

DFC Intelligence

DFC Intelligence  
12707 High Bluff Dr  
Fax 858-780-9830  
Suite 200  
San Diego, CA 92129

Phone 858-834-4340

[www.dfcint.com](http://www.dfcint.com)

---

# Online Game Market Forecasts 2009-Table Of Contents

---

August 2009



# Table of Contents

<b>I. ONLINE GAME FORECASTS</b>	<b>9</b>
A. BROADBAND FORECASTS	13
1. <i>Broadband Households by Country</i>	14
2. <i>Broadband Households by Region 2001-2014</i>	18
B. VIDEO GAME CONSOLE HARDWARE FORECASTS	25
C. FORECAST FOR ONLINE GAMER POPULATION	31
1. <i>North America Online Gamer Forecasts 2001-2014</i>	33
2. <i>Europe Online Gamer Forecasts 2001-2014</i>	36
3. <i>Asia Online Gamer Forecasts 2001-2014</i>	39
4. <i>Worldwide Online Gamer Forecasts 2001-2014</i>	42
D. FORECASTS FOR ONLINE GAME REVENUE BY PLATFORM AND REGION 2001-2014	51
1. <i>North America Revenue by Platform: 2001-2014</i>	52
North America PC Online Game Revenue	52
North America Console Online Game Revenue	53
North America Total Online Game Revenue by Platform	54
2. <i>Europe Revenue by Platform: 2001-2014</i>	55
Europe PC Online Game Revenue	55
Europe Console Online Game Revenue	56
Europe Total Online Game Revenue by Platform	57
3. <i>Japan Revenue by Platform 2001-2014</i>	58
Japan PC Online Game Revenue	58
Japan Console Online Game Revenue	59
Japan Total Online Game Revenue by Platform	60
4. <i>East Asia Revenue by Platform 2001-2014</i>	61
East Asia PC Online Game Revenue	61
East Asia Console Online Game Revenue	62
East Asia Total Online Game Revenue by Platform	63
5. <i>Worldwide Revenue by Platform: 2001-2014</i>	64
Worldwide PC Online Game Revenue	64
Worldwide Console Online Game Revenue	66
Worldwide Total Online Game Revenue by Platform	68
Worldwide Total Online Game Revenue	69
E. FORECASTS FOR ONLINE GAME REVENUE BY TYPE 2001-2014	71
1. <i>Overview</i>	71
Subscription Revenue	71
Advertising Revenue	73
Digital Distribution Revenue	74
Worldwide Summary of Revenue by Type	75
2. <i>Online Game Subscription Revenue 2001-2014</i>	76
North America Online Game Subscription Revenue	76
Europe Online Game Subscription Revenue	80
Japan Online Game Subscription Revenue	83

East Asia Online Game Subscription Revenue.....	86
Worldwide Online Game Subscription Revenue.....	89
3. <i>Online Game Advertising Revenue 2001-2014</i> .....	94
North America Online Game Advertising Revenue.....	94
Europe Online Game Advertising Revenue.....	98
Japan Online Game Advertising Revenue.....	101
East Asia Online Game Advertising Revenue.....	104
Worldwide Online Game Advertising Revenue.....	107
4. <i>Online Game Digital Distribution Revenue 2001-2014</i> .....	112
North America Online Game Digital Distribution Revenue.....	112
Europe Online Game Digital Distribution Revenue.....	116
Japan Online Game Digital Distribution Revenue.....	119
East Asia Online Game Digital Distribution Revenue.....	122
Worldwide Online Game Digital Distribution Revenue.....	125
5. <i>Total Online Game Revenue by Type 2001-2014</i> .....	130
North America Online Game Revenue by Type.....	130
Europe Online Game Revenue by Type.....	135
Japan Online Game Revenue by Type.....	139
East Asia Online Game Revenue by Type.....	143
Worldwide Online Game Revenue by Type.....	147
F. FORECASTS FOR ONLINE GAME REVENUE BY GENRE 2001-2014.....	151
1. <i>North American Revenue by Genre 2001-2014</i> .....	153
North America PC Online Game Revenue by Genre.....	153
North America Console Online Game Revenue by Genre.....	154
North America Total Online Game Revenue by Genre.....	155
2. <i>Europe Revenue by Genre 2001-2014</i> .....	157
Europe PC Online Game Revenue by Genre.....	157
Europe Console Online Game Revenue by Genre.....	158
Europe Total Online Game Revenue by Genre.....	159
3. <i>Japan Revenue by Genre 2001-2014</i> .....	161
Japan PC Online Game Revenue by Genre.....	161
Japan Console Online Game Revenue by Genre.....	162
Japan Total Online Game Revenue by Genre.....	163
4. <i>East Asia Revenue by Genre 2001-2014</i> .....	165
East Asia PC Online Game Revenue by Genre.....	165
East Asia Console Online Game Revenue by Genre.....	166
East Asia Total Online Game Revenue by Genre.....	167
5. <i>Worldwide Revenue by Genre 2001-2014</i> .....	169
Worldwide PC Online Game Revenue by Genre.....	169
Worldwide Console Online Game Revenue by Genre.....	170
Worldwide Total Online Game Revenue by Genre.....	171

