

A Pearl Research Exclusive Report

The Games Market in Korea

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Based in San Francisco, Pearl Research is a business intelligence and consulting firm that specializes in the interactive entertainment and games industry.

The company publishes in-depth market research reports in addition to providing customized research and consulting services.

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2006/2007 Publishing Schedule

Games Market/Development and Outsourcing in China

Games Market in Taiwan

Online Games Market in India -

This exclusive research document by Pearl Research provides an analysis of the online games market in India and includes:

- An executive summary highlighting major takeaways and key points
- Socio-economic overview including India's economic growth
- Analysis of the Indian middle class
- Robust discussion of inhibitors and drivers to market growth
- Internet cafes and their role in the online games market
- Key metrics
- Examination of MMOGs currently in the market
- Online games pricing strategy
- Billing and payment methods
- Language and localization
- Profiles of key players
- An exclusive matrix comparing China and India's online games market
- Chindia strategy and the interest of Korean publishers in India
- Conclusions



Customized Research and Consulting

Pearl Research's customized research services help businesses solve their most pressing business issues. Every custom engagement delivers personalized in-depth analysis and realistic and tailored recommendations. Throughout the whole process, Pearl Research works closely with our clients to ensure key objectives are delivered successfully.

Typical engagements include:

- Market opportunity assessment
- Competitive analysis
- Benchmarking and best practices
- Market entry or market expansion plans
- Identification and tie-ups with potential local partners in Asia
- M & A advisory services with a special focus on Japan and China

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Methodology

Pearl Research's analysis and research is generated through in-country visits, in-depth stakeholder interviews, extensive online and offline data collection, and a vast knowledge base and cultural understanding of the Asia Pacific games markets.

In-country visits: Pearl Research conducts research in each of the Asia-Pacific countries, interviewing key stakeholders in addition to visiting locales such as retail outlets, Internet cafes and software pirate markets to get a pulse on the market. Pearl Research also works with local researchers when necessary to complement our research efforts.

Stakeholder interviews: Pearl Research interviews key industry executives to gather different perspectives on market trends, market sizes and future strategic developments. Stakeholder interviews are valuable sources of information to generate market size and projections in countries without any official or reliable sell-through services. Pearl Research conducts several interviews in order to garner the most diverse viewpoints, reduce biases and to cross check information. Some of the stakeholders interviewed included leading publishers, developers, distributors, retailers and government agencies.

Extensive data collection: To supplement primary data gathering, Pearl Research gathers information from various secondary sources including company annual reports, financial filings, governmental agencies, specialist trade press, trade organizations, white papers, online databases and other relevant sources.

Robust forecasting model: Pearl Research's proprietary forecasting model takes into account critical market factors such as sales trends, pricing forecasts, macro-economic factors and relies on our extensive database of historical data. Our objective is to formulate robust and accurate forecasts, grounded in reality that companies can rely on for strategic planning purposes.

Other Methodology Notes:

- Pearl Research's software and hardware forecasts cover legitimate products only and exclude gray and pirated products.
- Figures provided in charts and tables may not exactly equal the totals given due to rounding.
- This report covers South Korea only and excludes any coverage of North Korea.
- "Concurrent users" refers to the total number of people using a game or resource at the same time. Pearl Research uses concurrent users as a better indicator of a game's popularity since membership in a game can easily exceed millions as users initially sign up to demo the game.