Unlocking India's gaming potential – The next billion gamers by 2022

Chandan Singh, SmartVizX

About me

- Game developer with 10 years of development experience

- Started by modding games and making maps for UT & CS 1.6

- VR, PC, PS4, PS3, PSP, PS2, Wii, Xbox One, Xbox 360, iOS, and Android

- Trine Games, Lakshya Digital, BlueGiant Interactive
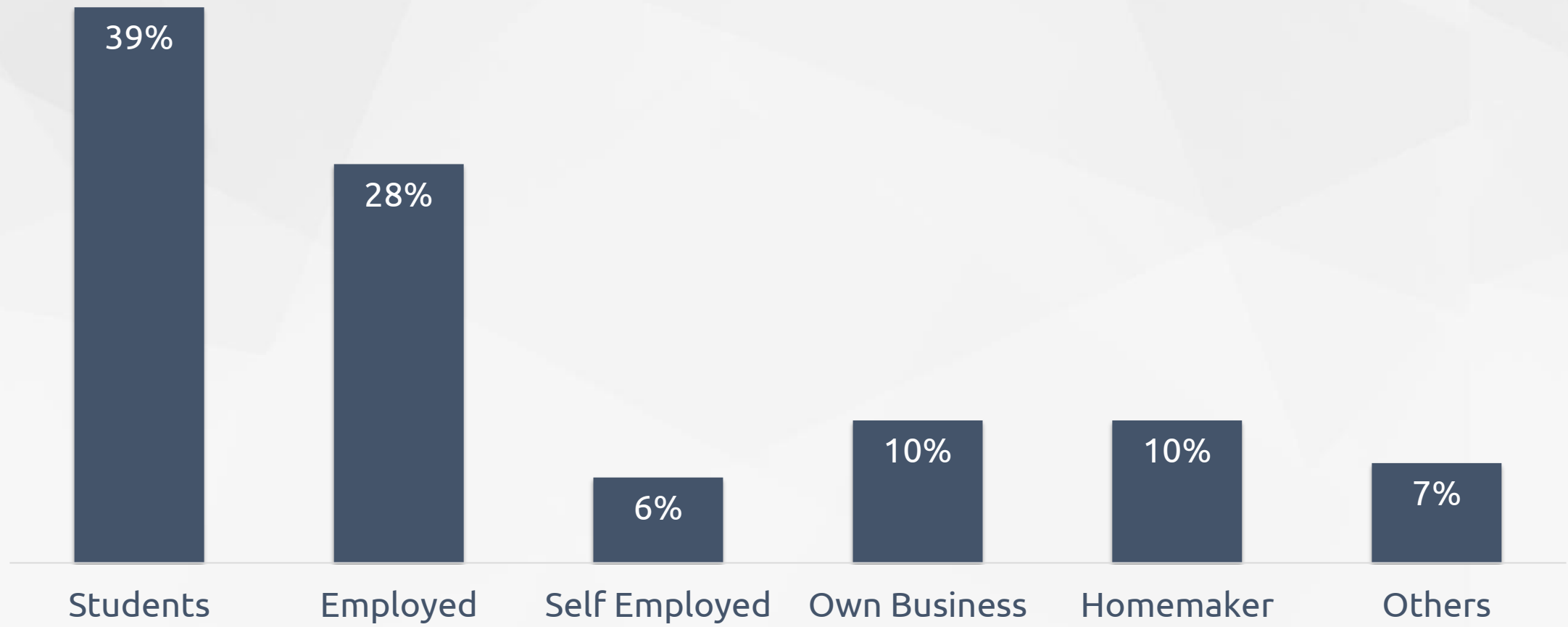
- Head of VR - SmartVizX
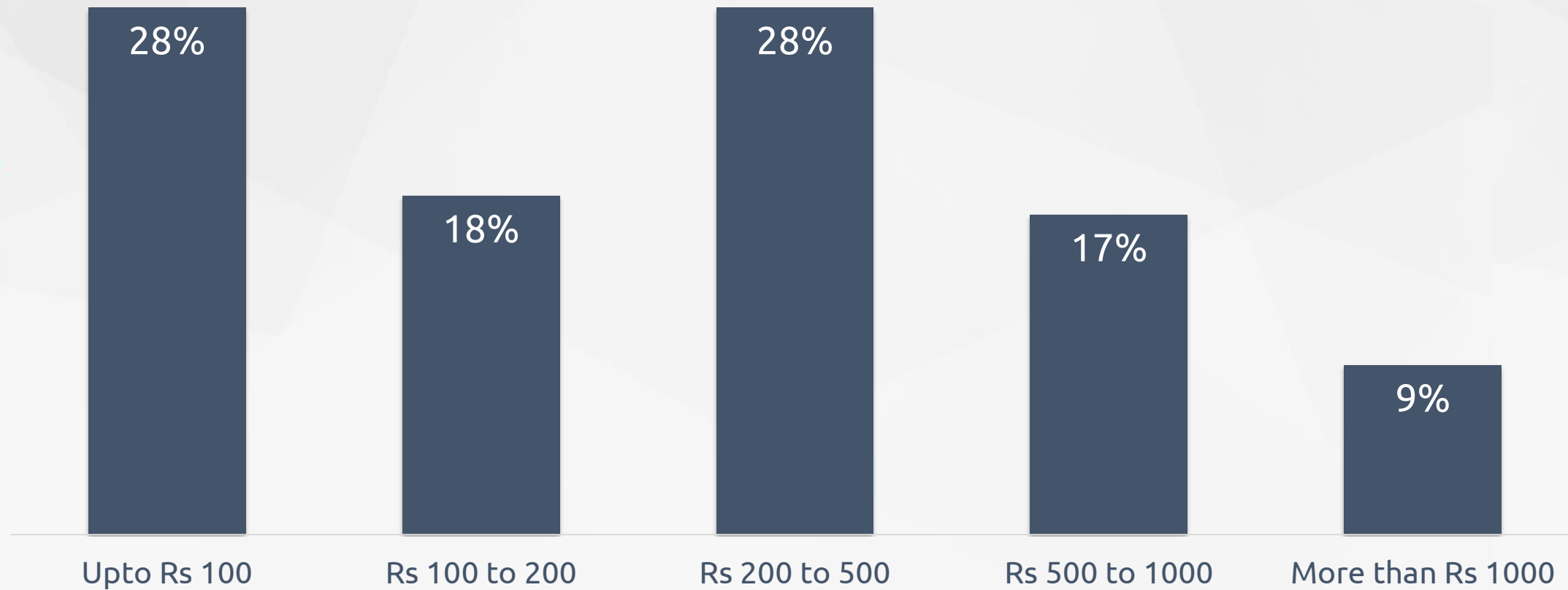
Indian gamers by the numbers