## Index of Tables

Table 1 Broadband Households by Country 2003-2008.....	15
Table 2 Broadband Household Penetration by Country 2003-2008.....	17
Table 3 North America Broadband Households: 2001-2014 .....	19
Table 4 Europe Broadband Households: 2001-2014.....	20
Table 5 Asia Online Households: 2001-2014.....	21
Table 6 Total Worldwide Broadband Households: 2001-2014 .....	22
Table 7 Online Household Key Comparisons: 2008 and 2014.....	24
Table 8 Worldwide Video Game Console Hardware Unit Sales: 2001-2014 .....	26
Table 9 North America Video Game Console Hardware Unit Sales: 2001-2014 .....	27
Table 10 Europe Video Game Console Hardware Unit Sales: 2001-2014.....	28
Table 11 Japan Video Game Console Hardware Unit Sales: 2001-2014 .....	29
Table 12 East Asia Video Game Console Hardware Unit Sales: 2001-2014 .....	30
Table 16 N. America PC Online Gamers: 2001-2014 .....	33
Table 17 N. America Console Online Gamers: 2001-2014.....	34
Table 18 Total N. America Online Gamers: 2001-2014.....	35
Table 19 Total Europe PC Online Gamers: 2001-2014.....	36
Table 20 Total Europe Console Online Gamers: 2001-2014.....	37
Table 21 Total Europe Online Gamers: 2001-2014.....	38
Table 22 Total Asia PC Online Gamers: 2001-2014 .....	39
Table 23 Total Asia Console Online Gamers: 2001-2014.....	40
Table 24 Total Asia Online Gamers: 2001-2014.....	41
Table 25 Total Worldwide PC Online Gamers: 2001-2014 .....	42
Table 26 Total Worldwide Console Online Gamers: 2001-2014 .....	43
Table 27 Total Worldwide Online Gamers: 2001-2014 .....	44
Table 28 Worldwide PC Online Gamers by Region: 2001-2014 .....	45
Table 29 Worldwide Console Online Gamers by Region: 2001-2014 .....	46
Table 30 Worldwide Online Gamers by Region: 2001-2014 .....	47
Table 31 North America PC Online Game Revenue: 2001-2014.....	52
Table 32 North America Console Online Game Revenue: 2001-2014 .....	53
Table 33 North America Total Online Game Revenue by Platform: 2001-2014.....	54
Table 34 Europe PC Online Game Revenue: 2001-2014 .....	55
Table 35 Europe Console Online Game Revenue: 2001-2014.....	56
Table 36 Europe Total Online Game Revenue by Platform: 2001-2014.....	57
Table 37 Japan PC Online Game Revenue: 2001-2014.....	58
Table 38 Japan Console Online Game Revenue: 2001-2014 .....	59
Table 39 Japan Total Online Game Revenue by Platform: 2001-2014 .....	60
Table 40 East Asia PC Online Game Revenue: 2001-2014 .....	61
Table 41 East Asia Console Online Game Revenue: 2001-2014 .....	62
Table 42 East Asia Total Online Game Revenue by Platform: 2001-2014.....	63
Table 43 Worldwide PC Online Game Revenue: 2001-2014.....	64
Table 44 Worldwide Console Online Game Revenue: 2001-2014 .....	66

