

G-STAR: A MAJOR PLATFORM TO FOSTER GLOBAL GAMING SYNERGY

In a significant stride towards realizing the 'Make in India for the World' vision, India is set to make its mark at the Global Game Exhibition, G-STAR 2023, to be held from November 16th to 19th in Busan, South Korea

The G-Star exhibition and conference, organized by the Korea Association of Game Industry (K-GAMES) in conjunction with the Busan IT Industry Promotion Agency, serves as a crucible for innovation and collaboration in

the gaming world. With nearly a thousand companies from over 40 countries, G-STAR is a melting pot of ideas, technologies, and market insights.

India's participation at G-STAR is a testament to the



country's burgeoning gaming industry and its ambition to project the 'Make in India for the World' concept. With a

robust domestic market and a burgeoning talent pool, Indian gaming companies are well-positioned to showcase their

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G-STAR: A VANTAGE POINT TO SHOWCASE INDIA'S GAMING PROWESS



Chandrajit Banerjee,
Director General, CII

As we stand on the precipice of a new era in the global gaming landscape, the Indian gaming industry emerges as a formidable force, driving the future fuelled by a passionate community and rapid technological advancements. The sheer size of our market, coupled with a rapidly expanding community of gamers, presents unparalleled opportunities for developers,

India's position as a global gaming powerhouse.

In this transformative journey, platforms like G-STAR play a pivotal role, as it serves as platform where ideas are exchanged, partnerships are forged, and industry insights are gained. For Indian gaming companies, participation in G-STAR is not merely an opportunity, but a strategic imperative.

This global gaming

publishers, investors, and enthusiasts alike. The surge in mobile gaming, esports, and digitalisation further cements

extravaganza provides a unique vantage point to showcase the prowess of our indigenous talent pool, allowing them to compete on the global stage. It opens doors to collaboration with international counterparts, leading to the cross-pollination of ideas and technologies.

Yet, the true potential of our gaming industry lies in the future. This is where the Indian Digital Gaming Society steps in. IDGS serves as a unifying platform, transcending boundaries to connect developers, publishers, investors, hardware manufacturers, service providers, and policymakers. Through fostering collaboration

and knowledge exchange, IDGS sparks innovation, nurtures creativity, and offers insights into emerging trends and market dynamics. By providing a collective voice for the gaming community, IDGS empowers stakeholders to address challenges, seize opportunities, and shape policies that foster growth and sustainability.

As we progress, IDGS remains steadfast in its commitment to championing diversity and inclusivity to unlock fresh perspectives, ideas, and talent, fuelling innovation and ensuring that the Indian gaming industry continues to lead in global trends.

All Set to Exchange Ideas and Innovations



Rajan Navani

President IDGS &
CEO of JetSynthesys

G-STAR, the Global Game Exhibition held in Busan, South Korea, stands as a cornerstone event in the global gaming calendar, drawing enthusiasts, developers, and industry professionals from around the world. Held annually, it has evolved into a premier showcase for the video game industry, offering a comprehensive platform to explore the past, present, and future of gaming.

As India sets its sights on becoming a global gaming hub, participation in G-STAR holds immense promise in amplifying our nation's presence on the global gaming stage, opening doors to collaboration, and showcasing the depth of talent and creativity within our borders.

The decision to participate in G-STAR 2023 was taken a couple of months back at the IDGS Gaming Conclave in Delhi, a pivotal event that brought together industry visionaries, enthusiasts, and participants for insightful discussions and invaluable networking. This decision reflects the collective vision of India's gaming community to seize the global stage and showcase our capabilities.

India's aspiration to emerge as a global gaming hub is rooted in our vibrant young demography, the rapid pace of digitization, an abundance of unique narratives, and a flourishing mobile-based gaming market. These factors converge to create a fertile ground for innovation and growth, setting the stage for India's ascension in the world of gaming.

The imminent establishment of a policy framework for the Indian gaming industry is a pivotal development

that will provide the sector with a robust foundation for expansion. This framework promises to unlock a new era of opportunities, enabling both established players and emerging talents to flourish in a competitive and dynamic landscape.

