

Online gaming in the Philippines

Janette Toral

<http://digitalfilipino.com>

2001

Online Games in 2001

- Online games (not gambling) become available with local servers.
- Mindgate offers pinoybattle.net, oriented towards action and shooting games.
- Surf Shop operates gamena.com, with board and card games.



2003

Ragnarok

- Started trial in June 2003 and was released commercially in September 2003.
- Level Up is the local distributor.

Oz World

- Released January 2003

Flyff

- <http://flyff.com.ph>

Hyper Relay Philippines

- Level Up

Online gaming in the Philippines

- 60,000 subscribers
- \$10 million market

2004

GunBound

- Mobius.PH
- December 2004 open beta trial



<http://en.wikipilipinas.org/index.php/GunBound>

Khan

- September 2004 beta launch
- 2005 commercial release
- <http://khan.com.ph>



http://en.wikipilipinas.org/index.php/Khan:_The_Absolute_Power

Tantra

- ABS-CBN Interactive
- December 2004 open beta trial



MU Online

- August 2004 open beta trial
- February 2005 commercial release
- 100,000 Filipinos play the game.



Online gaming in the Philippines

- US\$10 million
- 350,000 subscribers in 2004.
- 1.53 million computers in the Philippines
- 80% of Internet users are on dial-up connection.

2005

ePLDT NetGames

- PangYa
- <http://netgames.com.ph>
- <http://pangya.com.ph>

Priston Tale

- January 2005 open trial



http://en.wikipilipinas.org/index.php/Priston_Tale

Online Game Hacking

- 51 cases on Ragnarok were under investigation by the CIDG. (3 hard drives confiscated)

2006

Filipino Online Gamers

- 5.6 million Filipino online gamers
- US\$14 million in revenue.

DSL users play games

- 39.43% of DSL users surveyed by DigitalFilipino.com in 2006 play games accessing sites like Ragnarok.

Free2Play

- Allows the gamers to have a choice to play the game all the way for free, or buy some in-game items if they want to have a flashy avatar or useful items which makes the player's character much stronger.
- The breakdown of the game cards ranges from 20 e-Points card, 50 e-Points card and 100 e-Points card.

http://digitalfilipino.podomatic.com/entry/2006-06-22T09_47_22-07_00

<http://philippineinternetreview.blogspot.com/2006/04/free2play-mmo-games-by-e-gamescomph.html>

RAN Online

- RAN Online features a full 3D Oriental campus style setting where the students will have to defend their school against dangerous and evil monsters. Aside from selecting their school (Phoenix, Mystic Peak, and Sacred Gate Campus), players can also choose to assume any of the four fighting classes: hand-to-hand combat (Brawlers), Sword (Swordsman), Archery (Archers), and Qigong (Shamans), each class using different martial art styles, attributes, weapons and armors.
- RAN Online is similar to the real world for the students, wherein they also have their assignments, projects, and the only thing that is different is, they are fighting for their respective schools.
- RAN Online has a total of 20,000+ active players daily, and a total of 250,000 registered users.

O2Jam

- O2Jam was the 1st online music based game in the Philippines. Earn credits, gain experience, free your mind, and jam with your friends, purchase items to customize your avatar to your style and liking. O2Jam is similar to the music arcade games like Guitar Freakz, Drummzle Mania, Dance Dance Revolution, and the only difference is, it is keyboard based, and is MMO.
- The game has plenty of gaming modes, like the single player mode, wherein you can choose a song and practice solo, then the multiplayer mode, wherein you compete with up to 8 players, and the couple mode, wherein two players share in one keyboard.
- O2Jam also had OPM songs sold in game for only 40 e-Points.

Dreamville

- Dreamville, the only avatar based online community portal allows users to create their own Hompy (The shortcut for Home Page in Dreamville), have customizable avatar which represents the users themselves, and also allows users to use those avatars to talk with other users in the mini-world of Dreamville.
- If you are a fan of Cueshe or Solice, you can see them active here walking around the world of Dreamville. Not just reaching out to music fans, but all of the people who are into the modern habits: texting, chatting, blogging, and playing online games.
- Dreamville is an integration of existing internet technologies such as blogging, instant messaging, and website generation. It is also the 'melting pot' for gamers of all kinds, both hardcore and casual, as well as the everyday internet user.

2007

DigitalFilipino Filipino Internet Gamer NCR and nearby areas Study

- 73% of gamers are men
- 93% belonging to age group 25 years old and below.
- Respondents are in Internet cafes when interviewed.
- 85% still studying – mostly high school.
- Average student allowance at P337 per week.

DigitalFilipino Filipino Internet Gamer NCR and nearby areas Study

- 54% has computers at home.
- 73% owns a mobile phone.
- 32% users the Internet for research. Games followed 2nd at 21%.
- Outside of games: Friendster is most popular.
- 82% access the Internet via Internet café. 54% has home access too.

DigitalFilipino Filipino Internet Gamer NCR and nearby areas Study

- RAN Online was most popularly played at 40%. (followed by O2Jam, Ragnarok, Audition, Warcraft, DOTA, Counterstrike, Flyff, Tantra)
- 60% buys game cards.

Will update

- Share more data in the weeks to come.