Online Games Market in Taiwan

Description:
This report analyzes the emergence of Taiwan’s online gaming market. It estimates the online games market in Taiwan, inclusive of MMORPG and casual games will exceed $300 million in 2007. These findings are contained in the “Online Games Market in Taiwan” study which analyzes the domestic online games market in Taiwan.

The key findings are:
- While MMORPGs continue to represent the largest segment in the market, casual games are growing at a faster pace.
- Compelling and culturally relevant game content, the low cost ($12-$15 per month) to play games and high Internet penetration (15.4 million Internet users) in Taiwan drove growth in the online games market. The introduction of free-to-play games in 2004 help revitalized Taiwan’s online games industry. Game operators believe gamers will contribute more revenue under the free-to-play model instead of under the traditional subscription model.

This exclusive study includes an analysis of these trends:

Online Games
- Growth of casual games and its effect on increasing game adoption.
- What’s popular at Internet cafes and their role in influencing the growth of the games market.
- Key metrics: market sizing and forecasts, size of casual versus MMORPG segment, game operator market share, top titles with concurrent user numbers
- Discussion of relevant trends, current marketplace conditions for online games and the effect of piracy

Contents:
METHODOLOGY
GLOSSARY OF TERMS AND ABBREVIATIONS IX
I. EXECUTIVE SUMMARY
II. SOCIO-ECONOMIC OVERVIEW
   ECONOMY
   Per Capita Income
   POPULATION
   UNIQUE CHARACTERISTICS OF TAIWANESE SOCIETY

III. PC HARDWARE, INTERNET AND BROADBAND
   PC HARDWARE
   INTERNET AND BROADBAND

IV. INTERNET CAFES

V. DEFINING ONLINE GAMES

VI. ONLINE GAMES MARKET OVERVIEW
   DRIVERS TO GROWTH
   INHIBITORS TO GROWTH
   UNIQUE CHARACTERISTICS OF ONLINE GAMES

VII. TOP ONLINE GAMES
    Soul of the Ultimate Nation (SUN)
VIII. TOP GAME OPERATORS

IX. EXTENDED COMPANY PROFILES
Games Market in Taiwan Confidential

CHINESE GAMER CORP.
History
Strategy
Games
Financial Information

GAMANIA DIGITAL ENTERTAINMENT
History
Strategy
Games
TV Show
Payment Platform
Financial Information

GIGAMEDIA LIMITED
History
Cambridge Entertainment Software (CES)
FunTown
T2CN
Financial Information

INTERNATIONAL GAMES SYSTEM
History
Operation
Online Games
Financial Information

INSREA
History
Games

INTERSERV INTERNATIONAL INC.
History
Game Development
Financial Information

SOFTSTAR ENTERTAINMENT INC.
History
Games
Financial Information

SOFT-WORLD INTERNATIONAL CORP
History
Strategy
Games
Financial Information

WAYI INTERNATIONAL ENTERTAINMENT
History
Games
Financial Information

WINKING
Fantastic Melody Online (FM Online)

USERJOY
The Legend of Three Kingdoms Online

X. ONLINE GAMER BEHAVIOR AND PREFERENCES
Games Market in Taiwan Confidential
XI. SOFTWARE PIRACY
Forms of Piracy
Government Anti-Piracy Enforcements

XII. RETAIL AND DISTRIBUTION STRUCTURE
TOP CONVENIENCE STORE CHAINS

XIII. CONCLUSIONS
Games Market in Taiwan Confidential

TABLE OF FIGURES
Figure 1: Online Games Market Forecast 2006-2010 Data Table, $m
Figure 2: Key Country Metrics
Figure 3: Taiwan's Population by Age Group
Figure 4: Major Cities in Taiwan (population, thousands) October 2006 Data
Figure 5: Correlation between PC Ownership and Education Levels
Figure 6: Taiwan's PC Penetration and Monthly Income (Income in USD)
Figure 7: Growth of Internet Users in Taiwan (in millions of users)
Figure 8: Broadband Penetration by Age Groups
Figure 9: Photos of High-End Internet Cafes in Taiwan
Figure 10: Examples of Web, Casual and MMORPG Games
Figure 11: Online Games Market Forecast 2006-2010 Graph, $m
Figure 12: Online Games Market Forecast 2006-2010 Data Table, $m
Figure 13: Payment Models for Top Online Games
Figure 14: Most Popular Online Game Forums April 2007
Figure 15: Screen Shot of SUN
Figure 16: Screen Shots of CABAL
Figure 17: Screen Shots of Freestyle
Figure 18: Select Top Titles in Operation in Taiwan
Figure 19: Online Publisher Market Share CY 2006
Figure 20: Comparison of Public Taiwanese Game Companies
Figure 21: Game Company Revenue Growth 2003 to 2006
Figure 22: Screen Shots of Wonderland Online
Figure 23: Screen Shots of Huang Yi Online
Figure 24: Chinese Gamer Financials 2003-2006
Figure 25: Title Shots of Recent Updates of Lineage
Figure 26: Screen shots of Gamania's Maple Story and Mabinogi
Figure 27: Hosts of Dian Wan Te Gong
Figure 28: Gamania Financials 2003-2006
Figure 29: Earnings of Gamania's Subsidiaries (NT in 1,000s)
Figure 30: Screen Shots of FunTown Games
Figure 31: Screen Shots of T2CN's Freestyle
Figure 32: Gigamedia Financials 2003-2005
Figure 33: IGS's arcade consoles
Figure 34: Screen Shots of Feng Sheng II
Figure 35: Screen Shots of We Dancing Online
Figure 36: IGS Financials 2003-2006
Figure 37: Screen Shots from Audition
Figure 38: Screen Shots from Dekaron
Figure 39: Logos for Iron Phoenix, M2 and Swordsman Online
Figure 40: Interserv Financials 2003-2006
Figure 41: Screenshots from La Frontera
Figure 42: Screenshot from Rich Online
Figure 43: Softstar Financials Q3 2005-Q3 2006
Figure 44: Screen Shots of Perfect World
Figure 45: Screen Shots of Battle and Battle Dungeon in RF Online


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