INDIA'S ASPIRATION TO EMERGE AS A GLOBAL GAMING HUB IS ROOTED IN OUR VIBRANT YOUNG DEMOGRAPHY, THE RAPID PACE OF DIGITIZATION, AN ABUNDANCE OF UNIQUE NARRATIVES, AND A FLOURISHING MOBILE-BASED GAMING MARKET.

Participation in G-STAR 2023 holds tremendous potential for India. It serves as a platform to showcase our capabilities, establish collaborative ventures with international counterparts, and amplify the global footprint of our indigenous talent pool. The cross-

pollination of ideas and technologies at this prestigious event will undoubtedly catalyze India's journey towards becoming a global gaming powerhouse.

At the heart of this transformative journey lies the Indian Digital Gaming Society (IDGS), an organization dedicated to fostering creativity, innovation, and inclusivity within the gaming community. Under the aegis of IDGS, we have witnessed the convergence of diverse talents, united in their pursuit of pushing boundaries and redefining norms.

With one in every ten individuals in India under the age of 25, we are not just a demographic powerhouse, but also a reservoir of talent across various critical domains. Let us channel this collective energy and ingenuity to shape the future of gaming, not only for India, but for the global community.

I extend my best wishes to the delegation for a successful and fruitful participation at G-STAR 2023. May this endeavor mark a significant milestone on our journey towards realizing India's global gaming ambitions.

FOR MORE DETAILS

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IDGS: CATALYST FOR INDIAN GAMING INDUSTRY'S GROWTH

The Indian Digital Gaming Society (IDGS) stands as a pivotal platform in the Indian gaming landscape, acting as the industry's combined voice. Established to foster the dynamic growth of the gaming sector, IDGS plays a critical role in shaping policies, promoting innovation, and providing a unified voice for stakeholders.

IDGS serves as a nexus for key players in the Indian gaming ecosystem, bringing together industry leaders, policymakers, developers, and enthusiasts to exchange ideas and drive collaborative initiatives. With a focus on fostering innovation and entrepreneurship, IDGS acts as a catalyst for startups and emerging companies, facilitating their integration into the burgeoning gaming market.

Through insightful conferences, workshops, and presentations, IDGS addresses critical issues facing the industry, such as regulatory frameworks, monetization strategies,

and technological advancements. It provides a forum for thought leaders to share their expertise, empowering members with invaluable knowledge and insights.

As the go-to organisation for anyone invested in India's gaming sector, IDGS engages in policy advocacy, collaborating with government and industry leaders to cultivate a thriving gaming environment. By promoting inclusivity and collaboration, IDGS remains instrumental in driving the Indian gaming industry towards a future defined by innovation, creativity, and sustainable growth.

IDGS MEMBERS



Continued from page 1

G-STAR: A Major Platform to Foster Global Gaming Synergy

products and services on the global stage.

The Indian gaming sector is underpinned by a comprehensive policy framework that is set to catapult it onto the international stage. The policy ecosystem fosters an environment conducive to growth, innovation, and global competitiveness. With proactive government engagement, the sector is poised for exponential expansion.

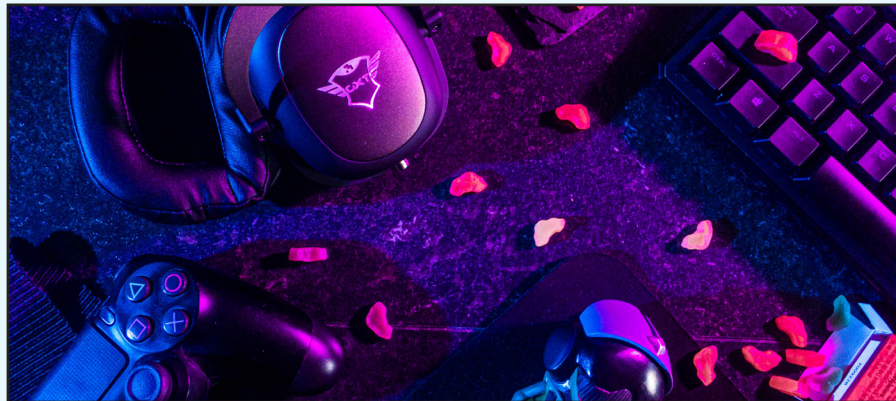


At the forefront of this movement is the Indian Digital Gaming Society (IDGS), an organization dedicated to nurturing creativity, innovation, and inclusivity within the gaming community. IDGS has been instrumental in uniting the gaming community and providing a unified voice to address challenges and seize opportunities.

