

QuickTime™ and a
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ONLINE GAMES MARKET HIGHLIGHTS

from DFC Intelligence Report, "The Online Games Market 2004"

- The number of online gamers world-wide is expected to explode by an increase of 163% from 2003 to 2009 to 376 million
- The number of online gamers in North America is expected to more than double from 48.3 million in 2003 to 99.8 million by 2009
- Online games subscription/pay revenue is expected to swell from \$485 million in 2003 to nearly \$2.9 billion in 2009 in North America alone
- Single subscription revenue forecasts specifically for massively multiplayer online games in North America, Europe and Japan, where gamers individually subscribe to services, will explode from 2.1 million users generating \$328 million in 2003 to 9.2 million users accounting for more than \$6.5 billion by 2009
- MMOG subscriptions in Asia Pacific markets, where most gamers play persistent world games through Internet cafes, should show no signs of slowing down as 2003's revenues of \$695 million will swell to nearly \$1.9 billion by 2009

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