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India gaming show 2019

International Gaming, Animation & Infotainment Event
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IGS 2019 is set to show the way forward to the emerging gaming industry in India, which has shown immense potential to lead the world in creating immersive experiences for gamers

The second edition of India Gaming Show (IGS) 2019 is being organised concurrently with IETF-2019 from February 3-5, showcasing India's growing potential in the sector. The show has been backed by the Ministry of Electronics and Information Technology.

On this occasion, a VR game dedicated to legendary cricketer Sachin Tendulkar — Sachin Saga VR — will be launched by the gaming company Jet Synthesis.

India Gaming Show is aimed at creating a neutral platform for all stakeholders of this sector from India and overseas to take the Indian Gaming Industry to the next level and explore business opportunities in this sector in India.

Among many countries, Korea, USA and Japan brought the best of their gaming

companies to the show. Some of the leading brands included Amazon, HP India, Intel, Nodwin gaming, Western Digital, Giabyte, Playisson, Zebronic, Sony India, and Samsung.

Indian gaming start-ups are also showcasing their potential to compete in the international market and are participating in IGS in good numbers with an aim to attract potential collaborators and gain exposure to the latest gaming technologies to push their growth. With over millions gamers in the country, the Indian gaming market is pegged at \$890 million.



The 2nd edition of the show will provide a unique platform to all stakeholders in the Indian and international gaming market to showcase new trends and technologies in the gaming sector. It is expected to be a major hit among youngsters who visit IGS in good numbers.

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a major hit among youngsters who visit IGS in good numbers. E-sports exhibition tournaments will be held for over three days and the visitors will be treated to games like PUBG, DOTA2, CS:GO and Clash Royale among hundreds of others. IGS also offers visitors to see professional gamers from international circuit in action at the show.

A one-day international conference on gaming will also be organised on February 5 to bring gaming experts from across the globe under one roof to discuss ways to unlock India's potential in the sector.

In addition to the intense gaming, other events such as Cosplay Championship with a price pool of Rs.20,000, Amazon Gameon Championship, a PUBG Experiential Zone will also expect to attract huge crowds.

HIGHLIGHTS

- India, along with USA, China, Brazil, and Russia is already amongst the top five players, in the digital gaming industry.
- The global market, growing at a CAGR of 6.6%, is expected to end 2019 at USD 118.6 billion with mobile gaming at USD 52.5 billion.
- India's market size in mobile games is USD 890 million with over 250 game development companies. It is expected to be worth USD 1.1 billion by 2020 with over 628 million users.
- Competitive online gaming, or e-sports with over 4 million existing Indian enthusiasts, is yet another driver where localized content creation around global events will bring in new frontiers.
- Virtual-reality gaming is also a fast-evolving vertical in the country. Digital advertising is forcing companies to look at gaming in a big way, embedding commercials through games.

INDIA LEADING CREATIVE GOODS EXPORTER: UN REPORT



India has become the centre for outsourcing work such as game development, game support services

India is one of the leading exporters, only behind China, in terms of creative goods exports as its creative goods exports nearly tripled from \$7.4 billion in 2005 to \$20.2 billion in 2014, a UN report has said.

According to the United Nations Conference on Trade and Development (UNCTAD) report, India has become one of the world's leading exporters of such products in the top 10 developing economies.

China is the biggest single exporter and importer of creative

goods and services, placing India on the second position. Hong Kong (China), Singapore, Taiwan, Turkey, Thailand, Malaysia, Mexico and the Philippines were the other top developing economies stimulating global creative goods trade.

China's trade in creative goods between 2002 and 2015 has been exponential, with average annual growth rates of 14 percent, the second edition of the periodic Creative Economy Outlook: Trends in International Trade in Creative Industries said.

The report said India had become the centre for outsourcing work such as game development, game support services.

In the coming years, the country is expected to become the hub for development, porting and dubbing of various games across the globe, due to low costs and the easy availability of game developers with world-class experience, it said.

Over this period, the value of the global market for creative goods doubled from \$208 billion in 2002 to \$509 billion in 2015.

INDIA GAMING SHOW: CONFERENCE

At 12:00 PM – 1:00 PM, the Conference Program titled “Demand Enhancement: Bringing new users (Millennials and Women) into the digital world. The event will focus on how to engage millennials and women in digital gaming.

At 1:00 PM – 2 PM, the Conference on “Increasing user engagement through localization and contextualization. The experts will focus on developing of games in the local; language.

At 3:00 PM – 4 PM, The Conference named “Supply Enhancement: Shifting the mindset from outsourcing to IP creation will be held. The event will focus on benefits of



MAKING GAMING A CAREER

There are several institutes which offer gaming courses, giving India a thrust in gaming sector.

All the gaming enthusiasts, who like to sit in front of their play station for hours without getting up from the couch, can get paid huge amount for their passion towards gaming.

Gamers across the globe have been making impressive careers in the field of gaming as game designers, animators, visual artists, sound designers, audio engineers, game developers or programmers, game testers, as well as, game

Journalists/critics.

