

March, 2019

Asian Video Games Industry
Strategies, Trends & Opportunities

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Asian Video Games Industry

OVERVIEW

The demand for gaming in Asia has expanded with the increased availability of low-cost internet access, penetration of mobile devices along with the growing popularity of streaming video. The rapid advancement of technology has made video games available to the masses, and this industry has become one of the fastest growing segments in the global media and entertainment market. We are increasingly seeing more of the global games production taking place in a globally distributed mode. An emerging trend in the Asian video games industry is the increasing focus towards production of local animation content for television as well as production of animated movies. A number of Asian games studios are giving importance to owning and protecting animation content by investing in intellectual property protection mechanisms.

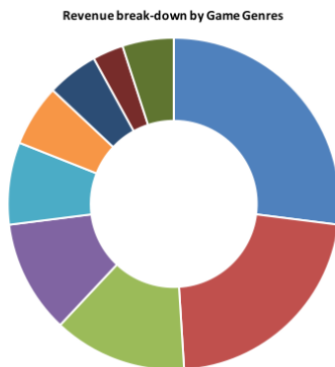
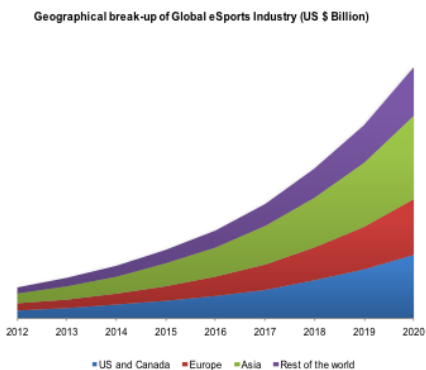
STRATEGIES, TRENDS, OPPORTUNITIES, GROWTH FACTORS

Global consumers are displaying a growing appetite for engaging, high-definition visual experiences. Cloud Gaming services which are growing at an exponential pace would need the right pricing model to both drive adoption and generate sufficient returns for platforms and publishers. The availability of low cost micro-payment systems is allowing users to pay for access or download small quantities of digital content and is the key for online games market to grow. Artificial Intelligence and Machine Learning based techniques are being used for in-game analytics, customer acquisition, retention, cross sell, churn, classify player behavior etc.

Popular eSports tournaments have rich spectator interactions and immersive fan experiences for in-person and online viewers. Micro-segmentation of fans is emerging as eSports leagues and tournament are consolidating various genres, platforms and viewing experiences by careful customer segmentation, targeting and positioning. China has become a leader in eSports and several tournaments are organized throughout the year with millions participating in both online and offline modes.

Asian Video Games Industry

- The size of Asian Video Gaming industry was valued at US\$ 30 billion in 2018
- Gaming companies are focusing on Augmented Reality (AR) and Virtual Reality (VR) enabled games
- Cloud Gaming services would need the right pricing model to both drive adoption and generate sufficient returns for platforms and publishers
- The availability of low cost micro-payment systems is allowing users to pay for access or download of small quantities of digital content and is the key online games market to grow
- Artificial Intelligence and Machine Learning based techniques can be used for in-game analytics, customer acquisition, retention, cross sell, churn, classify player behavior, etc.
- The traditional revenue models of video games industry is changing and firms are exploiting competing that they are using alone or in combination
- In the games industry, both the digital and physical distribution channels exist side by side with the share of physical distribution channels expected to shrink in the future





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