



Research on Global Top 50 Game Companies, 2012

Oct. 2012

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include public data and financial reports of the companies etc.

(USD million)

Abstract

Based on the game business revenue disclosed by related listed companies in global game industry, ResearchInChina compiled the game business earnings in USD of relevant game companies in fiscal quarter closest to 2012Q2 (from April 1st, 2012 to June 30, 2012).

This report studies the game market including arcade game, home video game, online game and mobile game.

Ranking of Global Top 50 Game Companies by Revenue, 2012Q2

(USD million)

Rank	Region	Company	2012Q2 Revenue (USD million)
1	USA	Gamestop	1,550.20
2	USA	Microsoft EDD	1,430.00
3	Japan	Nintendo	1,081.80
4	USA	Activision Blizzard	1,075.00
5	Japan	SONY GAMES	1,056.80
6	USA	EA	955.00
7	China	TENCENT	888.08
8	Japan	BANDAI NAMCO	726.63
9	Japan	GREE	511.00
10	Japan	DeNA	501.30
11	Japan	SQUARE ENIX	317.60
12	South Korea	NEXON	291.79
13	USA	Zynga	291.55
14	Japan	KONAMI	290.82
15	China	NETEASE	274.50
16	Japan	Capcom	237.40
17	USA	Take-Two	226.14
18	USA	DISNEY Interactive	196.00
19	China	Shanda Games	180.42
20	France	Ubisoft	169.60
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43	Sweden	Net Entertainment	20.16
44	Poland	CD Projekt Red	16.25
45	Japan	Mobcast	15.33
46	South Korea	Gamevil	13.56
47	South Korea	GRAVITY	12.00
48	South Korea	WEBZEN	11.76
49	USA	Alliance Distributors	10.33
50	China	CMGE	9.60

Source: ResearchInChina Research on Global Top 50 Game Companies, 2012 InChina

Among the top 50 game companies, 13 came from Japan, 10 from the United States, 11 from Mainland China, 9 from South Korea, 5 from Europe and 2 from Taiwan.

Although there were signs of gradual recovery in the global economy, overall economic conditions continued to be harsh, mainly because of a slowdown in economies caused by fiscal instability in Europe. As for the entertainment industry, weak individual consumption and other factors have added further uncertainty to the outlook.

Game and game devices businesses are highly competitive, characterized by rapid product life cycles, frequent introductions of new products and game titles, and the development of new technologies.

With the spread of smartphones and tablet PCs worldwide and the increased popularity of social networking sites, the available means of providing game software continue to diversify, and opportunities to reach an even greater audience for game software are increasing.

Against such a backdrop, game companies increased the number of “outlets” for the game content by taking advantage of opportunities presented by the emergence of new devices and developing business around game content. Every company intends to develop ways of playing games that match the characteristics of each device.

The report analytically highlights the operating results, revenue structure, sales trend of game products, business outlook and development strategy of TOP 50 game companies, and studies some enterprises to go for the top list.

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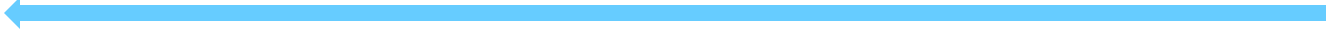
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