DIREC

Digital games Research Center

Knowledge
Directs
Differences

100 Facts

About the Ecosystem of Digital Games in Iran

2016

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2016

Game Development

1 ➤ The number of game development companies registered by the end of 2016:
212 companies

2 ➤ The number of Iranian game projects valued in 2016:
46 game projects

3 ➤ The most expensive game project valued in 2016: › **Shetab Dar Shahr 2** ‹

4 ➤ The average amount of valuation for Iranian games in 2016: **145 Million Tomans**

5 ➤ The number of Iranian provinces with at least one active game development company:
22 provinces

Game Development

6 ❯ The major cities with most number of game development companies:

1.**Tehran** 2.**Shiraz** 3.**Qom** 4.**Mashhad** 5.**Isfahan**

7 ❯ The number of active game development companies in Tehran: **124 companies**

8 ❯ The number of knowledge-based companies active in the field of game development by the end of 2016:

18 knowledge-based companies

9 ❯ The number of companies that are active only in game development by the end of 2016: **33 companies**

10 ❯ The number of service providing companies in the field of game development by the end of 2016: **20 companies**

11 ◆   The total number of non-mobile legal game titles distributed in physical markets in 2016: 「**380 titles**」

12 ◆   The total number of mobile game titles distributed in digital markets in 2016: 「**9842 titles**」

13 ◆   Share of Iranian titles in total number of mobile games distributed in digital markets in Iran in 2016: **31%**

14 ◆   The total number of non-mobile legal games distributed in physical market in 2016: **5,500,000 games**

15 ◆   The total number of legal mobile games installed on Iranian gamers' smartphones and tablets by the end of 2016: ›**111 million games**‹

16 ❯ Most redistributed non-mobile titles in legal physical markets in 2016:

17 ❯ Age category with the most redistributed non-mobile titles in legal physical markets in 2016: **Ages 18 and up**

18 ❯ Age category with the most number of legal distribution of non-mobile games in physical markets in 2016: **Ages 3 and up**

19 ❯ 2 distributing companies had more than half of the total number of legal non-mobile games distributed physically in the country in 2016

20 ❯ Top 2 distributors in terms of the number of legal non-mobile games distributed physically in 2016
1. **Parnian Pardaz Rayaneh**
2. **Tose'eh Electronic Gerdoo Shahmirzad**

21 ❯ Top 3 non-mobile franchise titles with most number of legal physical distribution in Iranian market:

NEED FOR SPEED
CALL·DUTY
PES PRO EVOLUTION SOCCER

2
1
3

22 ❯ Top 3 non-mobile franchises with most number of legal physical distribution in Iranian market:

PES PRO EVOLUTION SOCCER
CALL·DUTY
NEED FOR SPEED

2
1
3

23 ◆ 10 game titles constituted a third of total non-mobile legal games which were distributed physically in 2016

24 ◆ Top 10 non-mobile games that were distributed the most in legal markets were mainly in the Sport genre ⊙

25 ◆ Top 10 mobile games with the most active installs were in Puzzle 🀫, Strategy ♟, Driving 🏁 and Simulation genres ⚙

26 ◆ Top 5 Iranian game titles in 2016:

1. **Baghlava** 🧑‍🍳

2. **Quiz of Kings** 👑

3. **Hey Taxi** 🚕

4. **Jadvalane** ✳️

5. **Hokm Plus** 🃏

Distribution

27 ❖ Top 5 international game titles in 2016:

1. **Clash of Clans**
2. **Clash Royale**
3. **Candy Crush Saga**
4. **Pou**
5. **Traffic Rider**

28 ❖ The most number of legal non-mobile games were physically distributed in December 2016

29 ❖ The most number of legal non-mobile titles were physically distributed in May 2016

30 ❯ The most number of legal mobile games were digitally distributed in app stores in August 2016

31 ❯ The Number of physical stores for distribution of non-mobile games in Tehran in 2016: ⌈**1387 stores**⌋