There is such a wide scope in the gaming sector across the globe that people even get paid to play as well as watch games online and make handsome money via their love for gaming.

Professional video game players compete in gaming tournaments for prize money. Gamers may compete in tournaments both as singles and as part of teams. The pay for this profession varies greatly based

on skill, the type of game being played, and sponsorship/viewership trends and their demand across the globe.

There are several institutes such as Asian Institute of Gaming and Animation, Bangalore, Global Institute of Gaming and Animation, Eden Animation and Gaming Academy, Bikaner, Academy of Animation and Gaming, Gurgaon, which offer gaming courses, giving India a thrust in gaming sector.



moving towards IP creation from outsourcing with the proposed solutions in terms of policy and ecosystem.

At 4PM – 5PM, the Conference titled “Creating a new Policy Framework”. The program will focus on the regulatory challenges faced in present times, a separate game act, answer to problems, framework to unlock new gaming opportunities

IGS FOCUS

Games, Gadgets, E-sports, Mobile Gaming, Cosplay etc

India's largest E-sports Championship- ESL India Premiership

Participation from key players including play station, Gigabyte, Amazon, Samsung Monitors, Nodwin, Gaming, HP, Playizzon, Western Digital and others

PUBG Experiment zone by Play station

One day B2B conference on Digital Gaming Industry: At the point of inflection

Excellent opportunities for collaboration and distribution with international and leading players in the industry

Enter the Gaming World with Virtual Reality (VR) experience



INDIA'S LARGEST GAMING SHOW 2019

PARTICIPATION FROM KEY PLAYERS INCLUDING PLAY STATION, GIGABYTE, AMAZON, SAMSUNG MONITORS, HP, HYPERX, INTEL, NODWIN GAMING, PLAYIZZON, WESTERN DIGITAL & OTHERS

While IGS has attracted participation of key players from the gaming sector, a number of leading brands have joined hands with IGS and will play a crucial role in making the second edition of the event a success.

Key brands supporting and participating this time include Gigabyte, Playisson, Samsung, Hyper X, Sony, HP, Intel, ESL, and many more from the start ups and developing community.

PUBG EXPERIENTIAL ZONE

PUBG Experiential Zone, with PUBG being one of the most famed game among Indian gaming society, is one of the major highlights of the IGS 2019.

ENTER THE GAMING WORLD WITH VIRTUAL REALITY (VR) EXPERIENCE

Encompassing all the segments of Gaming sector the event will have Video games, Consoles, Mobile Gaming, VR experience, Cosplay, for Indian Gamers and Business, networking & partnering Opportunities for the developer community. India Gaming Show definitely will be an event for the gamers to experience new gaming while for new gamers it will showcase the varieties in this new medium.

Gaming zones are not new to us and the IGS 2019 gives us a taste of virtual reality experience that we see in huge gaming zones around the globe. Virtual-reality gaming is a fast-evolving vertical in the country and digital advertising is forcing companies to look at gaming in a big way, embedding commercials through games.

EXCELLENT OPPORTUNITIES FOR COLLABORATION AND DISTRIBUTION WITH INTERNATIONAL AND LEADING PLAYERS IN THE INDUSTRY

The IGS 2019, organised by CII, is positioned to expand the Indian gaming industry by leaps and bounds. With crucial inputs from international video game leaders, Indian game developers also stand to benefit exponentially as the event sees excellent partnership opportunities from collaborators and distributors across the world.

Japan, which participated as a Partner Country and Korea as Guest Country at the maiden event in 2017, is repeating its participation with a Country Pavilion and special focus on the animation sector.

India Gaming Show (IGS) caters to the needs of a young, vibrant country, and its first edition in February 2017 was a great success with over 70 exhibitors from India and overseas.

A group of around 20 companies will be participating at the Japan Pavilion at IGS 2019, which is supported by the Government of Japan, and Gaming Association of Japan, CESA.

GAMING EXPERIENCE ZONE, COMPETITIONS, DISPLAY OF GAMES, GAMING ACCESSORIES, GADGETSETC. ARE ALSO GOING TO BE MAJOR HIGHLIGHTS OF THE THREE EVENT BEING ORGANISED IN THE NATIONAL CAPITAL.

The CII has taken a new initiative to bring together all stakeholders under a common platform for the Digital Gaming Industry in India, and have created the Indian Digital Gaming Society (IDGS), to cater to the needs of this sector and act as a conduit between the Industry and the Government to support and sustain this industry and make it an organized sector.

The second edition of this event, IGS 2019, a one-of-its-kind in India, will cover the A-Z of the digital gaming industry as well as the new emerging trends such as eSports, cosplay and VR.

INDIA'S LARGEST E-SPORTS CHAMPIONSHIP - ESL INDIA PREMIERSHIP, AND AMAZON GAMEON CHAMPIONSHIP ARE ALSO GOING TO BE HELD IN THE EVENT.

E-sports are on their way to becoming the sport of the 21st century and are awakening incredible enthusiasm among players and fans. In order to continuously engage the E-sports community and enthusiasts of e-sports, an E-Sports Competition is also being organized during IGS 2019.

