

Pearl Research forecasts the number of online gamers in Vietnam to exceed 10 million by 2011

San Francisco, CA, November 5, 2008, - Pearl Research forecasts the number of users playing online games market in Vietnam to exceed 10 million by 2011, driven by rising incomes, increasing PC and Internet penetration rates, and a large population of youth that are actively seeking out entertainment content. These findings are contained in business intelligence and consulting firm Pearl Research's "Online Games Market in Vietnam" report.

Vietnam's economy has been growing by 7% in the past decade and is attracting significant investments from technology companies.

Pearl Research's key findings:

- + Approximately 50% of the total Vietnamese population is under the age of 25. This is an age range that is known for being tech savvy, making them a high priority demographic for digital entertainment companies. There are approximately 21 million Internet users in Vietnam with an Internet penetration rate of 23.5%.
- + In our interviews with Vietnamese gamers, many were spending 60,000 to 100,000 VND (\$3 - \$6) per month. In one high-end Internet café we visited, a few interviewees were spending an average of 500,000 VND (\$31) per month. These consumers are driving the digital entertainment and online games market with virtual item purchases. Top online games in Vietnam can attract 200,000 users. The Internet cafes that Pearl Research visited in Vietnam were consistently crowded with users playing online games.

While Vietnam has a rapidly emerging games market, critical challenges include government regulations on online games, the worldwide slowing economy, developing infrastructure, and low income levels.

The "Online Games Market in Vietnam" report provides an in-depth analysis of the Vietnam online games market and contains an executive summary; 2007 to 2012 forecasts for the online games industry; inhibitors and drivers to growth; comprehensive socio-economic overview; discussion of key market players, and in-depth interviews with Vietnamese gamers. To purchase this report, please call (+1) 415-738-7660 or email research@pearlresearch.com.

About Pearl Research

Pearl Research, a business intelligence and consulting firm, specializes in the Internet and technology markets with a special focus on emerging markets and platforms. Based in



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