
Description:

This report is a comprehensive review of Chinese video game outsourcing studios that produce games for international markets. Most of these studios engage in art for console games worldwide, but many also conduct programming, quality assurance, and porting work. There is a salary review by developer type and years of experience. There is a directory of 33 studios that lists the company's name, lead contacts, contact information, past work, type of work, number of developers, and specifics about game titles they have worked on.

The Outsourced Development of Games in China Report & Directory 2007 is published in association with Game Developer Research, the research arm of The CMP Game Group, and is being released in conjunction with the launch of the Game Developers Conference China in Shanghai, August 27-29, 2007.

According to the publisher and Game Developer Research, the 2007 revenue from outsourced development of international games in China will exceed $35 million, and will grow in 2008 and beyond as supply is able to accommodate increasing demand for game outsourcing services. China has emerged as a center for art and animation outsourcing services, along with programming, QA, and testing. Most of the projects are portions of next-generation console games for international markets, due to their high art development costs.

Approximately 33 Chinese outsourcing studios conduct services for international games, two-thirds of which have more than 40 employees. The industry is consolidating the number of studios, but the number of developers on staff at each of the featured studios rose by fifty percent since 2006. The report surveyed 150 studios in China to produce a list of 33 that were then interviewed in depth. A directory of these studios is included in the report with full profiles detailing key corporate statistics.

The demand portion of the research was based on a North American survey of 166 development professionals. Seventy-six percent of respondents already engage in outsourced game development and thirty percent of them already work with Chinese studios. The percentage is expected to rise over the next few years. While China faces competition from other global outsourcing regions, it is currently the global leader according to the survey responses.

“China has jumped ahead of other regions as the leader in outsourced development of international games. This is in large part thanks to the 44 million Chinese gamers from which more than 10,000 enthusiastic game development professionals have emerged as a talent pool to serve the rising demand for outsourcing from foreign publishers,” said Lisa Cosmas Hanson, managing partner of Niko Partners.

The report noted that even though design is not a strong suit of Chinese outsourcing studios at this time, that skill set is also being established as each studio creates and improves its portfolio used for business development. These studios could be the training ground for China's next original IP game developers and publishers.

Simon Carless, Director of Game Developer Research, states: “The biggest issue for outsourcing to China has been difficulty with communications. However, many studios now employ bilingual management who work with the liaison at the publisher, and as a result, communications processes have become more effective.”

In addition to ongoing trends in supply and demand for outsourcing, the report contains results of a salary survey for various levels and roles within the studios, a look at the development tools in use, and the criteria that many publishers have for selecting a Chinese outsourcing studio.

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