India's gaming industry is on a trajectory of rapid growth, fuelled by a young demography, technological advancements, and a burgeoning mobile-based gaming market. As we look ahead, India's presence at G-STAR 2023 signifies a strategic move towards establishing itself as a global gaming powerhouse. As the Indian delegation gears up to make its mark at G-STAR 2023, the stage is set for a vibrant exchange of ideas, collaborations, and partnerships. With 'Make in India for the World' as the guiding principle and the right policies in place, India is poised to make a resounding impact on the global gaming stage.

INDIA'S GAMING REVOLUTION: FROM LOCAL TO GLOBAL DOMINANCE

THE GAMING REVOLUTION IN INDIA IS NOT JUST A LOCAL PHENOMENON BUT A GLOBAL TREND WITH THE POTENTIAL TO RESHAPE THE INDUSTRY LANDSCAPE



In the dynamic landscape of the global gaming industry, India is making significant strides, positioning itself as a potential powerhouse in the sector. Currently contributing a mere billion dollars to the industry's massive \$180 billion valuation, the Indian gaming scene is experiencing a surge in growth, backed by a robust infrastructure, technological advancements, and a burgeoning youth population.

With over 1200 gaming companies, India's gaming market is fiercely competitive. The industry, valued at USD 1 billion, boasts an annual growth rate of 15%, the highest in the media and entertainment sector, with mobile gaming leading the charge at a substantial 71% market share. The driving forces behind this growth include the rising youth population, increased disposable incomes, the introduction of new gaming genres,

and a surge in smartphone and tablet users.

Projections indicate a promising future for the Indian gaming industry, with an expected annual growth rate of 12% for the next 5-6 years.

Emerging technologies such as AR, VR, and cloud gaming are poised to drive further innovation, expanding the industry's horizons.

PROJECTIONS INDICATE A PROMISING FUTURE FOR THE INDIAN GAMING INDUSTRY, WITH AN EXPECTED ANNUAL GROWTH RATE OF 12% FOR THE NEXT 5-6 YEARS.

Three key pillars are propelling the growth of the gaming industry in India: government initiatives, the in-game experience, and monetization. The Indian government's recognition of esports as a legitimate career option and its efforts to foster indigenous platforms are instrumental in shaping the industry. Monetization, primarily driven by advertising, constitutes 70-75% of revenue, with a shift towards direct in-game branding gaining traction globally.

Global players like Korean gaming major KRAFTON, Tencent Games, Youzu, and Nazara are investing heavily in the Indian digital gaming industry. India has a unique advantage as gamers and developers are more mobile-native, starting their journey mainly from mobile gaming. Secondly, India boasts a substantial talent pool in art and engineering, essential pillars in game development. Lastly, the vast market potential in India, with over 500 million gamers and the belief that true gamers could reach 100 million or more, is a significant strength.

The rise of e-sports and online gaming is transforming the entertainment sector, with experts seeing these trends as potential catalysts for young individuals to pursue gaming as a serious career path. Lighter industry regulation is on the horizon, with the Ministry of Electronics and Information Technology (MEITY) and the Ministry of Sports serving as nodal authorities for gaming and e-sports, respectively.

The imminent introduction of 5G is expected to revolutionize the gaming environment further, enhancing the industry as a whole. Technologies like VR, AR, and XR are generating excitement, potentially paving the way for a transition from web 2.0 to web 3.0.

India's gaming ecosystem, coupled with its expertise in cutting-edge technologies, positions the nation as a global leader in the making. As gaming continues to dominate the entertainment choices of Generation Z, brands are creating content that resonates with the values and interests of this growing demographic.

