



# ASIA GAME BUZZ

CROSS-BORDER GAME MARKETING AGENCY IN ASIA

SUPPORTING GAME DEVELOPERS AND PUBLISHERS

SHANGHAI, CHINA

[WWW.ASIAGAMEBUZZ.COM](http://WWW.ASIAGAMEBUZZ.COM)

# ABOUT US

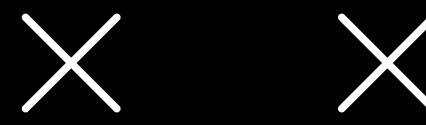


Asia Game Buzz is a PR company specializing in marketing Steam games to Asian audiences - China, Korea, Japan, and Southeast Asia.

Asia Game Buzz helps video game developers and publishers reach a broader and more engaged audience in the booming Asian video game market.

As a specialized games marketing agency, we craft tailored strategies to boost visibility, engage audiences, and drive success for game developers. From targeted campaigns and influencer partnerships to innovative digital strategies, we power up your game's presence in the competitive gaming landscape.

Chinese market is a key market for us. China serves as the focal point of our strategic initiatives, embodying a key market for our marketing agency due to its immense growth potential, expansive consumer base, and strategic significance in the global business landscape.



# WHY ASIA?

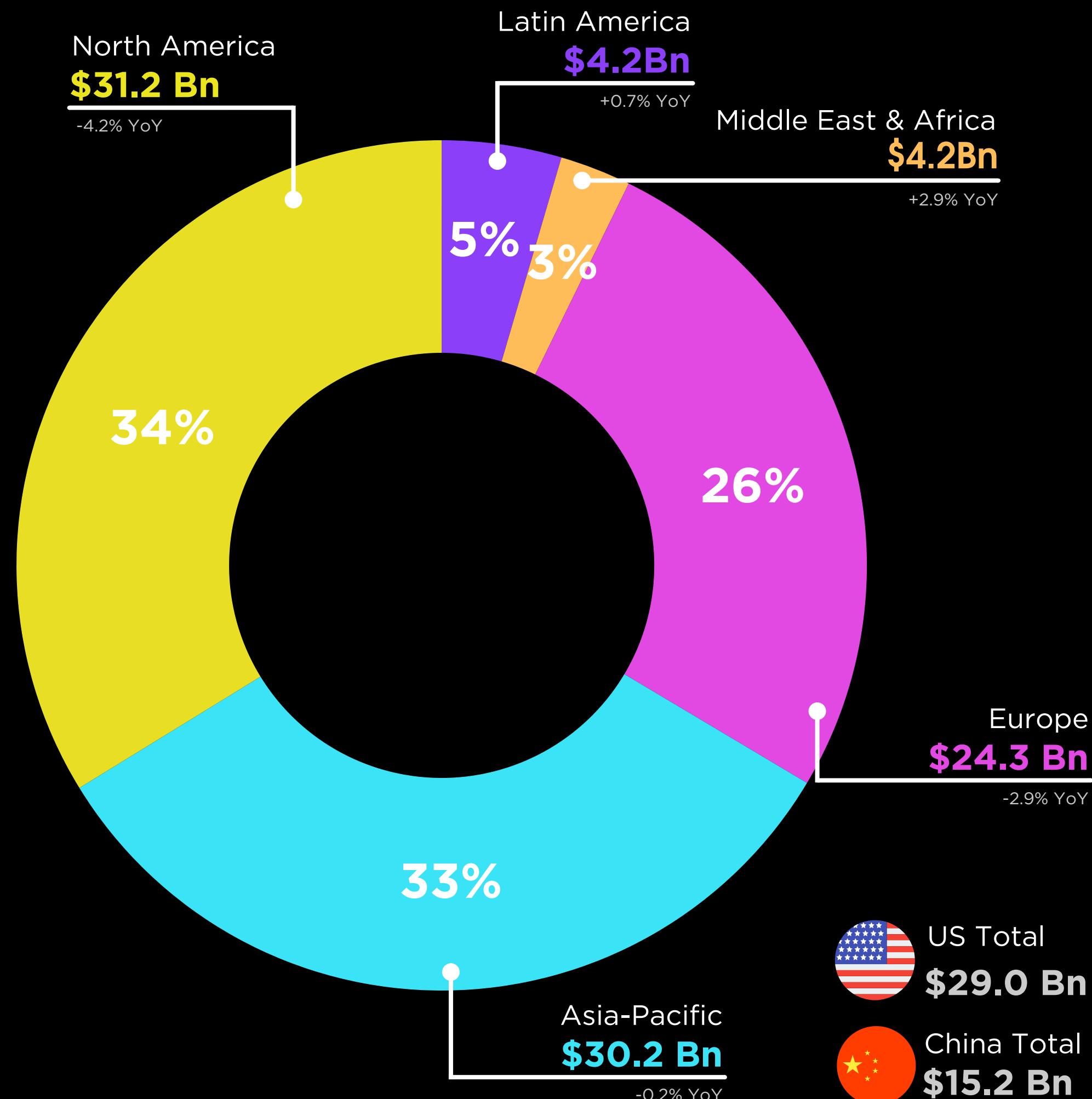
PC segment revenue by the end of 2023 will reach \$37.1 billion. This is 1.6% more than the previous year.