Table 45 Worldwide Total Online Game Revenue by Platform: 2001-2014 .....	68
Table 46 Worldwide Total Online Game Revenue: 2001-2014 .....	69
Table 47 North America Online Game Subscription Revenue: 2001-2014 .....	76
Table 48 North America Online Game Subscription Revenue by Platform: 2001-2014 .....	78
Table 49 Europe Online Game Subscription Revenue: 2001-2014.....	80
Table 50 Europe Online Game Subscription Revenue by Platform: 2001-2014.....	81
Table 51 Japan Online Game Subscription Revenue: 2001-2014 .....	83
Table 52 Japan Online Game Subscription Revenue by Platform: 2001-2014 .....	84
Table 53 East Asia Online Game Subscription Revenue: 2001-2014 .....	86
Table 54 East Asia Online Game Subscription Revenue by Platform: 2001-2014 .....	87
Table 55 Worldwide Online Game Subscription Revenue: 2001-2014 .....	89
Table 56 Worldwide Online Game Subscription Revenue by Platform: 2001-2014 .....	90
Table 57 Worldwide Online Game Subscription Revenue by Region: 2001-2014.....	92
Table 58 North America Online Game Advertising Revenue: 2001-2014.....	94
Table 59 North America Online Game Advertising Revenue by Platform: 2001-2014.....	96
Table 60 Europe Online Game Advertising Revenue: 2001-2014 .....	98
Table 61 Europe Online Game Advertising Revenue by Platform: 2001-2014 .....	99
Table 62 Japan Online Game Advertising Revenue: 2001-2014.....	101
Table 63 Japan Online Game Advertising Revenue by Platform: 2001-2014.....	102
Table 64 East Asia Online Game Advertising Revenue: 2001-2014 .....	104
Table 65 East Asia Online Game Advertising Revenue by Platform: 2001-2014 .....	105
Table 66 Worldwide Online Game Advertising Revenue: 2001-2014.....	107
Table 67 Worldwide Online Game Advertising Revenue by Platform: 2001-2014.....	108
Table 68 Worldwide Online Game Advertising Revenue by Region: 2001-2014 .....	110
Table 69 North America Online Game Digital Distribution Revenue: 2001-2014.....	112
Table 70 North America Online Game Digital Distribution Revenue by Platform: 2001-2014 .....	114
Table 71 Europe Online Game Digital Distribution Revenue: 2001-2014.....	116
Table 72 Europe Online Game Digital Distribution Revenue by Platform: 2001-2014.....	117
Table 73 Japan Online Game Digital Distribution Revenue: 2001-2014 .....	119
Table 74 Japan Online Game Digital Distribution Revenue by Platform: 2001-2014 .....	120
Table 75 East Asia Online Game Digital Distribution Revenue: 2001-2014.....	122
Table 76 East Asia Online Game Digital Distribution Revenue by Platform: 2001-2014 .....	123
Table 77 Worldwide Online Game Digital Distribution Revenue: 2001-2014 .....	125
Table 78 Worldwide Online Game Digital Distribution Revenue by Platform: 2001-2014 .....	126
Table 79 Worldwide Online Game Digital Distribution Revenue by Region: 2001-2014.....	128
Table 80 North America Online Game Revenue by Type: 2001-2014 .....	130
Table 81 North America Online Game Revenue by User Type: 2001-2014.....	133
Table 82 Europe Online Game Revenue by Type: 2001-2014.....	135
Table 83 Europe Online Game Revenue by User Type: 2001-2014 .....	137
Table 84 Japan Online Game Revenue by Type: 2001-2014 .....	139
Table 85 Japan Online Game Revenue by User Type: 2001-2014.....	141
Table 86 East Asia Online Game Revenue by Type: 2001-2014 .....	143
Table 87 East Asia Online Game Revenue by User Type: 2001-2014.....	145
Table 88 Worldwide Online Game Revenue by Type: 2001-2014 .....	147
Table 89 Worldwide Online Game Revenue by User Type: 2001-2014.....	149

Table 90 North America PC Online Game Revenue by Genre: 2001-2014.....	153
Table 91 North America Console Online Game Revenue by Genre: 2001-2014.....	154
Table 92 North America Total Online Game Revenue by Genre: 2001-2014 .....	155
Table 93 Europe PC Online Game Revenue by Genre: 2001-2014 .....	157
Table 94 Europe Console Online Game Revenue by Genre: 2001-2014 .....	158
Table 95 Europe Total Online Game Revenue by Genre: 2001-2014.....	159
Table 96 Japan PC Online Game Revenue by Genre: 2001-2014.....	161
Table 97 Japan Console Online Game Revenue by Genre: 2001-2014.....	162
Table 98 Japan Total Online Game Revenue by Genre: 2001-2014 .....	163
Table 99 East Asia PC Online Game Revenue by Genre: 2001-2014.....	165
Table 100 East Asia Console Online Game Revenue by Genre: 2001-2014 .....	166
Table 101 East Asia Total Online Game Revenue by Genre: 2001-2014 .....	167
Table 102 Worldwide PC Online Game Revenue by Genre: 2001-2014.....	169
Table 103 Worldwide Console Online Game Revenue by Genre: 2001-2014.....	170
Table 104 Worldwide Total Online Game Revenue by Genre: 2001-2014 .....	171