32 ❯ The most number of physical stores for distribution of non-mobile games are located in municipal districts **4** and **15** of Tehran, respectively

33 ❯ The number of legal websites for digital sales and physical delivery of games in 2016: ›**83 online stores**‹

34 ❯ The number of Tehran's active LAN gaming centers in 2016: ⌈**186 centers**⌋

35 ❯ The number of game titles rated by ESRA in 2016: 「**8436 game titles**」

36 ❯ Proportion of rated mobile games to all rated games in 2016: **95%**

37 ❯ Proportion of rated non-mobile games to all rated games in 2016: **5%**

38 ❯ **71%** of rated mobile games were in the age category of ages 3 and up

39 ❯ **28%** of rated non-mobile games were in the age category of ages **18 and up**

40 ❯ **116** non-mobile titles were rated by ESRA after some edits in 2016

41 ❯ The most number of non-mobile games were rated in October 2016 and February 2017

42 ❯ The most number of mobile games were rated in November 2016

Education

43 ❱ The number of students who are studying through in-person courses of Iran Game Development Institute in 2016: **216 students**

44 ❱ The number of students are studying through online courses in 2016: **41 students**

45 ❱ The number of instructors who are lecturing in Iran Game Development Institute in 2016: **18 instructors**

46 ❱ Iran Game Development Institute offered 8 online and 35 in-person courses in 2016

47 ❱ Iran Game Development Institute offered 8 online and 35 in-person courses in 2016

1. **"C# Programming 1" online course instructed by Shahab Keshavarz with 20 students**
2. **"Art: digital sketching" in-person course instructed by Ali Kiani Amin with 19 students**

Education

48 ❯ The number of educational workshops organized by Iranian Game Development Institute in 2016: ›**13 workshops** ‹

49 ❯ **74%** of the Institute students were men and **26%** were women

50 ❯ **95%** of the Institute instructors were men and **5%** were women

51 ❯ The age range of students in 2016 were from 12 to 47 years old with the average of 23 years old

52 ❯ **Islamic Azad University West Tehran Branch, Qazvin Islamic Azad University** and **Iran University of Science and Technology** have offered courses in the field of digital games in 2016

53 ❯ The number of students who have passed courses in the field of digital games in second semester of 2015-16 and first semester of 2016-17: › **83 students** ‹

54 ❯ The number of university lecturers instructing in the field of digital games in second semester of 2015-16 and first semester of 2016-17: **2 lecturers**

55 ❯ There are 3 undergraduate and 1 graduate courses in the field of digital games offered in second semester of 2015-16 and first semester of 2016-17

56 ❯ Courses in the field of digital games through second semester of 2015-16 and first semester of 2016-17 were offered under "**software**" and "**IT-Software Technology**" programs

57 ❯ The number of books written in the field of digital games in 2016: **21 books**

58 ❯ The number of translated books in the field of digital games in 2016: **7 books**

59 ❯ The number of publishers that published books in the field of digital games: ⌜**27 publishers**⌟

60 ❯ Most of the books that have been written in the field of digital games were in the category of social and behavioral sciences

61 ❯ **42%** of book authors and translators in the field of digital games in 2016 were men and **58%** were women

62 ❯ The number of papers in the field of digital games which are published in journals and conferences in 2016: 「**160 papers**」

63 ❯ **87%** of papers in 2016 were presented in conferences and **13%** were published in scientific journals

64 ❯ The number of authors of papers in the field of digital games in 2016: ›**305 authors**‹

65 ❯ **64%** of authors of papers in the field of digital games in 2016 were male and **36%** were female

66 ❯ **52%** of authors of papers in the field of digital games in 2016 had PhD degree

67 ❯ The number of university conferences with papers in the field of digital games in 2016: ›**24 conferences**‹

68 ❯ The number of scientific journals that published papers in the field of digital games in 2016: **19 quarterlies**