Indian Gaming Sector Metrics

50,000+

Direct
Employees
in Gaming

24,000+

Employees
Involved
in Gaming
Service
Export

1 million

Skilled
people
required
by gaming
industry

**30%
CAGR**

Casual
gaming to
grow in India

**750
million**
Internet
users in
India

17%
Growth
in paying
users in
India on
YoY basis

**15.4
billion**
Total
downloads
in FY23

**568
million**
Total number
of gamers in
India

**\$3.1
billion**
Indian gaming
industry
clocked
in FY23

**\$7.5
billion**
Projected
size of Indian
Gaming Industry
by 2028

50%
Internet
users
engage
in gaming
activities

**10-12
hours**
Per week
time gamers
dedicate to
gaming

66%
Gamers in India come
from non-Metro areas

50%
Gamers in India belong to
age bracket 18-30 years



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EXHIBITOR PROFILE

- | | |
|---|---|
| <ul style="list-style-type: none"> • Animation • Banks and Finance Institutions • Cosplay • DTH Games • Game Hardware and Peripheral Manufacturing • i-Games • Licensing • Media Houses • Merchandise • E sports • Microprocessor Design Firms | <ul style="list-style-type: none"> • Mobile devices • Mobile Games • Online Games • PC Games • Software Developers • Telecommunication Carriers and providers • Thinktanks • Video Games • Publishers • Live Streamers • Start-ups |
|---|---|

VISITOR PROFILE

- | | |
|---|--|
| <ul style="list-style-type: none"> • Gaming equipment manufacturers and distributors • Social gaming companies • Cruise ship companies • Other gaming operators and organisations/ associations • Law firms • Government • Industry Associations • Marketing/Advertising agencies | <ul style="list-style-type: none"> • Publications • Regulatory bodies • Legislative institutions • Media representatives • Hospitality industry representatives • Investors • Consultants • General Visitors |
|---|--|



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5G: The Technology to Drive Future of Gaming in India

The Indian gaming sector anticipates a quick transition, heralding a disruptive era in game consumption and revenue, with 5G projected to empower millions of gamers



Esports: A Thriving Ecosystem Powered by 5G

5G is set to have a major impact on the thriving ecosystem of esports in India. The potential for remote esports tournaments facilitated by high-speed internet is contemplated. Experts underscore the immersive potential of 5G for esports, foreseeing broader viewing experiences and even corporate-level tournaments held remotely.

Metaverse: Navigating the Virtual Horizon

The metaverse takes the spotlight as we seek insights into its viability in India. Demystifying the metaverse, the industry experts emphasize its potential for brand engagements within virtual worlds. While acknowledging its early stage of development, it is anticipated that 5G will pave the way for metaverse adoption, offering unique opportunities for brands and consumers alike.

Hardware Ecosystem: 5G's Synergy with Gaming Devices

The synergy between 5G and the gaming hardware ecosystem becomes a focal point. Envisioning 5G adoption fueling the demand for immersive experiences, the Indian gaming industry anticipates subsequent boosts to the infrastructure and ancillary industries, such as controllers and other gaming peripherals. With 5G set to empower 350 to 400 million users, the Indian gaming industry anticipates a rapid evolution, marking a transformative era in gaming consumption and monetization. The future, it seems, holds an exciting journey for India's gaming enthusiasts, as 5G unlocks new dimensions in the world of digital entertainment.

Riding the 5G Wave: A Second Inflection Point for Gaming?

India's gaming arena boasts impressive statistics, with 600 million mobile gamers and a projection of 100 million esports viewers by 2025. As 5G unfolds across the nation, experts contemplate whether this heralds a second inflection point, reshaping the gaming landscape. Reflecting on historical challenges faced by console and PC gaming, 5G has been identified as a catalyst for potential transformation.

Cloud Gaming: Democratizing Access to Hardcore Experiences

Accessibility takes center stage as we envision a significant opportunity for cloud gaming, particularly targeting the 100 million-plus core gamers in India. Cloud gaming, propelled by 5G, is predicted to offer cost-effective access to high-end gaming experiences, eliminating the need for expensive hardware.

INDIA'S GAMING ARENA BOASTS IMPRESSIVE STATISTICS, WITH 600 MILLION MOBILE GAMERS AND A PROJECTION OF 100 MILLION ESPORTS VIEWERS BY 2025. AS 5G UNFOLDS ACROSS THE NATION, EXPERTS CONTEMPLATE WHETHER THIS HERALDS A SECOND INFLECTION POINT, RESHAPING THE GAMING LANDSCAPE.

