HGC
GLOBAL COMMUNICATIONS

GAME TECH GUIDE

TOP 5 ASIA MARKET ENTRY TIPS FOR GAMING COMPANIES

Go ahead, we've got your back.

Asia - The **Centre of Gravity** for Gaming

Asia is home to the largest audience of online gaming players and fans in the world. In 2020 alone, 40 million people were brought online for the first time across Singapore, Malaysia, Indonesia, the Philippines, Vietnam and Thailand. How can gaming companies capture these users' shift to digital consumption and maximise the existing and new players' retention on online gaming?

Which cities got the top 10 gamers in Asia?

Are you looking to capture opportunities in niche market in South East Asia?

How can gaming companies scale fast?

Are you looking for edge technology partner for your Asia footprint expansion?

Why are Asia's gamers taking over the world's gaming market?

>290 million

The number of mobile online gamers in Southeast Asia is expected to rise to **>290 million**[*] in 2023.

2x

Game Revenue in Southeast Asia is expected to grow from 2.89 in to 5.2 billion in 2023, which is around **a double**[*] in 2019.

90%

90%[#] of gamers are playing eSports games or compete in eSports.

Total 1.5bn Gamers in Asia

↓

50% Worldwide

HGC | 3 | *Southeast Asia gaming market Forecasts 2020-2025: Mobile, 5G and esports will drive growth, Markets, R., 2020.
#Southeast Asia + Chinese Taipei Mobile Games Report & Five Year Forecast, Niko Partners, 2020.
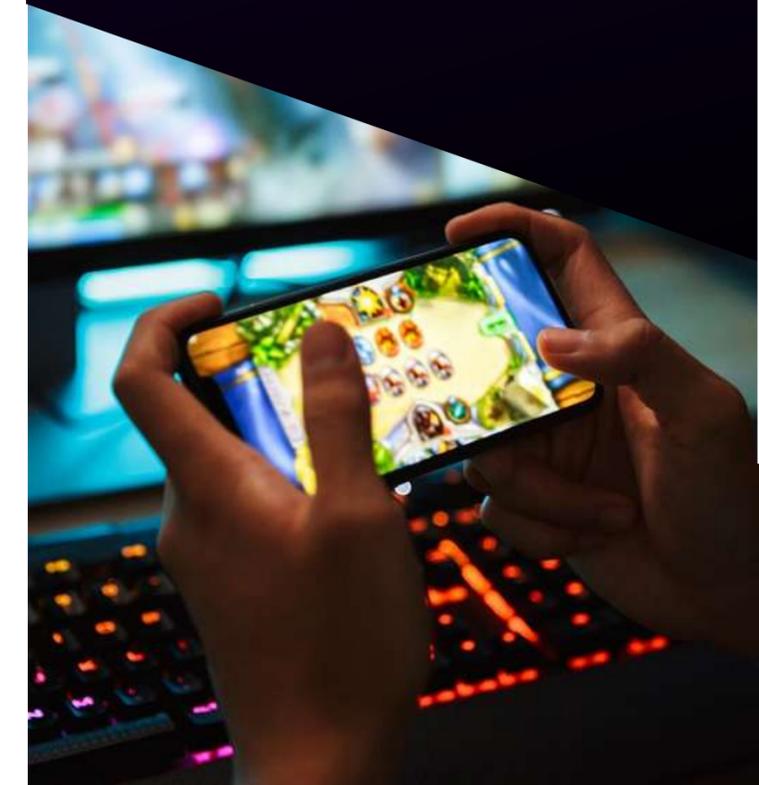
Promise of 5G & Cloud Gaming

Cloud has taken over the today's $585 million gaming industry and will be serving all users, no matter what devices they use to access their gaming service of choice. *

CHALLENGE

Gaming platforms, tier 1 and tier 2 OTTs require a diverse high bandwidth transit ecosystem to deliver a high-quality digital experience, no matter where they are in the world.

SOLUTION

5G is expected to deliver low latency, meaning that the data transfer from the mobile phone to the end station would be below 8-10 milliseconds.

RESULT

Bringing latency down and driving the best users' Quality of Experience especially for time-sensitive and location-aware use cases.

*Half a Billion Dollars in 2020: The Cloud Gaming Market Evolves as Consumer Engagement & Spending Soar, Newzoo, 2020.

From Startup to Scale

59% of startups spent the most money on operating costs in the first three months of operation, making it the top spending priority for new businesses.[*]

CHALLENGE

The team size of gaming startups is usually very small and lack of efforts when it comes to gaming and entering a new market.