69 ❯ **95%** of papers in the field of digital games in 2016 were published in journals with the rank of "Scientific & Research journals"

70 ❯ Most number of papers published in scientific journals in 2016 were related to the research field of "**applied sciences**"

71 ❯ The number of games submitted to the Tehran 6th Game Festival: 「**187 games**」

72 ❯ The number of Iranian jury members in the Tehran 6th Game Festival: ›**14 juries**‹

73 ❯ **81%** of submitted games to Tehran 6th Game Festival were mobile games

74 ❯ **65%** of submitted games to Tehran 6th Game Festival were developed by Unity game engine

75 ❯ The number of game developers who have submitted games to Tehran 6th Game Festival: 「**139 developers**」

76 ❧ **25%** of developers have more than one games submitted to Tehran 6th Game Festival

77 ❧ The number of awards in Tehran 6th Game Festival: ⌜**29 awards**⌟

78 ❧ The number of game titles that received awards in Tehran 6th Game Festival: **18 titles**

79 ❧ The number of provinces with participating developers in Tehran 6th Game Festival: ›**20 provinces**‹

80 ❧ The genre with most number of awards: **Adventure** ✖

81 ❯ The games "**Engareh**", "**Zaravan**" and "**Shetab Dar Shahr 2**" won most of the Tehran 6th Game Festival awards with 3 awards for each title

82 ❯ **10%** of participating game developers won Tehran 6th Game Festival awards

83 ❯ 3 companies with the most number of awards in Tehran 6th Game Festival:

1. > **Arvin Tech**
2. > **Parsnip**
3. > **Rasana Shokooh Kavir**

84 ❯ **Mobile games** earned the most number of awards in Tehran 6th Game Festival with 15 awards

85 ➤ **53%** of total revenue in digital games market in Iran in 2016 was in the hardware segment with the following breakdown:

- **Accessories: 9% of total market revenue**
- **Game consoles: 44% of total market revenue**

86 ➤ **47%** of total revenue in digital games market in Iran in 2016 was spent for purchase of the games with the following breakdown:

- **Computer games: 9% of total market revenue**
- **Console games: 7% of total market revenue**
- **Mobile games: 31% of total market revenue**

87 ➤ More than **89%** of Iranian gamers are mobile gamers

88 ❯ **30%** of mobile gamers spend money on mobile games

89 ❯ More than **20%** of Iranian gamers are computer gamers

90 ❯ **13%** of computer gamers spend money on computer games

91 ❯ More than **6%** of Iranian gamers are console gamers

92 ❯ **21%** of console gamers spend money on console games

93 ❯ Top 5 cities with most number of digital gamers are **Tehran** 🏛️, **Isfahan** 🕌, **Mashhad** 🕌, **Karaj** ⛰️ and **Shiraz** 🏛️, respectively

94 ❯ Among the metropolises, Tabriz has the **lowest average of gaming time per day** with 36 minutes per day

95 ❯ Among the metropolises, Ahvaz has the **highest average of gaming time per day** with 101 minutes per day

96 ❯ Among the metropolises, Shiraz has the **lowest average of gamers'** age with the average age of 19 years old

97 ❯ Among the metropolises, Tehran has the **highest average of gamers**' age with the average age of 28 years old

98 ❯ Of the total gamers in Tehran, **56%** are playing online games

99 ❯ Top 3 famous tablet brands among Tehran's mobile gamers are **Lenovo**, **SAMSUNG**, and **HUAWEI**, respectively

100 ❯ Top 3 famous smartphone brands among Tehran's mobile gamers are **SAMSUNG**, **HUAWEI**, and Apple, respectively

DIREC Group

In the growing market of digital games industry, particularly in Iran and Middle East, knowledge and accurate information seems requisite. This information is vital for analyzing regulations, policies, industry status, competitive environment, consumer preferences and other business development indexes.