Powering Up: The Thriving Realm of Indian Gaming Startups

Embarking on the journey from small studios to industry giants in India's gaming landscape involves a thrilling dance of navigating misconceptions, embracing originality, and tapping into untapped potential. As the sun rises on this exciting sector, a robust knowledge economy, a focus on original IPs, and an eye on emerging markets set the stage for a promising future

Rising Investments Amidst Market Shifts

In the dynamic world of gaming start-ups, equity funding in India witnessed a staggering 70% surge, soaring to \$647.9 million in 2022. Surprisingly, despite an overall market slowdown in 2023, Indian gaming startups have already flexed their muscles, raising a notable \$94.3 million. The stage is set for a new era.

The Art of Securing VC Funding

Venturing into the gaming industry's exponential growth requires not only a passion for gaming but also a keen understanding of what venture capitalists (VCs) seek. Startups must grasp the intricacies of global market dynamics and spotlight their growth potential to captivate the attention of discerning investors.

Strategies for Success

Successful gaming startups must not only target India's remarkable growth rate but also evade the acquisition trap by prioritizing a holistic approach. Building a talented team, creating original intellectual property (IP), and targeting underserved markets are key differentiators that attract investor interest.

Navigating Untapped Territories

Startups can leverage the relative scarcity of experienced developers in certain markets, seizing opportunities in



IN THE DYNAMIC WORLD OF GAMING STARTUPS, EQUITY FUNDING IN INDIA WITNESSED A STAGGERING 70% SURGE, SOARING TO \$647.9 MILLION IN 2022. SURPRISINGLY, DESPITE AN OVERALL MARKET SLOWDOWN IN 2023, INDIAN GAMING STARTUPS HAVE ALREADY FLEXED THEIR MUSCLES, RAISING A NOTABLE \$94.3 MILLION.

underserved regions. This includes embracing the knowledge gap and analyzing critical metrics like cost per install versus lifetime value to refine user acquisition strategies.

A Glimpse into the Future

As India gears up to become the 3rd largest economy globally, the gaming sector aligns with the government's commitment to data privacy. The Indian Digital Gaming Society supports the transition, recognizing the potential for growth while safeguarding the privacy of young gamers. The journey continues as startups navigate this thrilling landscape, fueled by innovation, resilience, and a passion for gaming.

Navigating the Dynamic Waters of the Indian Gaming Sector

Exploring the Uncharted: Global Investors Set Sights on India's Gaming Potential

As the Indian gaming industry undergoes a transformative phase, global investors are strategically positioning themselves to harness the untapped potential of emerging gaming ventures. The landscape is dynamic, presenting a confluence of challenges and opportunities that demand a nuanced approach for future investments.

Unique Challenges, Unique Strategies:

The evolving nature of the Indian gaming sector requires stakeholders to navigate challenges unique to the market. One key revelation challenges the misconception that success in India is synonymous with dominating the local market, prompting a reevaluation of traditional assumptions.

Capital Flow and Sustainable Growth:

Diving into the capital flow scenario, the trend spotlights the prevailing investor preference for impressive growth metrics. However, the discourse advocates for a balanced perspective, urging gaming studios to prioritize sustainable and strategic growth over immediate gains in the fast-paced Indian market.

Original IP and Team Dynamics:

Industry leaders stress the importance of cultivating original intellectual property (IP) and fostering a talented, cohesive team. This strategic approach is identified as fundamental for studios aiming for long-term success, emphasizing the shift away from chasing commoditized genres.



Crafting Games for the Local Palate:

Experts underscore the vast opportunities for game developers in India, urging them to create content that authentically resonates with the local market. The underserved nature of the market opens doors for developers to connect with Indian gamers on a deeper level.

Esports Takes Center Stage:

A significant portion of the conversation in the Indian gaming sector centres around the booming esports scene in

AS THE INDIAN GAMING INDUSTRY UNDERGOES A TRANSFORMATIVE PHASE, GLOBAL INVESTORS ARE STRATEGICALLY POSITIONING THEMSELVES TO HARNESS THE UNTAPPED POTENTIAL OF EMERGING GAMING VENTURES.