According to the latest Newzoo: The Gaming Industry in 2023 Report, 46% of gaming revenue (\$85.5 billion) is concentrated in the Asia-Pacific region.

53% of the entire gaming audience is concentrated in the Asia-Pacific region.

Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam market size of these countries market size will reach \$5.8 billion in 2023. Currently, Indonesia and Thailand account for 46% of the total revenue in these countries.

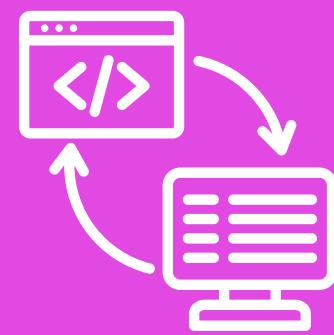
The PC gaming market is rapidly growing in China. In the first half of 2023, it grew by 7.2% and reached \$4.56B.



# WHERE WE FIT INTO YOUR WORK

## Marketing Research & Marketing Strategy

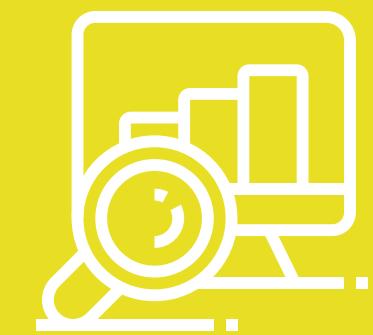
in-depth analysis of the market, identifying your TA, competitors and the best promotional channels



## GAME IN DEVELOPMENT

## Media Engagement

getting press familiar with your game



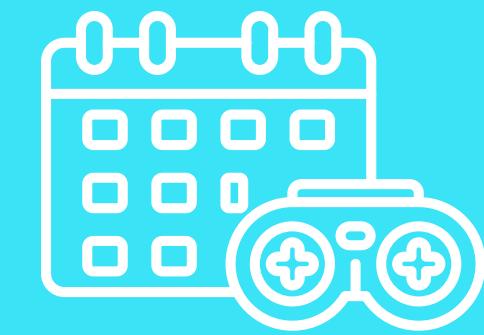
## DEMO

## Present Your Demo

getting you and your game a presence at the world's biggest gaming B2C events

## Key Distributors Platform

identify partners and channels for key distribution



## GAME RELEASE

## Post Launch Activities & Events

more fine-tuning e.g. localization into other key languages and showcasing the game at additional events in different markets



## AFTER THE RELEASE

## Social Media & Community Management

staying connected with fans of your game from pre-release up until launch day and beyond

## Marketing For Future Content

building out a new communications plan for PR, social & events to support future game updates and DLCs

# WHAT WE DO X OUR SERVICES AND CAPABILITIES

Asia Game Buzz offers a range of services and solutions to help video game clients achieve their goals and needs in the Asian market, such as:



MARKETING



EXPOSURE



EVENT  
REPRESENTATION



BRANDING



COMMUNICATION



MARKET RESEARCH  
AND ANALYSIS



PR

# WHAT WE DO × OUR SERVICES AND CAPABILITIES



## MARKETING

Asia Game Buzz helps clients generate buzz and hype for their games in the Asian market using various channels and platforms, such as social media, influencers, press releases, events, and more.

## BRANDING

Asia Game Buzz helps video game clients create a solid and distinctive brand identity and image that appeals to Asian gamers and media.

## COMMUNICATION

Communicating with your audience in their native language is just as crucial if you ever need to interact with them or send an official message.

# WHAT WE DO × OUR SERVICES AND CAPABILITIES

## PR

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## EXPOSURE

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## EVENT REPRESENTATION

Asia Game Buzz helps to plan the strategy for B2C events.



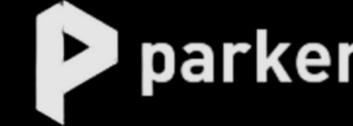
# WHAT WE DO × OUR SERVICES AND CAPABILITIES



## MARKET RESEARCH AND ANALYSIS

Asia Game Buzz helps video game clients understand and adapt to the Asian market trends, preferences, and behaviors. Asia Game Buzz also helps video game clients measure and evaluate the effectiveness and impact of their marketing campaigns and strategies in the Asian market. Asia Game Buzz has a team of experienced and passionate professionals who have a deep knowledge and understanding of the Asian video game industry and culture. Asia Game Buzz also has a network of partners and collaborators who can provide additional support and resources for video game clients. Asia Game Buzz is the ultimate partner for video game clients who want to market their Steam games to the Asian audience. Asia Game Buzz can help video game clients create a lasting impression and a loyal fan base in the Asian market.

# OUR PARTNERS



# CONTACT INFO

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