

South Korea Digital Gaming Market (2018-2023)

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"South Korea Digital Gaming Market

Digital gaming in South Korea is a big part of the culture, and over 50% of the country's population enjoys gaming as a part of their dose of daily entertainment. Every day, millions of teenagers, young adults and kids spend their time at dedicated gaming cafes called PC bangs and they take this activity very seriously. The South Korea Digital Gaming market is expected to grow at a significantly high CAGR through the forecast period of 2018-2023.

South Korea gamers are very fond of PC gaming followed by mobile games. Console gaming is growing in a niche fashion in the country. The gamers in South Korea have a special preference for competitive gaming; thus, eSports is the most favored digital gaming in South Korea.

Gaming in South Korea is often associated with prize money, and it acts as a significant driver for professional gamers in the country. The players make in the range of approximately USD 40,000/year to USD 105,000/year. Hence, for many young people who are not doing very well in their professional careers, online gaming acts as a lucrative career option.

By platforms, the market is segmented into PC games, mobile games, and console games. Among these segments, mobile games is the fastest growing segment while PC games holds a significant portion of the revenues.

Key growth factors:

o South Korea is technologically a very advanced country and has one of the highest internet penetration rates in the world with almost 100% of the households having xDSL, cable modem, LAN, or other types of internet access. Also, South Korea is a leading country in Asia-Pacific region with regards to smartphone adoption, and it is one of the most wired countries fully prepared for 5G adoption. Hence, South Korea is expected to become a force to reckon with in the global gaming industry.

o Additionally, large organizations in telecommunications, media and entertainment and gaming in South Korea encourage professional gamers by developing eSports arenas. Thus, eSports gaming as a part of the Digital Gaming market is receiving a huge amounts of investments in the country and thereby, boosting digital gaming in South Korea.

Threats and key players:

o Growing gaming addiction in South Korea is a very big challenge to the growth of the Digital Gaming market of the country. Esports is almost like a national pastime, and most gamers are heavily addicted to it and spend over 88 hours a week on gaming. Thus the South Korean government needs to monitor teen addiction to video games, thereby, hindering the growth of the market.

o The key players in the South Korea Digital Gaming market are NCsoft, Eyedentity Games, GungHo Online, Activision Blizzard etc.

What's covered in the report?

- o Overview of the South Korea Digital Gaming market
- o The historical, current and forecasted market size data for the South Korea Digital Gaming market
- o The historical, current and forecasted market size data for the segments of the market – by platforms– PC games, console games, and mobile games
- o The historical, current and forecasted market size data for the segments of the market – by revenue models (Freemium, Pay to Play, Advertising)
- o The historical, current and forecasted market size data for the segments of the market – by genres (Shooter, Role- play Action, Sports, Strategy, Others)
- o Market trends in the South Korea Digital Gaming market
- o Market drivers and challenges in the South Korea Digital Gaming market
- o Analysis of spending for segmentation by platforms
- o Profiles of major players operating in the market

Why buy?

- o Get a broad understanding of the South Korea Digital Gaming market and its segmentations - by platforms– PC games, console games, and mobile games, – by revenue models (Freemium, Pay to Play, Advertising), by genres (Shooter, Role- play Action, Sports, Strategy, Others)
- o Get specific drivers and challenges affecting the South Korea Digital Gaming market and its segmentations (By platforms, by revenue models, by genres)
- o Get specific trends occurring in the South Korea Digital Gaming market
- o Get analysis of spending for segmentation by platforms
- o Recognize significant competitors' business and market dynamics, and respond accordingly

Customizations Available

With the given market data, Netscribes offers customizations according to specific needs. Write to us at info@netscribes.com"

Contents

"Chapter 1: Executive summary

- 1.1 Market scope and segmentation
- 1.2 Key questions answered in this study
- 1.3 Executive summary

Chapter 2: Introduction

- 2.1. Market definitions
- 2.2. Different business models
- 2.3. Digital game genres
- 2.4. Value chain of games

Chapter 3: South Korea Digital Gaming market - overview

- 3.1. Historical (2015-2017) Digital Gaming market revenue (USD Bn)
- 3.2. Forecasted (2018-2023) Digital Gaming market revenue (USD Bn)
- 3.3. Drivers
- 3.4. Challenges
- 3.5. Trends

Chapter 4: South Korea Digital Gaming market segmentation - by platform

- 4.1. South Korea market share and size (USD Bn – 2017) – by platforms (PC, Console, Mobile)
- 4.2. South Korea PC games market

- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 4.3. South Korea mobile games market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 4.4. South Korea console games market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges

Chapter 5: South Korea Digital Gaming market segmentation – by revenue models

- 5.1. South Korea market share and size (USD Bn - 2017) – by revenue models (Freemium, Pay to Play, Advertising)
- 5.2. South Korea freemium model market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 5.3. South Korea pay to play model market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 5.4. South Korea advertising model market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges

Chapter 6: South Korea Digital Gaming market segmentation – by genres

- 6.1. South Korea market share and size (USD Bn – 2017) – by genres (Shooter, Role- play Action, Sports, Strategy, Others)
- 6.2. South Korea shooter genre market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 6.3. South Korea role-playing action genre market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 6.4. South Korea sports genre market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 6.5. South Korea strategy genre market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 6.6. South Korea other genres market
- Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges

Chapter 7: South Korea Digital Gaming spend analysis

- 7.1. Paying players share by platform – 2017
- 7.2. PC games - Average spending and payers
- 7.3. Console games - Average spending and payers
- 7.4. Mobile games - Average spending and payers
- 7.5. Spend analysis

Chapter 8: Competitive landscape

8.1. NCSoft

- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations

8.2. Eyedentity Games

- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations

8.3. GungHO Online

- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations

8.4. Activision Blizzard

- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations

8.5. Electronic Arts

- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations

Chapter 9: Market Share of Companies

- 9.1. South Korea Digital Games market - share of companies
- 9.2. South Korea PC Games market - share of companies
- 9.3. South Korea Mobile Games market - share of companies
- 9.4. South Korea Console Games market - share of companies

Chapter 9: Conclusion

Chapter 10: Appendix

- 10.1. List of tables

- 10.2. Research methodology
- 10.3. Assumptions
- 10.4. About Netscribes Inc.

Note: The Table of Contents (ToC) provided above contains the targeted coverage. The coverage is subject to change as we progress with the research

COMPANIES COVERED

- o NCsoft
- o Eyedentity Games
- o GungHo Online
- o Activision Blizzard
- o Electronic Arts
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