India. With substantial investments and events contributing to its success, esports is positioned as a scalable utility business, offering enticing growth and investment prospects for savvy stakeholders.

Audience Engagement and Real-time Insights:

The inclusion of audience participation in the discourse provides valuable real-time insights into specific interests and concerns within the gaming industry. Ranging from production levels in esports to India's competition with global markets, this adds a layer of real-time relevance to industry dynamics.

The dynamic nature of the Indian gaming sector emphasizes the need for a deep understanding of market nuances. Prioritizing the development of original IP, adopting sustainable growth strategies, and tapping into the potential of esports emerge as critical considerations for investors, developers, and studios navigating the vibrant Indian gaming ecosystem.

The future of gaming in India lies in the hands of those who can adeptly surf the dynamic waves, capitalizing on opportunities and overcoming challenges for a sustainable and thriving industry.

IGS Charting a Course for India's Gaming Future

As Indian Gaming sector anticipates global opportunities in a market of immense scale, mark your calendar for IGS 2025 to shape the future of gaming in a country that boasts 400 million plus gamers who are aspiring to make gaming a viable career path

The India Gaming Show (IGS) 2023, held in conjunction with the International Engineering & Technology Fair (IETF) earlier this year, showcased the dynamism and potential of India's gaming industry. The event featured a comprehensive display of technological advancements, indie game releases, animation, gamification, and much more, all housed under one roof at Pragati Maidan in New Delhi.

With one of the world's largest youth populations, India is poised to become a gaming superpower. The event's overarching theme centered on the future of gaming in India. It highlighted the pivotal role of technologies like AI, VR, and the Metaverse in shaping India's creative economy, and emphasized the importance of connecting youth aspirations with livelihoods through the gaming sector.

IGS 2023 encompassed a wide array of sectors, including Technology Showcase, Animation, Gamification, Gaming Zones, IoT, Start-ups, Skills & Skill Development, Digital India, and Make in India. The focus was on nurturing game developers and enhancing cost-competitiveness.

One of the standout themes was the ascent of eSports. Experts hailed it as a burgeoning avenue for young talent to forge serious careers in gaming. They stressed the importance of a collaborative effort among all stakeholders to develop a thriving ecosystem. Anticipating forthcoming developments, the industry gears up for light regulation, with MEITY and the Ministry of Sports taking pivotal roles.

The imminent arrival of 5G technology was a major focal point. It promises to propel the gaming environment forward, heralding a new era for the industry as a whole. The potential



impact of this advancement on India's gaming landscape cannot be overstated.

Celebrating a global trend, the event acknowledged the rising participation of females in the gaming industry. It

IGS 2023 ENCOMPASSED A WIDE ARRAY OF SECTORS, INCLUDING TECHNOLOGY SHOWCASE, ANIMATION, GAMIFICATION, GAMING ZONES, IOT, START-UPS, SKILLS & SKILL DEVELOPMENT, DIGITAL INDIA, AND MAKE IN INDIA. THE FOCUS WAS ON NURTURING GAME DEVELOPERS AND ENHANCING COST-COMPETITIVENESS.

marked a welcome shift towards inclusivity and empowerment within the traditionally male-dominated sector.

India's gaming sector finds itself at a watershed moment. IGS 2023 was a crucible for exchanging ideas, innovation, and best practices that will shape the future of gaming in the country. Industry leaders expressed enthusiasm for transformative technologies like VR, AR, and XR, which are poised to pave the way for a transition from web 2.0 to web 3.0.

The event also underscored the significant presence of game developers in India. With the government's potential role in elevating gaming to a major sector, the industry anticipates global opportunities in a market of immense scale.

The India Gaming Show 2023 was not just a showcase of products and technologies; it was a testament to the industry's vibrancy, innovation, and potential. With over 400 million gamers and a rapidly growing industry, IGS 2025 is already on the horizon. Enthusiasts, stakeholders, and innovators are encouraged to mark their calendars, as IGS continues to play a pivotal role in shaping India's gaming ecosystem.

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