

# Asia seen dominating mobile games market

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The Asia Pacific region will be the biggest market for mobile games, Juniper Research said Thursday.

In its latest report on the industry, the British information technology research group said that annual revenues worldwide will exceed \$3 billion by the end of this year. By 2011, the figure is expected to reach \$17.5 billion.

Juniper said that the Asia Pacific region will make up 38 percent of global revenues in the mobile games industry. It did, however, point out that the region has the lowest average mobile games price levels, so in actual terms, the Asia Pacific would dominate the world market in terms of penetration. Specifically, Juniper reported that over 60 percent of global one-time downloads between now and 2011 will come from the region.

Europe is expected to be the second-largest market, followed by North America.

In terms of revenue worldwide, the total is expected to reach \$56.9 billion, with Asia Pacific making up 38 percent, followed by Europe with 31 percent, and North America with 22 percent. The remaining 9 percent will be split between South America and the rest of the world, Juniper said.

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