



## Stanford eCorner

### Challenges and Opportunities in Asia

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Video URL: <http://ecorner.stanford.edu/videos/1620/Challenges-and-Opportunities-in-Asia>

Earl discusses the several challenges and mitigation strategies used when marketing to a variety of Asian countries. EA's strategy to overcome the IP protection problems is to take games online. He also discusses the need for different technology requirements to market in countries like South Korea where social networking is a key driver of sales.



#### Transcript

One of the other things that's really moving rapidly right now is Asia is really coming alive as a market for gaming. Japan has been a powerhouse market, but we're not entirely positive it's going to stay that way. They're sort of changing demographics there with birthrates and it just feels like it is not the kind of growth market that you see in the rest of Asia. China, clearly the new frontier: a lot of people over there and certainly a big market. But, again, you've got challengers in terms of how you joint-venture. It's really hard to set up companies, it's hard to bring your profits out, and IP protection is a perennial issue. So the mitigation there is really to go online, and that's sort of a whole new suite of technologies. And then South Korea is an interesting market. It is so ingrained in the culture there that the best gamers are really celebrated as celebrities and revered. Cyber cafes are really big.

It's a way that they socialize. And there's tremendous government support going into gaming in South Korea.