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## **ONLINE GAMES MARKET IN VIETNAM**

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## About Pearl Research

Pearl Research, a business intelligence and consulting firm, specializes in the interactive entertainment, Internet and technology industry with a focus on emerging markets and platforms. Based in San Francisco and China, Pearl Research provides our clients access to a vast knowledge base of market research information. The company publishes in-depth market research reports in addition to providing customized research and consulting 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

## Other Research Reports Available

- Casual Games Market
- Games Market in Asia (China, Taiwan, Korea and India)
- Social networking and Web 2.0 in China
- Phoenix Generation consumer studies

## Phoenix Generation series of reports covering Chinese consumers

300 million strong and with \$135 billion in disposable spending income, China's consumer youth markets represent an untapped opportunity.

- Pearl Research's Phoenix Generation reports are an in-depth lifestyle study on Chinese youths ages 16 to 30. The qualitative and quantitative study identifies emerging trends, attitudinal shifts and "what's hot" in games, Internet, entertainment, technology, fashion, and consumer products.
- We focus on trends that have a business impact, providing insights into the origins and implications of these trends. The study helps companies understand this important demographic and what drives their lifestyle choices and spending habits.

### ***Defining the Phoenix Generation***

Pearl Research has coined the term "Phoenix Generation" to describe China's dynamic youth. This generation grew up during booming economic times and most do not have any siblings as the result of the one-child policy.

Pearl Research believes this generation will be the core driver of consumer spending in China. The Phoenix Generation reports are exclusive, primary-research reports dedicated to understanding this important demographic.



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