



THRU

A vertical bar with three segments: purple at the top, pink in the middle, and orange at the bottom.

**DCP ENTERTAINMENT**  
Games globalization for more reach & more Entertainment

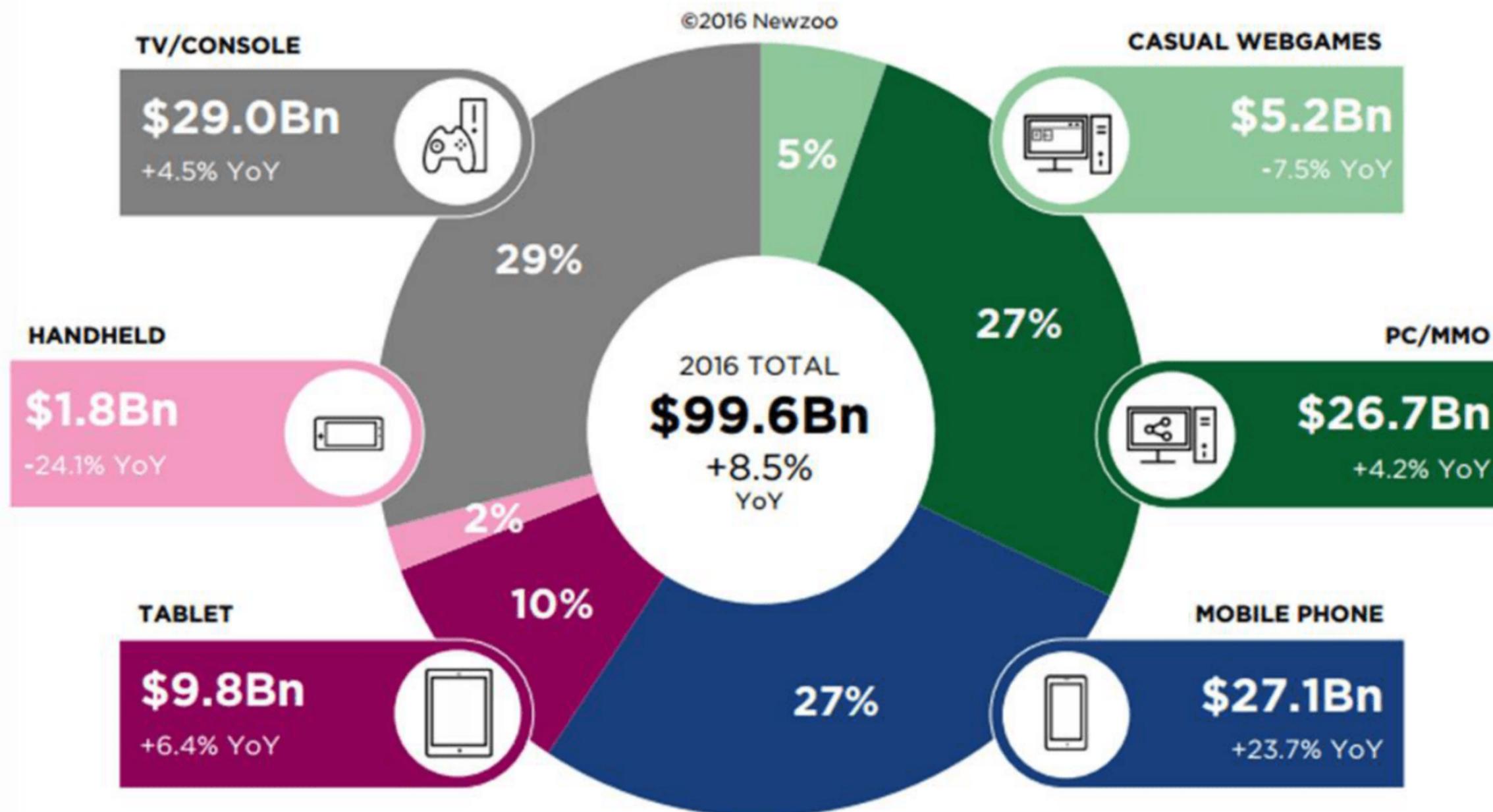
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# Global Market Analysis

