Online Games Market in Vietnam

Description:
This report forecasts the number of users playing online games market in Vietnam to exceed 10 million by 2011, driven by rising incomes, increasing PC and Internet penetration rates, and a large population of youth that are actively seeking out entertainment content. These findings are contained in the business intelligence and consulting report "Online Games Market in Vietnam".

There are more than 50 online games in the market, a notable achievement given that the online games market just emerged in 2004. Other notable trends include the emergence of locally-developed titles, aimed specifically at Vietnamese gamers.

Key findings:
+ Approximately 50% of the total Vietnamese population is under the age of 25. This is an age range that is known for being tech savvy, making them a high priority demographic for digital entertainment companies. There are approximately 21 million Internet users in Vietnam with an Internet penetration rate of 24%.

+ In our interviews with Vietnamese gamers, many were spending 60,000 to 100,000 VND ($3 - $6) per month. In one high-end Internet café we visited, a few interviewees were spending an average of 500,000 VND ($31) per month. These consumers are driving the digital entertainment and online games market with virtual item purchases. Top online games in Vietnam can attract 200,000 users. The Internet cafes that the researchers visited in Vietnam were consistently crowded with users playing online games.

While Vietnam has a rapidly emerging games market, critical challenges include government regulations on online games, the worldwide slowing economy, developing infrastructure, and low income levels.

The “Online Games Market in Vietnam" report provides an in-depth analysis of the Vietnam online games market and contains an executive summary; 2007 to 2014 forecasts for the online games industry; inhibitors and drivers to growth; comprehensive socio-economic overview; discussion of key market players, and in-depth interviews with Vietnamese gamers.

Contents:
Methodology i
Glossary of Terms and Abbreviations iii
Defining Online Games iv

I. Socio - Economic Overview
Unique Characteristics of Vietnamese Society
Economic Overview
Middle-Class
Population
Internet Usage
Telecommunication (Mobile Usage)

II. The Vietnamese Gaming Market
Sizing the Market
Room for Growth: The Vietnamese Gamer
Drivers to Growth
Inhibitors to Growth
Cultural Affinity with the US
Parallels to the Chinese Market
Piracy and the Vietnamese Gamer
Cultural Similarities with China
Foreign Investment in Vietnam's Online Games Market

VinaGame
Pre-paid Cards
Cyber Station Manager
III. Games Outsourcing Overview
Outsourcing in China vs. Vietnam

Glass Egg
Staffing and Training
Artwork
Future Outlook

Alive Interactive Media

IV. Vietnam: Internet Cafés
Locations
Common Internet Café Trends
The Higher-End Internet Café
Equipment
Advertising Medium
Conclusion

V. Internet and Social Media Trends

Table of figures:
Figure 1: Matrix Comparing Casual and MMORPG Games

Ordering:
Order Online - http://www.researchandmarkets.com/reports/661604/
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.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Online Games Market in Vietnam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/661604/">http://www.researchandmarkets.com/reports/661604/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCDKXOZ7</td>
</tr>
</tbody>
</table>

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

**Quantity**
- Hard Copy: [ ] 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

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* 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