MMOG (Massively Multiplayer Online Games). - Global Strategic Business Report

Description: This report analyzes the Global market for MMOG (Massively Multiplayer Online Games) in US$ Million. Annual estimates and forecasts are provided for the period of 2006 through 2015. The report profiles 123 companies including many key and niche players such as Activision Blizzard, Ankama Games, CCP hf, Changyou.com Limited, CipSoft GmbH, CJ Internet Corp., Cryptic Studios, Inc., Jagex Ltd., Joymax Co., Ltd., MindArk PE AB, NCsoft Corporation, NetEase.com, Inc., Nexon Corporation, NHN USA Inc., Perfect World Co., Ltd., Softstar Entertainment Inc., Sony Online Entertainment LLC, Shanda Games Limited, Square-Enix Holdings Co Ltd., Tencent, Inc., The9 Limited, and Turbine, Inc. Market data and analytics are derived from primary and secondary research. Company profiles are mostly extracted from URL research and reported select online sources.

Please note: Reports are sold as single-site single-user licenses. The delivery time for hard copies is between 3-5 business days, as each hard copy is custom printed for the organization ordering it. Electronic versions require 24-48 hours as each copy is customized to the client with digital controls and custom watermarks.

For information on site licence pricing please click on Enquire before buying

Contents:

MMOG (MASSIVELY MULTIPLAYER ONLINE GAMES)
A GLOBAL STRATEGIC BUSINESS REPORT

CONTENTS

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations I-1
Disclaimers I-2
Data Interpretation & Reporting Level I-3
Quantitative Techniques & Analytics I-3
Product Definition and Scope of the Study I-3

II. Executive Summary

1. INDUSTRY OVERVIEW II-1
Video Games: A Rudimentary Overview II-1
Table 1: World Market for Video Games Software (2010):
Percentage Share Breakdown of Revenues by Gaming Platform
(includes corresponding Graph/Chart) II-2

Table 2: World Market for Video Games Software (2010):
Percentage Share Breakdown of Revenues by Geographic Region
(includes corresponding Graph/Chart) II-2
Changing Demographics of Modern Players II-3
Competition in the Video Games Market: A Review II-3
Sony, Microsoft and Nintendo: The Three Battle Scarred
Warhorses II-3
Table 3: Worldwide Video Game Market (2008): Percentage
Breakdown of Unit Sales by Category - Nintendo Wii,
Microsoft Xbox 360, Sony PS3 and Sony PS2 (includes
corresponding Graph/Chart) II-4
Spiraling Competition To Soften Prices II-4
Impact of the Recession II-5
Cautious Optimism Prevails II-5
Online Video Games: The New Frontier II-5
Table 4: World Market for Video Games (2010E): Percentage Share Breakdown of Revenues by Segment - Online (MMOG and Casual Online) and Offline (includes corresponding Graph/Chart) II-6
Online Games Gather Steam II-6
Table 5: Percentage Breakdown of Cumulative Number of Online Game Subscribers by Region - 2009 (includes corresponding Graph/Chart) II-7
Table 6: World Market for Online Video Games Software (2010): Percentage Share Breakdown of Revenues by Geographic Region/Country (includes corresponding Graph/Chart) II-7
MMOG Comes of Age in the Online Gaming Market II-7
Market Share Findings II-8
Table 7: World Market for MMOG (Massively Multiplayer Online Games) (2007): Percentage Market Share Breakdown of Leading Game Developers/Vendors (includes corresponding Graph/Chart) II-8
Market Share Findings On the Korean Market II-8
Table 8: Korean Online Games Market (2007): Percentage Share Breakdown of Revenue of Leading Players (includes corresponding Graph/Chart) II-8
Table 9: Korean MMOG (Massively Multiplayer Online Games) Market (2007): Percentage Share Breakdown of Revenue of Leading Players (includes corresponding Graph/Chart) II-9
MMORPG: A Key Segment in the MMOG Market II-9
Trends, Growth Drivers & Issues II-10
MMOGs Face the Heat of the Recession II-10
Technological Advancements To Drive Growth II-10
Casual MMOGs Rise in Importance II-11
Developing Markets: A Goldmine for Game Developers II-11
World of Warcraft (WoW) - “Winner” all the Way II-12
Table 10: Global Market for MMOG (Massively Multiplayer Online Games): Breakdown of Number of MMOG Players Subscribing on a Monthly Basis by Game Titles As of April 2008 (includes corresponding Graph/Chart) II-13
Table 11: Global Market for MMOG (Massively Multiplayer Online Games) (2008): Percentage Share Breakdown of Leading Game Titles by Revenue Turnover (includes corresponding Graph/Chart) II-14
Social Networking & Gamer Communities Offer Excellent Growth Potential for MMOGs II-14
Premium Subscription Models Drive the Subscription Based MMOG Market II-14
Hybrid Business Models: An Emerging Business Case II-15
MMOG Strategies Present a Blueprint for the Future of Online Gaming Industry II-16
Increased Broadband Connectivity Fuels Growth in the Market II-16
Table 12: Percentage of Broadband Household Penetration of Online Games in the US Market (includes corresponding Graph/Chart) II-17
Challenges Galore II-17
High Costs II-17
High Risks II-17
High Churn Rates II-18
Tackling Fraudulent Transactions II-18
Focus on Select Regional Markets II-18
The United States II-18
American MMORPG Companies Begin Offering More Free-to-Play Games II-18

