Online Games Market in China

Description:
Pearl Research is pleased to present their new China report covering webgames, MMO, mobile, social games and much more. The study analyzes:

- Web games, which can be played in a browser, and are accessible and user-friendly is expected to grow to $1 billion in 2013. Included in the study are an analysis of top web game companies and titles. The top web game from Tencent has more than 800,000 peak concurrent users.

- One emerging trend is the popularity of micro-client version of games. Micro-client files are generally less than 50MB compared to more than 1GB for a typical client-based game. This significantly cuts down on download times to under 15 minutes with a broadband connection. The micro-client software is far more compatible with users of large platforms including social network platforms.

- Social games – report covers projections, trends and top titles on Qzone/Pengyou and top genres. Most of the titles in China are locally-produced with the exception of Zynga's titles which were able to crack the top 10.

- New profiles on Taomee, Kunlun, ZT Games, Joyport along with updated profiles of Tencent, NetEase, Giant, Shanda, Perfect World, Changyou, Renren, and Sina among others.

- Demographic profile of MMO and casual gamers

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