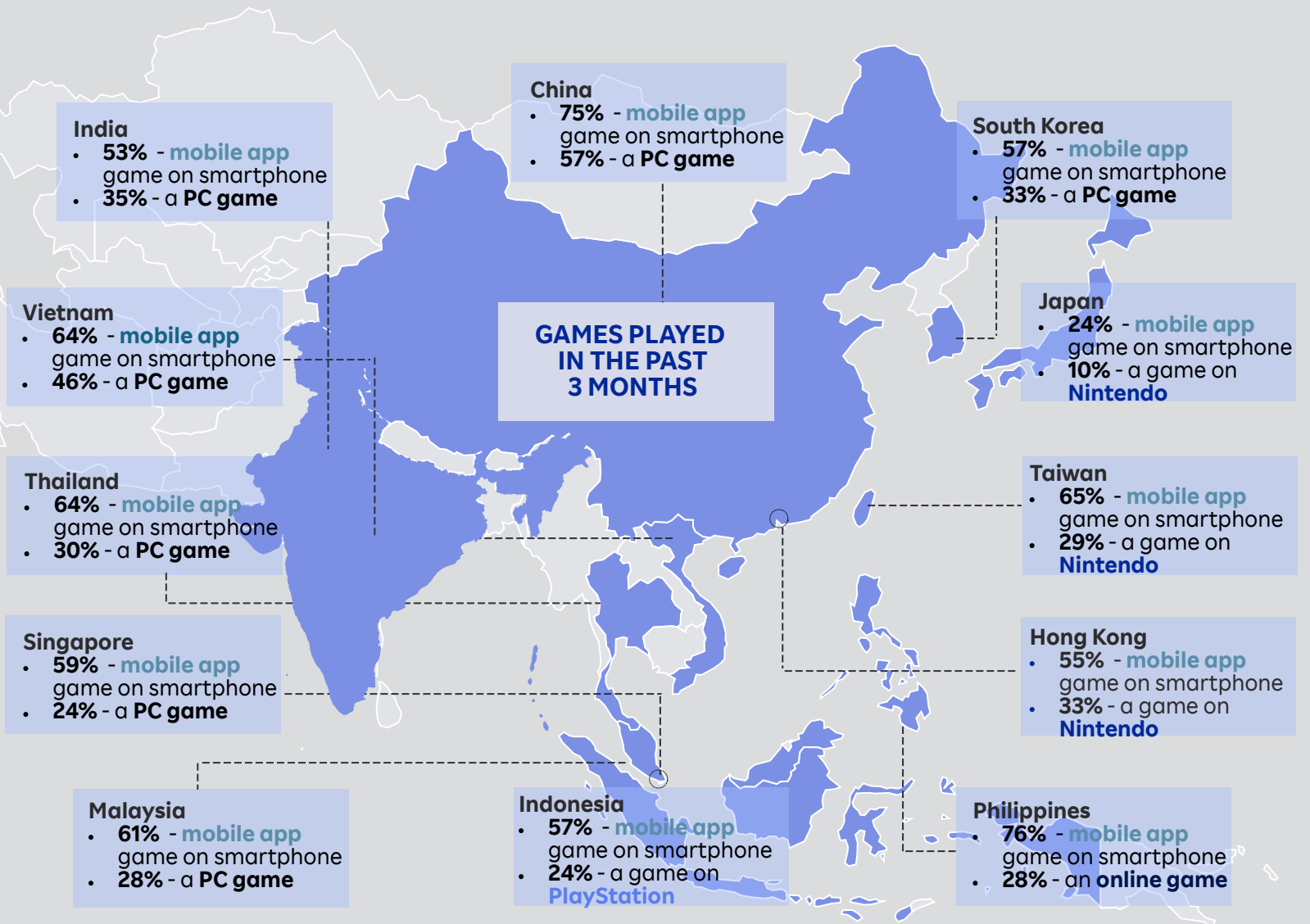


A snapshot of gaming in Asia



Almost **1 in 4 of China gamers** play over 11 hours per week.

Taiwan (21%) and Hong Kong (20%) had the next highest percentage of gamers play 11+ hours per week.



- Nintendo** most popular over the last 3 months in Hong Kong (33%) and Taiwan (29%)
- PlayStation** most popular over the last 3 months in Indonesia (24%)
- Xbox** was the least played console in Asia over the last 3 months. Most popular among Indonesians (14%)
- PC Gaming** very popular among the China (57%) and Vietnam (46%)
- Mobile App** gaming the most popular gaming type in Asia. Top 3 markets are China (75%), Vietnam (64%) and Malaysia (61%)
- Virtual Gaming** in Asia is not popular yet. Indonesia (9%) and Hong Kong (8%) had the highest percentage of users
- Online Gaming** with others is most popular in Philippines (28%)

With the rise of people getting vaccinated across the world, **almost half of people that play video games**, are saying they **plan on playing less or not at all over the next coming months**.

The most common video game genre in Asia right now are **Social Network Games** like Farmville, Candy Crush, etc. and **Puzzler/Party games**. However, **China** and **Indonesia** prefer **First Person Shooter** games more.

INTENT TO PLAY OVER THE NEXT 3 MONTHS

I plan to spend more time playing video games	19%
I plan to spend less time playing video games	24%
I plan to spend the same amount of time playing video games	30%
I don't plan on playing any video games	21%
I plan to start playing video games	6%