

A Pearl Research Exclusive Report. Please contact us at +1-415-738-7660 or email [research@pearlresearch.com](mailto:research@pearlresearch.com) for a sample excerpt.

## Online Games Market in Korea



## Pearl Research's Exclusive Studies

Please contact us at [research@pearlresearch.com](mailto:research@pearlresearch.com), visit [www.pearlresearch.com](http://www.pearlresearch.com), or call 415-738-7660 for a no-obligation complimentary briefing or for further samples of the work.

**Games Market in India and Vietnam:** With increasing Internet penetration and large youth populations, these two emerging markets present both opportunities and challenges to companies seeking to capitalize on emerging markets. These exclusive reports covers market sizing, business models, industry dynamics and top products and companies.

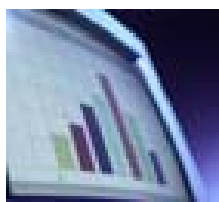
**Games Market in China:** The report provides insights into the \$3 billion plus games market with analysis of emerging trends, top titles, leading companies, and forecasts. The report will examine emerging business models and game genres.

### **China Research: Comprehensive Coverage of Technology, Digital Media and Consumers**

Pearl Research's China studies include:

- + Online Advertising
- + Games Market in China (online, console, packaged PC)
- + Web 2.0 (blogging, social networking, video sharing, digital music)
- + Chinese user opinions on the iPhone including purchase intent
- + Google and Baidu analysis including consumer feedback
- + Games Development and Outsourcing
- + Chinese consumers: online surveys and focus groups
- + Trendspotting for Chinese youth and young adults
- + Individual Games analysis (Sohu's TLBB, EA's FIFA Online, Giant's Zhengtu, among others)
- + Best Buy in China

### **Games Content Analysis**



As part of a competitive analysis, Pearl Research examines key success factors of various game titles including player critiques, the marketing of these titles along with in-depth comparisons of features including the combat system, user interface, community management, the games' stickiness, replay value, learning curve and other relevant features.

Title covered have included Changyou's TianLong Babu (TLBB), Disney's Club Penguin, EA's FIFA Online series, NCSoft's Aion, Nexon's Maple Story, Runescape and Tencent's Dungeon and Fighter. Please contact us for a full list of titles or for a custom analysis.

## About Pearl Research



Pearl Research, a business intelligence and consulting firm, specializes in the interactive entertainment, Internet and technology sector with a focus on emerging markets and platforms. Pearl Research provides our clients access to a vast knowledge base of market research information. We publish in-depth market research reports in addition to providing customized research and consulting services.

Please contact us at [research \(at\) pearlresearch.com](mailto:research@pearlresearch.com), or call 415-738-7660 for a no-obligation complimentary briefing or for further samples of the work. To sign up for our complimentary mailing list, visit [www.pearlresearch.com](http://www.pearlresearch.com).

## Customized Research Services

Contact us for more information about our customized work. Typical engagements include:

- Market opportunity assessment
- Survey design and implementation
- Competitive analysis
- Benchmarking and best practices
- Market entry or market expansion plans
- Identification and tie-ups with potential local partners
- Focus groups design and implementation
- Business matchmaking