

Press Release

Hamburg, May 2nd, 2012



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Online Gaming Market continues to grow in the Asia-Pacific Region

The new "Asia-Pacific Online Gaming Report 2012" by Hamburg-based secondary market research firm yStats.com compiles up-to-date information on the online gaming market in the Asia-Pacific region, excluding online gambling aspects. This includes a brief introduction about the region as well as an analysis of the markets China, Japan, South Korea and Australia.

The online gaming market is rapidly growing in the entire region of South East Asia. Revenue generated in this market is expected to more than double between 2011 and 2015. Especially social gaming has become a significant trend, drawing more and more new users and generating more revenue.

Massively client games spur growth of Chinese online gaming market

The value of the online gaming market in China is predicted to grow annually by double digit percentage figures between 2012 and 2015. Furthermore, spending by online gamers is projected to increase between 2012 and 2013 – despite slowing growth rates. In the fourth quarter of 2011, Tencent had the largest market share in the Chinese client-based online gaming market, followed by Netease and SNDA. This growth can be attributed primarily to massively client games. They are expected to generate almost three quarters of all revenue in this market in 2013.

Online gaming markets soaring in Japan, South Korea and Australia

In 2011, the largest share of the total online gaming market value in Japan was generated by mobile gaming, followed by social gaming. Conventional online gaming was, however, at the bottom of the list. While in 2010 more than 40 percent of all social gamers were women, men still dominated the total online gaming market, accounting for nearly three quarters of all gamers. Especially the social gaming market is expected to grow rapidly in Japan – between 2011 and 2012 by approximately one third. In South Korea, the online gaming market is also expected to grow annually by more than 20 percent between 2008 and 2012. In 2010, South Korea generated more than one quarter of all global revenue in this sector. The "Asia-Pacific Online Gaming Report 2012" by yStats.com also shows that online gaming addiction is a huge problem in this country, where in 2011, more than half of all inhabitants played online games. For Australia, it is forecasted that online gaming subscriptions and digital goods will account for one fifth of all sales of digital goods and online subscriptions in 2012.

Press Contact:

yStats.com GmbH & Co. KG

Behringstrasse 28a, D-22765 Hamburg

Phone: +49 (0)40 - 39 90 68 50

Fax: +49 (0)40 - 39 90 68 51

E-Mail: press@ystats.com

Internet: www.ystats.com

Twitter: www.twitter.com/ystats

Facebook: www.facebook.com/ystats

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