Competition Set to Tighten in Free-to-Play MMOG Market in Coming Years II-19

Key Statistical Findings II-20

Table 13: Key Point of Internet Access for Online Gamers in the US for 2008 By Age Group (includes corresponding Graph/Chart) II-20

Table 14: Online Games Market in the US: Percentage Breakdown by Game Type for the Year 2007 (includes corresponding Graph/Chart) II-21

Table 15: Online Gamers in the US in 2008: Percentage Share Breakdown by Gender - Male and Female II-21

Table 16: MMOG Players in the United States: Presented As a Percentage of the Total US Population As of the Year 2009 (includes corresponding Graph/Chart) II-21

Asia-Pacific II-22

Table 17: Online Games Market in Asia-Pacific (2007): Percentage Breakdown of Revenues by Country (includes corresponding Graph/Chart) II-22

China II-22

Table 18: Paying Online Gamers in China: Percentage Market Penetration for Years 2007, 2009, 2011, and 2013 (includes corresponding Graph/Chart) II-23

Table 19: Internet Penetration Rate in China in Comparison With Other Countries As of the Year 2008 (includes corresponding Graph/Chart) II-24

ARPU Witnesses A Steady Rise in the Online Gaming Market II-24

Table 20: Chinese Online Gaming Market (2005-2013): Breakdown of Average Revenue Per User (ARPU) (In US$) (includes corresponding Graph/Chart) II-25

Table 21: Massively Multiplayer Online Role Playing Games (MMORPG) Market in China (2005-2011): Breakdown of Average Revenue Per User (ARPU) (In US$) (includes corresponding Graph/Chart) II-25

Competition in the Online Games Market II-25

Table 22: Online Games Market In China (2008): Percentage Share Breakdown of Leading Players - Shanda, NetEase, Tencent, The9, Changyou, NetDragon, Kingsoft and Others (includes corresponding Graph/Chart) II-26

Table 23: Chinese MMOG Market (2008): Percentage Share Breakdown of Revenue by Leading Companies - Shanda, Tencent, NetEase, PW, The9, Changyou and Others (includes corresponding Graph/Chart) II-26

Chinese Government Announces Supportive Policy for Online Games II-26

Thorny Challenges Create Trouble in Paradise II-27

Piracy: A Serious Concern in the Chinese Market II-28


Table 24: Chinese MMORPG Market (2005-2011): Yearly Breakdown of Number of Gamers (in million) (includes corresponding Graph/Chart) II-28

India II-29

2. PRODUCT OVERVIEW II-30

Online Games: A Prelude II-30
Massively Multiplayer Online Games (MMOGs): An Introduction II-30
MMOGs Vs Other Games: A Peek Into the Differences II-30
Technology Requirements II-31
Revenue Models II-32
Subscription-Based Revenue Model II-32
Virtual Item Selling Model II-32
Benefits II-32
In-game Advertising II-33
Types of MMOGs II-33
MMORPG II-33
History II-33
Development II-34
Features II-34
Themes II-34
Progression II-34
Social Interaction II-34
Role Playing II-35
Culture II-35
System Architecture II-35
MMOFPS II-36
MMO Real-Time Strategy Games II-36
MMOSG II-36
MMORG II-36
MMO Rhythm Games II-36
MMOMG II-37
MMO Social Games II-37
Hacking & Piracy Issues II-37
Hacking II-37
Piracy II-37