SOLUTION

Collaborate with solution providers that offer simplicity, flexibility, customisation and ultra-high performance with pay-as-you-go model, as to overcome complex technical and commercial arrangements.

RESULT

Minimising Capex & Opex - free up capital to grow your business. High scalability - ramp up the scale of network/solutions as the demands increase.

*Business Inventory and Operating Costs: Startup Spending Priorities, Clutch, 2020.

Cybersecurity Top Worry

75% of PC gamers identified security as the element that concerns them most about the future of gaming.*

CHALLENGE

Fake account creation and account take over are typical worries for gaming companies, especially as a huge number of fake accounts and fraud are created by bots every day.

SOLUTION

Deploy end-to-end bot detection solution to manage risks across players, process, distribution and data.

RESULT

Gain real-time online visibility and enhance users' experience especially for revenue-generating websites, mobile apps by eliminating form spams, digital advertisement fraud, carding attacks etc.

*Game Over: The Future of Gaming Security, McAfee, 2019

The Future of VR Adoption

By 2027, global virtual reality market
size is expected to reach US$49.3 billion,
a increase of over 20% from 2020. *

CHALLENGE

VR requires a high-capacity
and low-latency connectivity
for responsive interactive
feedback and real-time
delivery of the display content.
Localisation of VR games in
different markets.

SOLUTION

Prioritise a connection-first
strategy when designing IT
architectures. The adoption of
edge computing can bring private
exchange and distribution points
closer to users, bringing down the
overall latency and providing
stronger computer power.

RESULT

Real-time content distribution
and seamless user experience.
Collaborate with solution
providers that have large local
partners base.

*Virtual Reality Market Size, Share & Trends Analysis Report By Technology, Grand View Research, 2021.

Untapped Opportunities in Southeast Asia

The vast majority - 82% - of the Southeast Asia's urban online population are gamers. Mobile is the most played platform in the region.[*]

CHALLENGE

A slow internet connectivity and a less robust telecoms infrastructure compared to developed countries. Unfamiliar with local regulatory envionrment and government policies.

SOLUTION

Partner with ICT aggregator who acts as a single point of contact for OTTs and provides an established infrastructure portfolio, connected to local ISPs and MNOs, to reach the needed amount of eyeballs quickly.

RESULT

Faster market penetration with local expertise knowhow in countries' business environment and compliance. Maximise cost efficiency.

*Gaming in Southeast Asia: The Playing, Spending & Viewing Behavior of a Fast-Growing Games Market, Newzoo, 2020.

Igniting unique **imagination**

Forging new flames

We are a team of technology fast movers!

Excited about your great ideas, passionate to start new adventures in emerging niche markets and truly unlock limitless opportunities from anywhere, anytime.

Localize your business globally

Rapid **Global Deployment**

Support OTTs' business penetration under the US$100 billion Southeast Asia's internet economy boom.

✓ **Uplift gaming experience**

Pre-configured platform to reach your target audience with ultra-low latency network

✓ **Flexible charging model**

Flexible pay-as-you-go commercial arrangement turning Capex in Opex

✓ **Premium services in niche Asia market**

Resilient network in emerging Greater Mekong Subregion and Southeast Asian countries.

✓ **High performance & availability**

Achieve high service level and international standard globally

✓ **One-stop solution**

On-demand connectivity, system integration and game server deployment

✓ **Strong local support**

Highly-experienced local expertise and partner community

Seoul
Tokyo
New Delhi
Hong Kong
Bangkok
Taipei
Manila
Mumbai
Kuala Lumpur
Phnom Penh
Singapore
Jakarta

● Edge data centre, edge pop services, ultra-low latency access

DENNIS CHAN

AVP – OTT & ICT Business,
International Business of HGC

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A technology company like HGC is able to help startups scale fast in a very flexible business model with all-inclusive network infrastructure and ICT solutions. And this goes back to the key success factors: if you have a good idea, how can you find a good technology partner to penetrate in the market?

This is definitely where HGC can help.
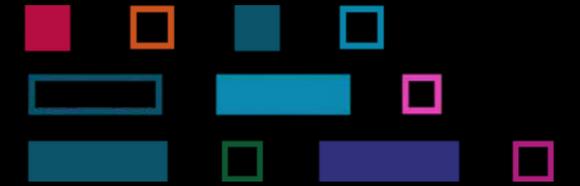
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LET'S CHAT

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