



## ICO Partners Publishes Report on the European MMORPG Market

***The report on client-based MMORPGs includes competitor profiles, information on key countries as well as detailed analysis on what makes these type of games successful in Europe.***

**Brighton, February 4th, 2013.** Online games consultancy ICO Partners, with the support of market intelligence provider SuperData, has just published a detailed report on Client-based MMORPGs in Europe.

ICO Partners has been providing bespoke reports to indie developers as well as to publishers such as Trion Worlds, NHN and Wargaming. Now they have used their experience to write a comprehensive report on Client-based MMORPGs in Europe. ICO Partners CEO Thomas Bidaux and co-founder Diane Lagrange have studied 88 games from 32 companies. “This report gives companies a fundamental insight into making strategic decisions whether it concerns the business model, payment solutions or territories they should focus on in Europe,” says Lagrange.

Alongside profiles for each publisher, there are specific sections for each key country (UK, France, Germany, Poland, Italy, Spain) accompanied by a more general overview of the whole European market. “We found that the MMORPG market totalled 1.3 billion Euro across its major markets in 2012 with three publishers dominating the space, generating 70% of all revenues”, says Thomas Bidaux. “And it was very interesting to see how huge the gap between the sales for Germany and the rest of the markets is. With 474 Million Euros in 2012 sales their market is more than double the size of the France.”

The report is now available for purchase on the [ICO Partners website](#). The report is 254 pages strong and a [table of content](#) can be found online.

### **About ICO Partners**

ICO Partners is a UK-based consultancy specialising in online games within the European market. With wide-ranging knowledge of the online gaming space, a multilingual/multicultural team of experts, and over ten years' experience of online games development, service and support, they help games to succeed in Europe. Amongst the consulting clients are companies such as Wargaming, Riot Games, NHN, NCsoft and Ubisoft. For more information please visit <http://www.icopartners.com>.

### **About SuperData Research**

SuperData ([www.superdataresearch.com](http://www.superdataresearch.com)) provides market intelligence on online games. By collecting behavioral data directly from publishers and developers, SuperData identifies key trends and market changes for popular online games, including MMOs and social games. Using a unique panel of over 1,000,000 paying online gamers, the firm publishes monthly benchmarks such as ARPPU, conversion rates, and title-level revenue estimates. Clients include EA, Sega, Pokémon, Amazon, Visa and GameStop.