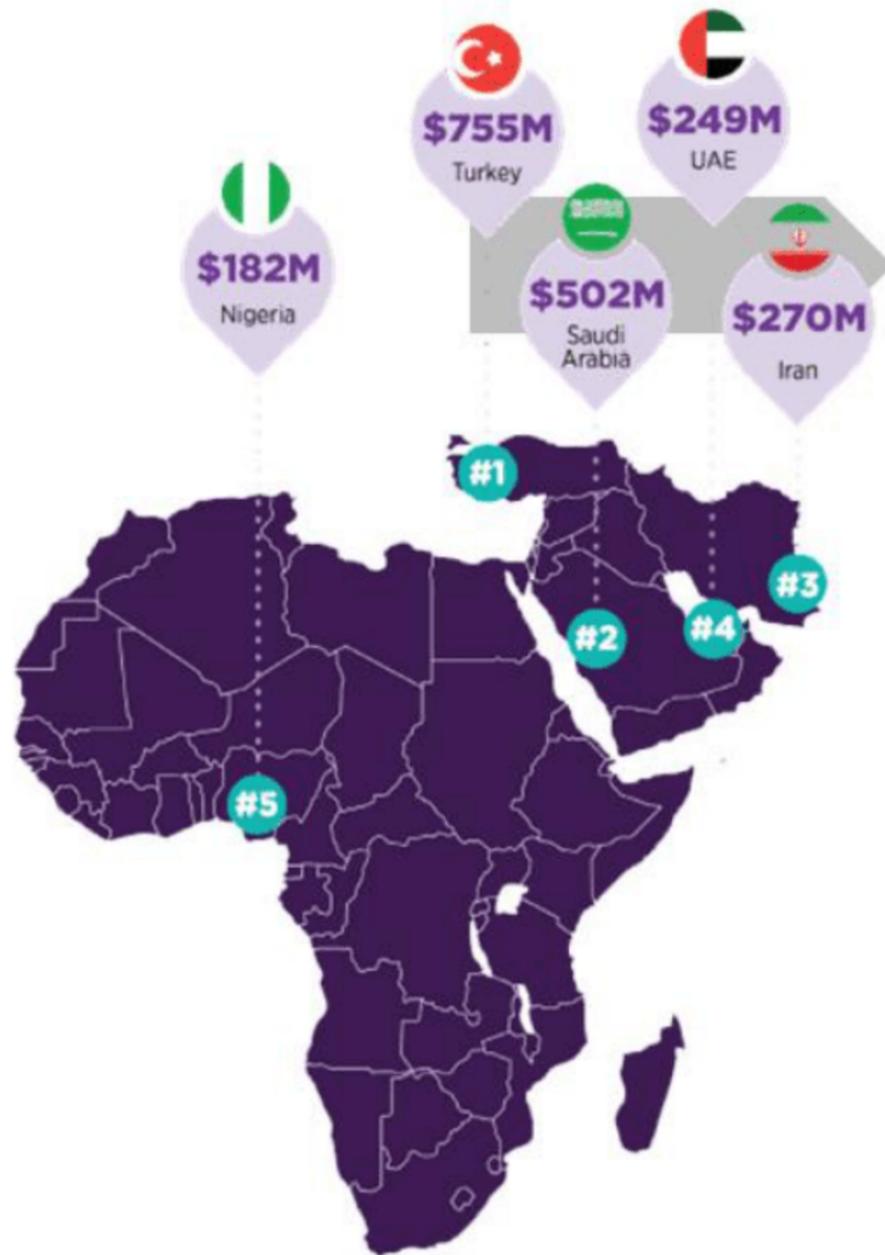
- Global Gaming Market Overview
- Mobile Gaming Worldwide
- Middle East & Africa Market
- Saudi Arabia Market





Countries	Share	No. of gamers	Size of the market
North America	25.5% share	73,278,870	9.3 Bn
Western Europe	17.4%	68,311,990	6.4 Bn
Easter Europe	3%	56,435,360	1.11 Bn
MAE & north Africa	3.2%	111,504,680	1.184 Bn
Asia Pacific	46.8%	389,627,390	17.242Bn
Latin America	4.1%	77,332,960	1.51 Bn
Total Market		776,491,250	36.74 Bn

**776,491,250 Gamers | 36.74 Bn \$**



### MEA Generated Revenue 2016

# 3.2 Bn\$

3.2% Share of 2016 from the global gaming revenue

Online population

# 506,445,0000

Gamers

# 301,364,0000

2015-2016 Growth percentage +26.2%



**4,820,000**  
Gamers

**502M.\$**  
Gaming Revenue

### Saudi Arabia Market

**72% from Gamers less than 32 years**

25% of those who play games think most games help develop good problem solving and strategic thinking skills.

15% of game players think most games promote teamwork and communication.

35% of those who play games think most games are not a waste of time.

