culture; increases in Internet users and broadband penetration; and most importantly investment from game operators who are promoting and educating consumers about online games. Pearl Research believes India in 2006 is comparable to China in 2001 when China's games market started to develop and an online games culture started to form. The online games market in India is also being driven by key stakeholders with a vested interest in growing the market:

1) Users are discovering online games, intrigued by the community aspects, compelling content and the interactive experience.

2) Game operators are promoting and marketing online games, educating users and creating awareness. Online games represent a viable business model given India's high rates of software piracy.

3) Internet cafe owners are stocking more games since games are one of the biggest revenue drivers and are a "sticky" activity.

4) Publishers who are not yet in India are assessing the market and weighing the risks and rewards of entering this emerging and nascent market.

5) Telecoms and PC hardware manufacturers are pushing games to drive broadband and PC penetration. Broadband is being offered as low as $10 a month by some providers.

6) Advertisers are looking to attract and appeal to the growing urban and tech-savvy gamer population.

The Indian online games market is especially being closely monitored by Korean publishers who view India as a potential multi-million dollar market with its large, young and urban population hungry for content. In an attempt to capture consumer loyalty and establish brand equity early on, Korean publishers are already creating a beachhead in India with their online games.

While the market has clear potential, Pearl Research will also examine the critical cultural, economic, business and technological inhibitors to growing the market.

Research Highlights
This exclusive research document by Pearl Research provides an analysis of the online games market in India and includes:

- An executive summary highlighting major takeaways and key points
- Socio-economic overview including India's economic growth
- Analysis of the Indian middle class
- Robust discussion of inhibitors and drivers to market growth
- Internet cafes and their role in the online games market

Key metrics
- Size of the online games market in India 2006-2010
- Number and growth in Internet users
- Broadband penetration
- PC hardware penetration
- Examination of MMOGs currently in the market
- Online games pricing strategy
- Billing and payment methods
- Language and localization
- Profiles of key players
An exclusive matrix comparing China and India's online games market covering online games history, market size, popular types of content, broadband, Internet trends in addition to major socio-economic indices such as population, per capita GDP, literacy rates and software piracy.

-Chindia strategy and the interest of Korean publishers in India.

-Conclusions

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