ONE DAY B2B CONFERENCE ON "DIGITAL GAMING INDUSTRY : AT THE POINT OF INFLECTION" IS ALSO ONE OF THE HIGHLIGHTS OF THE EVENT BEING ORGANISED BY THE CII.

In addition to the exhibition, an International Conference on Gaming is also being organized by the CII with experts from India and overseas sharing their vision for the country to become a hub for game developers and expand the business potential that India has in this sector. A B2B meeting activity is also planned to facilitate business meetings during IGS 2019.

Virtual-reality gaming is also a fast-evolving vertical in the country.

Digital advertising is forcing companies to look at gaming in a big way, embedding commercials through games.

Cii has created the Indian Digital Gaming Society (IDGS), to cater the needs of gaming sector



IGS LEADING THE WAY

With an aim to increase the level of networking between key global players and reach out to professional gamers, developers and audiences at large, The second edition of India Gaming Show (IGS) 2019 is happening from 3-5 February, 2019 at Pragati Maidan in New Delhi.

However, to develop the gaming eco system, address the challenges and bring exposure to larger audiences, the Confederation of Indian Industry (CII) has introduced the Indian Gaming Show (IGS) in 2017.

The second edition of this event, IGS 2019, a one-of-its-kind in India, will cover the A-Z of the digital gaming industry as well as the new emerging trends such as eSports, cosplay and VR.

IGS has received exceptional espousal from Japan coming in as a partner country, Korea as a guest country, and UK as a focus country. Various parallel events and activities including Hackathon, Cosplay showcase and competition, talk shows,

musical stage performances, competition by various exhibitors, song performance by famous Japanese Artists were also organised to engage the participants and visitors. In addition to the above, a special E-sports exhibition tournament was conducted to bring together best teams of the country.

This show will provide a platform to stake holders to come under one roof and interact and deliberate the huge business potential for the gaming sector in India with participating companies and delegates from India and overseas. This event is aimed at helping the Indian gaming industry to create a roadmap for making this sector a world market leader, keeping in view

the largest young consumer base that India has today.

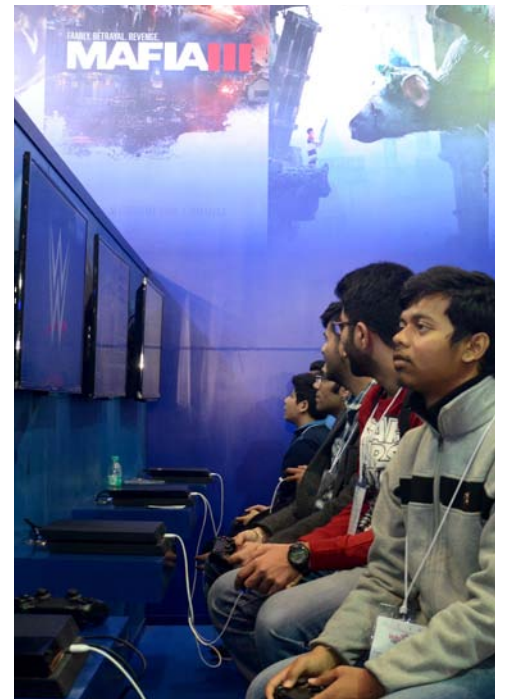
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India Gaming Show definitely will be an event for the gamers to experience new gaming while for new gamers it will showcase the varieties in this new medium.

With CII directing the Indian digital gaming industry towards a brighter tomorrow, the India Gaming Show is sure to take this sector in India to the next level in the coming years.



GROWTH IN E-GAMING INDUSTRY

Indian e-sports market is booming, with an estimated four million enthusiasts.

With one of the world's largest youth population, India is poised to become one of the world's leading markets in Gaming Sector. Currently valued at USD 890 million, the Indian Gaming Industry is estimated for the annual growth rate of 14.3 per cent with mobile Gaming taking the lead at 71% share. The growth is driven by rising younger population, higher disposable incomes, introduction of new gaming genres, and the increasing number of smartphone and tablet users.

The Indian digital gaming industry is growing rapidly with giants like Alibaba backed-Paytm, Tencent, Youzu and Nazara investing in it. India, along with USA, China, Brazil, and Russia is amongst the top five players in the world of mobile gaming, the industry is already worth over \$890 million. And with the demand for games on an upward curve, the country now has more than 250 game development companies, up from a mere 25 in 2010.

India, with the second largest smartphone user base in the world, is now home to one-tenth of the world's gamers and ranked sixth among global markets in share of mobile game installs; a 2.9 per cent of global mobile game installs.

The online gaming industry is coming up with innovative formats every day. They are transforming the entire entertainment sector, which is now shifting from TV sets to mobile handsets. The new gaming formats hold immense potential for game developers and graphic designers as they are using cutting-edge technology to accelerate the industry's growth this year.

The rise in the popularity of gaming is partly due to the increased accessibility that the public has to them; at the tap of a screen, one can download games onto a smart device. Evidently, the increase in mobile gaming has run in parallel to the rise in smartphone adoption in India.

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