

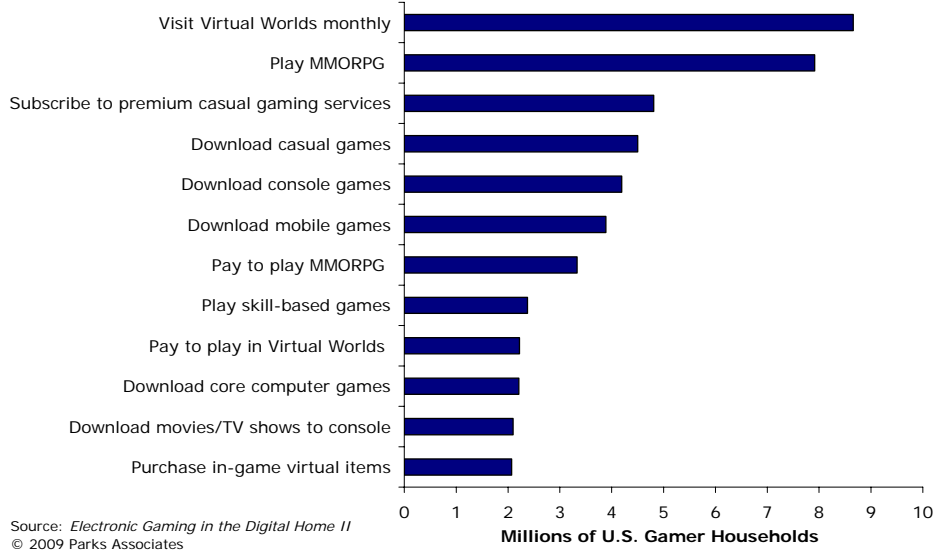
Synopsis

Networked Gaming: Driving the Future II covers a variety of networked gaming technologies and business models, including casual online gaming, MMORPG, virtual worlds, game advertising, online console gaming, digital distribution, and micro-transaction games.

The report supplements detailed industry analysis with company profiles, consumer data, and market forecasts.

Adoption and Usage of Online Games

Number of Internet Gamer Households Playing and Purchasing Different Online Games/Services



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“Millions of U.S. gamers are already paying to play different kinds of online games,” said Stuart Sikes, president, Parks Associates. “As online gaming further diversifies gamer audience and introduces new genres and business models, gaming industry revenue mix will inevitably continue to shift towards online gaming.”

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market and the implications for companies doing business in this space.

The Resource Book contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

1.0 Notes on Methodology and Report Focus

- 1.1 Sources of Industry data
- 1.2 Sources of Consumer data
- 1.3 Scope of Report

2.0 Online Gaming: a Market Overview

- 2.1 Summary of Different Online Gaming Categories
- 2.2 Online Gaming Market: a Bird’s Eye View
- 2.3 Key Consumer Findings

3.0 MMORPGs

- 3.1 Market Overview
 - 3.1.1 The Subscription Model
 - 3.1.2 The Episodic Model
 - 3.1.3 The Free-to-Play, Virtual Goods Model
- 3.2 Drivers and Inhibitors
- 3.3 Competitive Analysis: Key Industry Players
 - 3.3.1 The Subscription Model
 - 3.3.2 The Free-to-Play, Virtual Goods Model
- 3.4 MMORPG Technology Enablers
 - 3.4.1 In-Game Marketplace Solution Providers

