

FOR IMMEDIATE RELEASE

Favourable demographics and rise in income is driving the gaming market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., updates its Gaming Industry – India report covering a market which is growing rapidly. It is a part of Netscribes' Media and Entertainment Series reports.

Mumbai, India – November 8, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its updated report – Games Industry India 2010. Multiple formats in gaming is becoming an easily accessible entertainment option for consumers resulting in the growth of this segment.

The report provides a global overview of the gaming market, with respective shares of console, PC, mobile and online segments and also the market share of major regions of gaming across the world. It provides a snapshot of the Indian gaming market including all segments - mobile, online, console and PC gaming. It provides a quick overview of the market with estimated market size, growth rate and developments of each segment as well. An analysis of drivers reveals that increase in disposable income, favourable demographics, cost competitiveness, proliferation of internet, increasing PC & mobile penetration and growth in mobile value added services is driving growth in this sector. The key challenges identified include manpower shortage and management, high piracy rate, poor broadband quality, high duty rates in consoles, handset compatibility and revenue sharing issues in mobile gaming.

Future trends identified include localization of content, 3D games gaining ground, service providers raking higher revenues, online gaming becoming popular for social networking sites, creation of gaming zones/cyber cafe chains, rise in popularity of massively multiplayer online game (MMOGs), gaming companies organising gaming competitions and DTH operators tying up with gaming companies.

The competitive landscape identifies major game development companies and gaming portals in India including their business overview and work portfolio. The report also provides details of the acquisitions and key developments in the sector.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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