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MMOG Subscription Business Models: Table of Contents

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About This Report

This report is based on a review of historical trends and opinions of leading members of the video game industry, including analysts, consultants, developers, publishers, retailers and consumers. This report has been prepared by utilizing a variety of primary and secondary research techniques including: telephone and personal interviews; analysis of market surveys, trade journals and company literature; extensive database searches; and DFC Intelligence's original compilations and analysis.

A DFC Intelligence report is more than a collection of raw statistics. We carefully scrutinize and analyze data from a variety of sources. The result is a comprehensive overview that puts facts and figures in context. Anyone who has attempted to collect figures for the online game industry knows that is difficult to obtain accurate statistics. We have studied market surveys, investment analyst reports and other sources of industry information. Our statistics and forecasts are based on the careful analysis of the available research, a great deal of which is contradictory. In many cases, we made assumptions based on the best available information. We feel our figures accurately reflect past and future market conditions. At the very least, these numbers track the industry trends and accurately estimate the market share of the various players.

MMOG Subscription Models is a report designed to look specifically at the business model for high-end subscription MMOGs. This is a model that has become popular in North America, Europe and Japan with games that charge as much as \$15 a month for users to play.

This report focuses on how individual products can expect to make money from a high-end subscription model. For a complete understanding of the industry, the information in this report is designed to be supplemented by additional DFC reports. Other DFC reports go into detail about the history of the business, other business models such as advertising and virtual items, Asian markets and pay-per-use models, forecasts by markets and genre, and our reports that highlight case studies, company profiles and individual products.

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