



Payment Service Provider GlobalCollect facilitates Consumer Market Research on Gamers

Newzoo to survey US, Brazil, Mexico, Russia, Spain, China, and Korea

Amsterdam, 18 January 2011 – In March 2011, GlobalCollect will support the launch of one of the most comprehensive global gaming surveys ever carried out. As exclusive sponsor of this survey performed by Newzoo, an industry leader in market research on gaming, GlobalCollect will facilitate the collection of data in emerging markets, not yet available to the international games industry. Emerging markets in the world of gaming have traditionally been viewed as hard to monetize through retail sales. But new online business models are changing this - a change witnessed daily by GlobalCollect, the world's premier Payment Service Provider of local e-payment solutions and payments consultant of the Gaming industry for more than 15 years .

This is the first time Newzoo, already known for delivering key insights on gamers' behavior in Western Markets (US, UK, Germany, France, the Netherlands, and Belgium), will add Emerging Markets (Spain, Brazil, Mexico, Russia) to its portfolio of National Gamers Surveys. A later survey will look at Asian markets (China, Korea). This expansion into new markets is designed to enable game companies and investors to make well informed decisions on emerging markets, and to provide a much-needed global perspective on gaming that includes all game platforms, genres , and business models.

Providing the Total Picture

Global consumer data on the games market has been mainly focused on the retail business, which can be tracked directly. Now that almost half of consumer spending on games has shifted to the online space, estimates for so-called "online games" do no longer suffice. Data available on digital distribution as well as social, mobile, casual, and MMO games is fragmented.

Bob Voermans, Senior Business Development Manager EMEA at GlobalCollect: *"We see it as our responsibility to make sure our clients make well-informed choices and have therefore chosen to back the new series of surveys performed by Newzoo. Research is vital to make sure gaming companies implement the right strategy to grow their online business."* Gamers whitepapers: <http://www.globalcollect.com/online-payments-gaming>

Actionable Data

Newzoo offers the data on a subscription basis, per individual country, in customized multi-country packages, as well as a subscription to all Newzoo data and reports. Clients get access to the data via an interactive online tool facilitating in-depth analysis as well as an easy way to create and share graphs and custom reports. More info: www.newzoo.com/2011

About GlobalCollect

GlobalCollect is the world's premier Payment Service Provider of local e-payment solutions for international Customer Not-Present (CNP) channels such as internet, mail, and telephone orders, and specializes in a wide range of industries such as travel, ticketing, telecommunications, retail, publishing, portals, online gaming, and digital content. While most providers limit their services to a technical link with payment acquirers, GlobalCollect is a full service partner consulting clients on how to increase transaction volumes, expand distribution channels, and reduce costs by streamlining back office processes. Through a single-interface online payment platform, we offer access to an unrivalled portfolio of local and international payment methods in over 200 countries, including all major credit and debit cards, direct debits, bank transfers, real-time bank transfers, eWallets, cash at outlets, prepaid methods, checks, and invoices. www.globalcollect.com

About Newzoo

Newzoo is an international market research firm completely focused on the games industry. Newzoo aims to provide the best independent consumer market data across all game platforms and business models. Newzoo also operates the global B2B portal Gamesindustry.com and publishes the bi-annual Games Industry Black Book. Clients include Codemasters, RealGames/Zylom, Nexon, Frogster, France Telecom, RTL Group, ShandaGames, Microsoft, King.com, Gamania. www.newzoo.com.

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