Online Games Market in Korea 2011

Description: "The "Online Games Market in Korea" report provides an in-depth analysis of the Korean online games market and contains an executive summary; seven years of forecasts for the online games platforms; inhibitors and drivers to growth; deep marketplace analysis; discussion of key market players, trends in online games, mobile and social games, and strategic conclusions. The study contains:

- Korean game operators are deploying their cash and expertise to expand into international markets. Their areas of expertise such as free-to-play, micro-transactions and casual games can be deployed to the United States, Europe, Japan and rest of Asia.

Nexon derives more than 50% of its revenues from overseas. Nexon's Maple Story has more than 130,000 maximum concurrent users in the United States. Japan, known for being a console market, is a top priority for Korean game operators. NHN, Korea's largest search engine provider and one of the top four game operators in Korea, has more than 36 million registered users in Japan.

China still remains elusive, with two major Korean game operators restructuring their business there. However, Neowiz, saw international sales jump more than 30%, in part due to the success of its online titles in China.

- The report contains a section on smartphone penetration and games publishing. Approximately 61% of Korean smartphone users play games on their phone. Game developers are rushing into the mobile games market which is discussed in the study along with mobile game market projections. In a market dominated by Samsung, LG and other local handset manufacturers, Apple has been able to carve market share with 2 million and counting units of the iPhone being sold in Korea.

- Profiles on YNK, Com2us, Gamevil, SK Telecom, Joymax, NCsoft, Nexon, CJ E&M, Neowiz, NHN.

- The study includes an analysis of CJ Internet's merger, NCsoft's launching a baseball team, NHN's launch of Tera, the effect of the "Cinderella" law limiting gaming hours for users 16 years and younger, and other trends.

Contents:

Methodology
Executive Summary
Internet, Wireless And Smartphone Usage
Key Highlights
Market Forecasts
Drivers To Growth
Inhibitors To Growth
Unique Characteristics Of Online Games
Top Online Games
Game Portals
Korean Game Operators
CJ E&M
Neowiz
Nexon
Nexon America
NCsoft
NHN
Gravity
Joymax
YNK
Gamevil
COM2uS
SK Telecom

Software Piracy
Billing and Payment
Internet Cafes

Table of Figures

Figure 1: Key Country Metrics
Figure 2: Internet Usage Rate by Age (Rounded %)
Figure 3: Internet Users by Age (in millions)
Figure 4: Purposes of Using Internet (multiple responses, %)
Figure 5: Internet Shopping Usage (ages 12 and over)
Figure 6: Purchase Items by Internet Shopping (multiple responses)
Figure 7: SNS Usage by Gender and Age, in Percentages
Figure 8: SNS Usage Rate by Gender and Age (Rounded by %)
Figure 9: Daily Average SNS Usage Time by Type (minutes)-SNS user by type
Figure 10: Trends in wireless Internet usage rate
Figure 11: Mobile phone Internet usage rate by gender and age
Figure 12: Mobile phone Internet usage hours per week- Rounded (%)
Figure 13: Purposes of using mobile phone Internet
Figure 14: Smartphone usage rate by gender and age
Figure 15: Smartphone purchasing (replacing) intention by gender and age
Figure 16: Smartphone Service Pattern (% of Smartphone Users)
Figure 17: Households with Information Devices (multiple responses)
Figure 18: Online Games Market Forecast 2008-2014 Graph, KRW (billions)
Figure 19: Online Games Market Forecast 2008-2014 Data Table, KRW
Figure 20: Top Online Games at Internet Cafes
Figure 21: Top Internet Sites in Korea (Unique Visitors, Reach)
Figure 22: Top Game Sites by Visitors in JUNE 2011
Figure 23: Top Game Application by Unique Users
Figure 24: Comparison of Korea's Top Four Game Operators (KRW, billions)
Figure 25: Revenues and Net Income of Top Korean Game Operators
Figure 26: CJ E&M's Annual Earnings
Figure 27: CJ E&M's Quarterly Earnings
Figure 28: CJ E&M's New Titles
Figure 29: Slugger Website
Figure 30: Neowiz's Revenues and Net Income 2001 to 2010 ($US)
Figure 31: Pmang Metrics: Monthly Visitors, ARPU, Peak Concurrent Users
Figure 32: Neowiz Quarterly and Yearly Revenues
Figure 33: Neowiz Overseas Sales Trend
Figure 34: Neowiz Revenue Mix Trend by Business
Figure 35: Neowiz Games in the Pipeline for 2011
Figure 36: NCSoft Quarterly Revenues
Figure 37: Screenshots from Lineage 3
Figure 38: NCSoft Q1 2011 Revenue Mix by Title
Figure 39: NCSoft Q1 2011 Revenue Mix by Geography
Figure 40: NCSoft Quarterly and Yearly Financials
Figure 41: NCSoft 2010 Revenue Mix by Geography
Figure 42: NCSoft 2010 Revenue Mix by Title
Figure 43: Titles from NHN
Figure 44: Screenshot of Hangame
Figure 45: Tera Game
Figure 46: ljj games
Figure 47: NHN Online Games Sales Trend
Figure 48: Gravity's Game Updates
Figure 49: Gravity Financials
Figure 50: Joymax Quarterly Financials
Figure 51: Gamevil Quarterly Financials
Figure 52: Gamevil's Sales by Category
Figure 53: Com2uS Quarterly Financials
Figure 54: Com2uS Quarterly Revenue Composition
Figure 55: Com2uS Yearly Financials
Figure 56: Com2uS Yearly Revenue Composition
Figure 57: Piracy Software Rates in South Korea
Figure 58: Payment Methods for Internet Content, market share (%)
Figure 59: Internet Cafe Interior

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/649742/](http://www.researchandmarkets.com/reports/649742/)

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.

Product Name: Online Games Market in Korea 2011
Web Address: http://www.researchandmarkets.com/reports/649742/
Office Code: SCDKXH2G

Product Format
Please select the product format and quantity you require:

Quantity
Hard Copy (Hard Back): [ ] USD 3000 + USD 58 Shipping/Handling

* Shipping/Handling is only charged once per order.

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