3. NEW GAME LAUNCHES/INTRODUCTIONS II-39
TurnOut to Launch Tom and Jerry Based MMOG II-39
GamersFirst Unveils a Formula One MMO II-39
Virtual Fairground to Offer Wonderland MMO II-39
Atari and Cryptic Studios Introduces Champions Online Open Beta II-39
NCsoft to Introduce Aion Standard and Limited Collectors Edition II-40
Cartoon Network Launches AAA II-40
Aeria Games Acquires nDoors Luminary: Rise of the Goonzu II-40
EVE Online Launches Dust 514 II-41
JCE Launches Freestyle II-41
Tahadi Launches Beta Trial-version of Ragnarok II-41
TurnOut Ventures to Unveil BEN 10 MMO Game II-42
DME Launches MU Onlines Season 4 II-42
Turbine Launches The Lord of the Rings Online II-42
Atlus Online Introduces Neo Steam: The Shattered Continent II-42
Square Enix to Launch FINAL FANTASY XIV II-43
Hi-Rez to Launch Global Agenda II-43
Cyanide Studios Unveils Dungeon Party II-43
Resistor Productions Unveils Disciple II-43
Square Enix Launches A Crystalline Prophecy - Ode of Life
Bestowing II-44
Abandon Interactive Entertainment Unveils Freaky Creatures II-44
Aeria Games Unveils Expansion Pack 1 II-44
One Net Entertainment to launch MMORPGs II-45
CCP Launches EVE: The Burning Life II-45
Oriented Games Launches Hello Kitty® Online II-45
Jagex Studios and Zapak Digital Entertainment Launches Runescape II-46
Nexon America Launches Dragon II-46
Paragon Studios Introduces Guest Author Series in City of Heroes II-47
The Black Library and Mythic Entertainment Unveil FORGED IN CHAOS II-47
Pixel Mine Games Unveils Secondhand Lands II-47
Changyou.com Unveils Blade Hero 2 II-48
Frogster America Launches an Arena-System II-48
Joymax to Unveil Legend IV: Tomb of the Qin-Shi Emperor II-48
Gamigo Unveils SteamPunk MMORPG NeoSteam II-48
Iron Will Studios Unveils Web Browser Version of Outer Empires II-48
Aeria Games Launches Shaia in Turkey II-49
Acclaim Games Launches The Chronicles of Spellborn MMORPG II-49
NCsoft and Paragon Studios Unveils Issue 16: Power Spectrum for City of Heroes II-50
Turbine Unveils Dungeons & Dragons Online®: Eberron UnlimitedTM II-50
Joymax Unveils Legend IV Plus II-50
THQ*ICE Unveils Dragonica Online II-50
NCsoft® Launches Aion TM for North America II-51
CCP Launches EVE Online: Quantum Rise II-51
10VOX Entertainment Launches Tracksters and KooKeys II-51
Black Library Publishing & Electronic Art Launch DARK STORM GATHERING II-52
Jagex Introduces FunOrb Brazil II-52
Sci Fi Introduces Bigpoint games II-52
Webzen Develops MMOFPS Huxley II-53
NetDevil to Introduce Lego Universe II-53
Cartoon Network Unveils MMORPG Fusion Fall II-53

4. RECENT INDUSTRY ACTIVITY II-54
MOO Life Acquires Share in MMOCluster II-54
FX Labs and Moggle Ink Agreement II-54
Masthead Studios and Interplay Ink LOI II-54
Gazillion and Marvel Ink Agreement II-55
Atari Takes Over Cryptic Studios II-55
BioWare merges with Mythic II-55
Aeria Games to Purchase Twelve Sky 2 II-55
Walt Disney Company to Purchase Marvel Entertainment II-56
bwin Purchases United Games II-56
Switchin.net Purchases ArmoredLegion.com II-56
Nival Collaborates with Gala Network to Introduce Allods Online II-55
HKBN Partners With Major MMORPG Companies II-57
NASA Signs Agreements with three MMO Companies II-57
Scaleform Signs Agreement with Nexon II-57
Virtual Fairground and Alphanim to Offer Galactik Football Based MMO Game II-57
Quest and IGN/Direct2Drive Enter into Agreement II-57
WeMade Signs an Agreement with Burdaic II-58
Perfect World Co and Runic Games Announce Publishing Agreement II-58
Atlantica Online Ventures into Thailand II-58
Sanrio and C2 Partner for Offering Hello Kitty in Thailand II-58
Gala-Net and HanbitSoft Partnership to Launch Aika in North America II-58
Kylin and Baidu Announce Strategic Partnership II-58
EverDream Signs Partnership Agreements with BBGsite and MMOsite II-59
Fallen Earth Partners with FilePlanet II-59
GotGame Signs Agreements with MMOABC.com and MMORPG.com II-59
True Games Interactive Partners with GOA II-59
Aeria Games Enters into Partnership with Offerpal Media II-59
Gala Networks Europe Partners with Suzhou Snail Electronic II-60
Sparkplay Media Signs Partnership Deal with Omake Interactive Services II-60
RocketOn to Partner with Six Sites II-60
Gala-Net to Partner with EYA SOFT II-61
NetDragon Webssoft and Electronic Arts Enter into Agreement II-61
Zemi Interactive Enters into Partnership with Gameforge II-61
NHN and AMD Enter into Collaboration II-61
Vogster Entertainment and THQ Inc to Offer Shooter MMO CrimeCraft II-62
Glu Mobile and Activision Publishing Enter Partnership II-62
Blizzard to Enter Licensing Agreement with NetEase.coms
Affiliate Company II-62
MashON and Cryptic Studios Enter Licensing Deal II-63
Jagex Becomes a Part of Tiga II-63
Abu Dhabi Media Company Enters into Join Venture with Gazillion II-63
InComm Enters into Partnership with Cartoon Network II-63
Aeria Games Acquires DragonSky II-64
NCsoft Forms NC West Subsidiary II-64
Vivendi and Activision Establish Activision Blizzard II-64
Aeria Games Purchases Pi Story II-65
NCsoft Merges City of Heroes with City of Villains II-65
Spill Group Snaps Up Onrpg.com II-65
NHN USA Buys Lunia Game Rights II-66
Ubisoft Purchases Massive Entertainment Studio II-66
Electronic Arts and GigaMedia Sign Agreement II-66
Hangame and Electronic Arts Ink Agreement to Introduce WAR II-67
NetDragon Websoft Signs Agreement with Electronic Arts II-67
GONZO Rosso and Min Communications Ink Agreement II-67
GameHi and Digital Media Enter into Partnership to Unveil
MMORPG Dekaron II-68
Perfect World Ink Agreements with Games-Masters.com II-68
Pixsy to Partner with MMORPG.com II-68
The9 Signs Agreement with T3 Entertainment to Form Joint Venture II-69