- About 250 million smartphone users - 2nd largest in the world

- Still only 30% of mobile phone users own a smartphone

- In Q2 2016, India ranked fifth globally by game downloads

Indian gamers - who they are

Indian gamers - spending habits (per month)

Upto Rs 100	Rs 100 to 200	Rs 200 to 500	Rs 500 to 1000	More than Rs 1000
28%	18%	28%	17%	9%

Kind of games

- Indian gamers embrace globally popular titles
- Local publishers have found success in simulation, sports and social card games
- Multiplayer and social features are key engagement drivers

Hardware

- Limited access to gaming consoles and PCs

- Dominated by low and mid range devices

- Low system specs

- Low device storage on mobile devices

Internet connectivity

- Internet penetration still at only around 28%

- 4G & broadband connectivity is a luxury

- Low monthly data caps

Transaction options

- Majority of gamers don't own a credit card

- Ads are the primary source of revenue

- Local payment solutions – Carrier billing, E-wallets, Net banking

- Steam & Google Play Store have good options for locals

eSports

- Around 1.5 million users play Dota 2 or CS:GO everyday in India

- 20 hours a week playing such games

- Majority of such players do watch global tournaments in game and on streaming platforms

- ESL, hardware vendors and local organizations are hosting tournaments with decent prize pools

AR / VR & other mediums

- Mobile based AR & VR games

- Need time for devices to reach good level of processing power

- Lots of unexplored potential here

Conclusion

- Indian gaming ecosystem offers a sizeable and distinctly unique opportunity for game developers

- Students are the biggest demographic

- There are some hurdles in distribution, connectivity and payment infrastructure – but there's rapid progress made in the past few years

Questions?

Thanks!

chandan@smartvizx.com

Sources for data used:
- Mobile Gaming on the Rise in India – App Annie
- Inside India's gamers – GamesBond & NASSCOM
- www.steamspy.com
- www.statista.com
- www.wikipedia.com