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Game industries in Asia: towards an Asian formation of game culture

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Abstract

Asia is a fast growing region in the global game market. According to a report by the marketing research company Newzoo, Asia will account for 82 percent of the US\$6 billion global game revenue growth in 2014 (Takahashi 2014a). The same report estimated that as the global game market will grow 8 percent to US\$81.5 billion in 2014, Asia will see a faster growth rate and thus increase its

global market share from 42 percent to 45 percent (US\$36.8 billion). North America is expected to take up 27 percent (US\$22.2 billion) of the global market in the same year, while Europe, Middle East, and Africa (EMEA) will be 24 percent (US\$19.1 billion). "Consuming 'Asia'" has emerged as a gaming phenomenon and is becoming more and more prevalent both within and outside the region (Hjorth 2011).



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