

CDC Corporation (CHINA) – Online Gaming Sector: Market Assessment

Tracking product awareness, usage, longevity, spend, and upcoming launches

A survey among 525 Chinese consumers

Study Description

Methodology	Online survey
Data collection period	October 2007
Survey audience	Chinese online gamers (N = 525)

Study Objectives

Decision Metrics surveyed Chinese male consumers to investigate the online gaming market. Specifically, we explored five areas regarding online gaming in China.

- Measure performance metrics of current games on the market:
 - Awareness levels and usage rates for leading games by market share
 - Average spend per game (basic game access and virtual in-game item sales)
- Forecast demand levels and gauge excitement for upcoming new game launches
- Assess player preference for the traditional game subscription model versus the play-for-free model
- Investigate gamer expectation for the “lifespan” of their favorite game and likelihood of adoption of new games
- Evaluate mobile phone market for potential incremental gaming penetration and revenue

Companies Mentioned in This Report

Company	Ticker Symbol
CDC Corporation	CHINA
The9 Limited	NCTY

For additional information on this study or to purchase this report, please contact:

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