5. FOCUS ON SELECT GLOBAL PLAYERS II-70
Activision Blizzard, Inc. (USA) II-70
Ankama Games (France) II-70
CCP hf (Iceland) II-70
Changyou.com Limited (China) II-71
CipSoft GmbH (Germany) II-71
Cj Internet Corp (South Korea) II-71
Cryptic Studios, Inc. (USA) II-72
Jagex Ltd. (UK) II-72
Joymax Co., Ltd. (South Korea) II-72
MindArk PE AB (Sweden) II-72
NCsoft Corporation (South Korea) II-73
NetEase.com, Inc. (China) II-73
Nexon Corporation (Korea) II-73
NHN USA Inc. (US) II-73
Perfect World Co., Ltd. (China) II-73
Softstar Entertainment Inc. (Taiwan) II-74
Sony Online Entertainment LLC (USA) II-74
Shanda Games Limited (China) II-74
Square-Enix Holdings Co Ltd (Japan) II-75
Tencent, Inc. (China) II-75
The9 Limited (China) II-75
Turbine, Inc. (USA) II-75

6. GLOBAL MARKET PERSPECTIVE II-76
Table 25: World Recent Past, Current and Future Analysis For Massively Multiplayer Online Games (MMOG) by Geographic Region/Country - United States, Europe, Asia-Pacific (China & Rest of Asia-Pacific), and Rest of World Independently Analyzed by Annual Revenues in US$ Million for the Years 2006 through 2015 (includes corresponding Graph/Chart) II-76

Table 26: World 10-Year Perspective for Massively Multiplayer Online Games (MMOG) by Geographic Region/Country - Percentage Breakdown of Revenues for United States, Europe, Asia-Pacific (China & Rest of Asia-Pacific), and Rest of World for Years 2006, 2009 and 2015 (includes corresponding Graph/Chart) II-77

III. COMPETITIVE LANDSCAPE
Total Companies Profiled: 123 (including Divisions/Subsidiaries - 133)

Region/Country Players

The United States 65
Canada 1
Japan 2
Europe 26
France 5
Germany 6
The United Kingdom 3
Rest of Europe 12
Asia-Pacific (Excluding Japan) 38
Middle-East 1

Ordering:

Order Online - http://www.researchandmarkets.com/reports/1244811/

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 and select the format(s) you require.

Product Name: MMOG (Massively Multiplayer Online Games). - Global Strategic Business Report
Web Address: http://www.researchandmarkets.com/reports/1244811/
Office Code: SC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 3950</td>
</tr>
<tr>
<td>Hard Copy:</td>
<td></td>
<td>USD 3950 + USD 61 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 5530</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td></td>
<td>USD 9480</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td></td>
<td>USD 7505</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.
* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

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: Bank details will be provided on the invoice which you will receive after you place your order with us.

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