

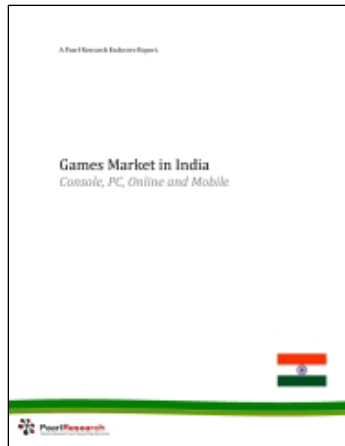
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Games Market in Korea 2012



Pearl Research's Exclusive Studies

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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.

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

Pearl Research's China studies include:

- + Online Advertising
- + Chinese user opinions on the iPhone including purchase intent
- + Games Market in China (online, console, packaged PC)
- + Social Media (blogging, social networking, video sharing, digital music)
- + 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 (Changyou's TLBB, EA's FIFA Online, Giant's Zhengtu, among others)
- + Best Buy in China

Analysis of Specific Online Games

As part of a competitive analysis, Pearl Research examines key success factors of all three titles, 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. Sample games analyses available include:

- Tencent's QQ Dance
- Perfect World's Chi Bi
- Changyou's TianLong Babu (TLBB)
- EA's FIFA Online series
- Giant Interactive's Zhengtu
- Giant Interactive's Giant Online
- NCSOFT's Aion
- Netease's Fantasy Westward Journey series
- Netease's Westward Journey 3
- Tencent's Dungeon and Fighter
- 12 Skies

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