Rising Game revolution in India

What is the issue?

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A gaming revolution has started in India which expects to have over 300 million digital gamers by 2021.

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How does the industry fare?

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- Gaming, as an industry, has enormous potential that gaming companies, advertisers, retailers and promoters are looking to make the most of.
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- The global gaming industry grossed a staggering $108 billion in 2017.
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- The market in India currently forms less than 1% of the global market and it is expected to grow at a quick rate.
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- With increasing popularity and adoption of gaming especially amongst the new generation, the opportunity in digital gaming has prompted investors and companies to keep a keen eye on the sector.
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- Affordable internet connectivity, smartphone penetration, power of data, emergence of eSports that augments gaming for professional gamers, and better economics for gaming companies are creating new monetisation avenues in gaming.
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What is the case with India?

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- Investors, marketers, advertisers and gaming companies are aware that digital gaming is a trillion-dollar market in the making.
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- According to the 2017 report “India’s Trillion Dollar Digital Opportunity” by McKinsey, India has over 7.7 billion app downloads, second only to China.
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- A user base of such size has created and opened ample opportunities, beyond imagination, for all kinds of games and apps.
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- By 2021, the average data consumption of Indians will reach 7 GB per person, a quantum jump from the 1 GB per person in 2016.
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- Also, the number of gamers is expected to cross 300 million by 2021, helped by the increasing affordability of smartphones.
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- In fact, India’s digital gaming adoption growth rate of 56% is second only to Indonesia (among 17 major digital economies).
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- New gaming technologies like AR, VR and console gaming are not only making an impact in the gaming industry, but also in sectors like education and healthcare.
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What are the opportunities?

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- Over the last two years, the popularity of gaming has soared, with millions of users watching professional gamers game on large screens.
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- eSports has the potential for advertisements to capture the eyeballs of about 2 million eSports viewers in India, a market that is expected to grow five times by 2021.
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- Gamers are also taking it up professionally as a career, thus expanding the digital gaming landscape.
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- An increased focus on local development of games, large volume of users and rising potential of monetisation means gaming can emerge as a significant sector in the future.
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- It can create jobs for thousands of millennials who can join the creative workplace and there are also a variety of courses that have emerged on gaming.
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- College students can intern at gaming companies or even organise and

conduct game championship tournaments on their campuses.
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- This is turning out to be the next avenue for event management firms as well.
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What should be done?

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- From games as simple as Candy Crush and Ludo to midcore ones like Sachin Saga played on smartphones to PUBG, Dota 2 and Counter-Strike played by hardcore gamers, a gaming revolution is on in India.
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- The country had over 198 million mobile gamers in 2015, and this number is expected to grow to 628 million gamers on multiple portable devices by 2020.
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- Games like Pokémon GO took Indian gamers by storm even before its launch.
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- A delayed release in India might have resulted in a loss of potential revenue considering how the game went viral through off-the-store sources.
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- Thus there are immense opportunity for companies to release games in India as part of their launch strategy, to get a wider popularity from a larger gamer base.
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Source: Financial Express

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