Digital Games Research Center (DIREC) has been established to develop research in gaming industry since 2015. DIREC has made interactive connections to universities, developers, publishers, and media. Not only DIREC enhances research areas in gaming industry by these connections, but it also has access to an accurate and wide range of data by promoting the communications and implementing the periodic and sectional surveys.

The most important survey of DIREC about gamers' behavior is the periodic nationwide survey with 45000 people as sample size in metropolises, cities and rural areas. Trends, behaviors, and preferences are gathered from 15000 gamers all around the country; subsequently, conclusions by statistical approaches are generalized to cover all regions and segments.

DIREC is presenting a variety of reports in digital games area, and it also conducts tailored research for its national and international customers. Moreover, DIREC is encouraging business intelligence by organizing analytical events, conferences, workshops and webinars in the game area.

DIREC is the official center for digital games industry statistics in Iran.

DIREC Publications

Recently, the following titles have been published by DIREC:

Landscape Report: The Most Significant Information of Digital Games Consumption in Iran

This short report presents the most important information about consumers, such as the number of gamers in Iran, market size, preferences of gamers, the number of online gamers, etc. "Landscape Report" is being published periodically and it can be accessed globally and entirely free.

Close-Up Triple Report for Mobile, Computer, and Console Platforms

Markets and insights indicate that more detailed and precise information is required for analyzing consumer preferences based on different platforms. Therefore, DIREC has published a triple report for Mobile, Computer, and Console platforms to look deeper into factors. Clustering based on playing time and expenditures, gamers' lifestyles, access ways to games, payments, and other factors are presented by details in these three reports. "Close-Up" reports express great detailed information about gamers in three platforms and it gives profound realization to readers about gamers' tastes.

The Phenomenon of Year Report

Some of the games in particular platforms hog the limelight on special periods, and they attract lots of people to themselves. Researching on these games and identifying the reasons for their success can explicit

the road of becoming a phenomenon. As a result, DIREC focuses on these famous cases, presents precise information to show all dimensions and reasons of these games prosperity. Last year "Phenomenon" report was on famous "Clash of Clans" mobile game.

100 Facts Report

The key players, such as developers, distributors, supervisors, researchers, and other relevant ones perform important roles in most industries. The "Fact Sheet" report provides broad insight about these players and presents what has been going on last years in Iranian digital market and game industry. "Fact Sheet" presents the gist of Iranian digital games environment.

Collection Report

"Collection" report is about the most important statistics and information of digital games in the world. Each report is the collection of expressed global sources insights about digital games markets and trends. Hence, publishing this report result in introducing authentic references, and recent events about developing, distributing, and consuming. Simultaneously, a webinar based on "Collection" report is being presented to make global digital games trends and revenues more comprehensible.

Game Studies: Insights

"Insight" is the spectacular publication of DIREC. The monthly journal of "Game Studies: Insights" are published for academic researchers who seek knowledge about digital games. Actually, these issues impress the researchers who try to develop the borders of scientific game studies. Each volume works on a special topic of digital games,

such as learning, violence, addiction, economy, genres, etc. The presented volumes are based on international articles, journal papers, books, thesis, and other represented scientific facts. "Insight" advises researchers about the main scientific core studies of digital games.

Other Reports and Infographics

DIREC also presented variety of reports and infographics on other different subjects, including statistical analytics on global digital games publications, statistical data and information about Tehran Games Festivals, E-Sporting in Iran, employment in games industry, functional training, advertisement by games, digital games foresight in Iran, and other dimensions related to digital games area.

DIREC Other Services

Besides publishing reports and issues, DIREC other services can be expressed as:

- Information consulting to national and international corporations for developing their activities in industry.
- Implementing research projects for policymaker organizations, developers, and publishers.
- Presenting key information of industry players, and gridding them together
- Reinforcing theoretical and scientific basis in digital games area by connecting to universities, research centers, and by supporting research both financially and scientifically. DIREC is also encouraging research by holding annual Digital Games Research Conferences (DGRC) in Iran.

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