3.4.2 VoIP Solution Providers

4.0 Online Casual Gaming

4.1 Market Overview

4.1.1 Try and Purchase

4.1.2 Subscription Services

4.1.3 Casual Game Advertising

4.1.4 Flash Games: the "New Casual"

4.2 Drivers and Inhibitors

4.3 Competitive Analysis: Key Industry Players

5.0 Gaming 2.0

5.1 Social Gaming

5.2 User-Generated Content

5.3 Gamer Social Networks

6.0 Market Forecasts and Strategic Recommendation

6.1 Market Forecasts: MMORPGs

6.2 Market Forecasts: Casual Gaming

6.3 Strategic Recommendations

6.3.1 Game Publishers

6.3.2 Service Providers

6.3.3 Retailers

6.3.4 Media Companies

Resource Book

1.0 Consumer Analysis

1.1 Gamer Segmentation

1.2 Consumer Adoption of Online Gaming

1.3 Game Genres and Gamer Demographics

1.4 MMORPGs

1.5 Online Gaming Features

1.6 Online Gaming Destinations

1.7 Digital Distribution and Games-on-Demand

1.8 The Impact of Online Gaming on Media Consumption

2.0 Company Profiles

2.1 Acclaim Games

2.2 Big Fish Games

2.3 Double Fusion

2.4 Jagex

2.5 Kongregate

2.6 Miniclip

2.7 Mochi Media

2.8 Nexon America

2.9 Oberon Media/i-Play

2.9.1 Playfish

2.9.2 Raptr

2.9.3 Real Networks

2.9.4 Trion World Network

2.9.5 Vivox

2.9.6 Wild Tangent

2.10 Zynga

Figures

The Bottom Line

Overview of Different Online Gaming Categories
 Number of Internet Gamer Households Playing and Purchasing Different Online Games/Services
 Percentage of Gaming Revenue Generated from Different Gamer Segments
 Selected MMORPG Casualties
 Subscriber Growth: World of Warcraft (2004-2008)
 Quarterly Revenue from Guild Wars Compared to Other NCSOFT MMORPGs (Q3 2006-Q3 2008)
 Percentage Paying for Virtual Items among MMORPG and Virtual World Players
 Types of Virtual Items Purchased
 Adoption of Free-to-Play vs. Traditional MMORPG
 Interest in MMORPG Business Models by Segment
 The Continuum of Business Models
 Drivers and Inhibitors: Subscription and Free-to-Play MMORPGs
 Market Share of Different MMORPGs
 Emerging Publishers/Developers of Subscription-based MMORPGs
 U.S. Market Share of Free-To-Play MMORPG Publishers (2008)
 Virtual Marketplace Solution Providers
 Growth of Casual Gaming Revenue: Real Networks, Big Fish Games, and PopCap (2005-2008)
 Growth of Club Pogo Subscribers
 Growth of Miniclip's Monthly Unique Visitors
 Drivers and Inhibitors: Casual Games
 Comparison of Leading Casual Gaming Companies
 Top 3 Activities Consumers Engage in on a Social Network Site (4Q08)
 Leading Social Gaming Companies
 Selected Social Gaming Networks
 U.S. MMORPG Subscriber Forecast: Traditional Subscription Model and Optional Premium Subscription Model (2008-2013)
 U.S. Free-to-Play MMORPG Forecast: Total Players and Paying Players
 U.S. MMORPG Revenue Forecasts: Subscription and Free-to-Play Models (2008-2013)
 U.S. Forecast of Premium Casual Gaming Revenue (2008-2013)
 U.S. Premium Casual Gaming Revenue by Business Model: Try-and-Purchase, Subscription Services, and Virtual Items (2008-2013)

Resource Book

Gamer Segmentation Methodology
 Summary of Gamer Segments
 Percentage of Gaming Market by Gamer Segment
 Entertainment Dollar per Gaming Hour by Gamer Segment
 Percentage of Gaming Revenue Generated from Different Gamer Segments
 PC Gaming Behavior: Online vs. Offline (Q1/08)
 Console Gaming: Online vs. Offline (Q1/08)
 Online & Offline Gaming Hours per Month by Platforms
 Monthly Online vs. Offline PC Gaming Hours by Gamer Segments
 Number of Internet Gamer Households Playing and Purchasing Different Online Games/Services
 Growth of Paying Users of Different Online Gaming Services (2006-2008)

Adoption of Different Game Genres I (Q1/08)
 Adoption of Different Game Genres II (Q1/08)
 Gamers of Different Online Games: Males vs. Females
 Gamers of Different Online Games: Average Age
 Growth of MMORPG Adoption (2006-2008)
 Interest in MMORPG Business Models by Segment
 Percentage of Paying Subscribers among MMORPG and Virtual World Players
 Adoption of Free-to-Play vs. Traditional MMORPG
 Reasons for Not Playing MMORPGs (Q1/08)
 Percentage Paying for Virtual Items among MMORPG and Virtual World Players
 Important Online Gaming Features I (Q1/08)
 Important Online Gaming Features II (Q1/08)
 Important Online Gaming Features by Gender
 Important Online Gaming Feature by Age
 Awareness and Adoption of Online Gaming Services and Websites I
 Awareness and Adoption of Online Gaming Services and Websites II
 Paying Adoption of Online Casual Game Services
 Composition of Gamer Segments among Paying Users of Leading Online Gaming Services
 Interest in Digital Distribution by Age
 Interest in Digital Distribution by Gamer Segment
 Preferred Games-on-Demand Service Providers
 Interest in Games-on-Demand at Different Price Points
 Interest in Ad-Supported Games-on-Demand Services
 Interest in an Ad-Supported Games-on-Demand Service by Gamer Segment
 Weekly Hours Spent on Watching TV among Different Online Gamers
 Leisure Time Spent on Different Activities by Gamer Segment
 Gaming While Multitasking

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