

Not child's play: Adults rule the gaming world in South East Asia

BANGKOK, THAILAND: Effective Measure, a leading provider of digital media planning solutions in emerging markets, today reported that 77% of South East Asia's gaming audience is adults aged between 21 to 60 years old - highlighting the growing popularity of casual gaming as a significant adult pastime.



Effective measure regional director, SEA, Russell Conrad, said, "Out of the over 17 million users in SEA found on gaming sites measured by Effective Measure in the month of October, over three-quarters are young to older adults. Gaming is no longer a sub-culture ruled by teens.

"The gaming culture is particularly strong in Thailand and Vietnam, possibly driven by local language gaming sites that cater to the population.

"The interactive aspect of gaming appeals not only to urbanites, but also to rural dwellers. Gaming audiences in capital cities are only 8% more than those in the countryside and other cities. This provides marketers a great opportunity to reach out to a relatively untapped subsegment," said Conrad.

Top five gaming sites across South East Asia

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RANK	WEBSITE	COUNTRY OF ORIGIN	UNIQUE BROWSER USER COUNT
1	game.kaplan.com	Thailand	2.5 million US
2	gamev.com	Vietnam	1.5 million US
3	thegaming.com	Thailand	1.5 million US
4	thegaming.net	Vietnam	950,000 US
5	game.palop.com	Thailand	450,000 US

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