As Newzoo Report Gaming reflect in direct way on user behavior during the day

**32,714,102**

Saudi Arabia Population

**24,213,695**

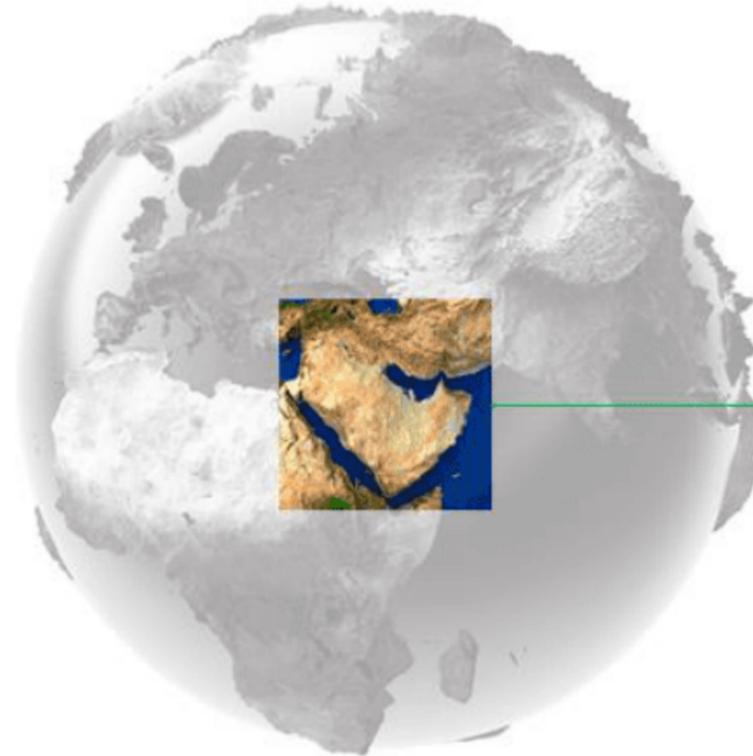
Internet Population

**27,941,311**

Internet Population in 2021

**5,461,110**

Internet Population in 2021



**26+%** from internet users  
in KSA they are gamers

games are the **fastest  
growing** type of  
entertainment in the KSA

Most young people ages 8-18  
play games an average of **13.2  
hours** per week.

# Gaming in KSA

Give us Better understanding for Youth needs & behaviors

Protecting Youth from negative games impact

Potential market to create entrainment environment

**Entertaining Gaming projects & activities**

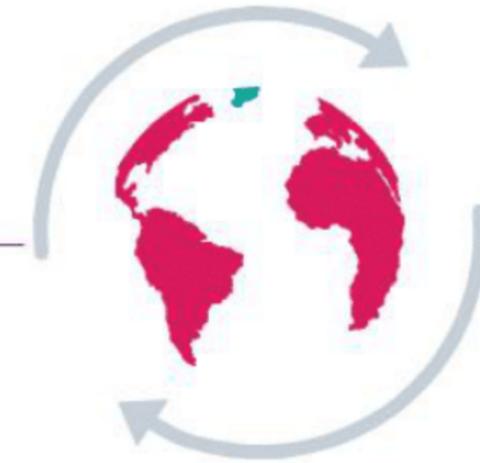
**Entertaining environment**

**Positive Games**

**Youth understanding**

# About Us.

From communication to game industry our journey started, 4 years of successful experience in localization projects for games & applications, managing campaigns & budgets for local & international clients.



## Head office

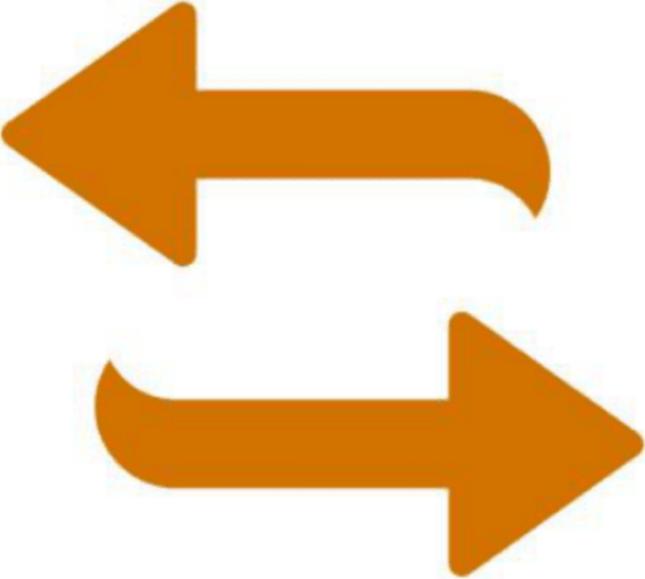
United Arab Emirates  
Dubai City  
Media City  
Al Shatha Tower  
[info@dcp.co.ae](mailto:info@dcp.co.ae)

## Riyadh Branch

Kingdom Of Saudi Arabia  
Riyadh City  
King Fahed Road  
Al Failsaliah Tower floor 29  
[inforuh@dcp.co.ae](mailto:inforuh@dcp.co.ae)

# Our Business Module

Expanding our market in game industry by managing & launching Local versions from international products in purpose of generating more revenue & getting more users.





### Licensing

Sharing games opportunities by developing license modules between gaming companies around the world for more reach & revenue.  
Franchise module  
Revenue Share  
Owning local version ...



### Localization

Providing global users trendy games powered with special local taste & flavor for more exciting...  
Premium localization services:

- Text
- Designs
- Audio

Different languages & Cultures



### Research

Providing premium research & studies in gaming industry for:

- Game Positioning
- Game Technical analysis
- Periodic Market Reports

# Support Activities



## Events

Create gaming events for more engagement between games companies, gamers & other stakeholders in purpose to develop this market & industry in Saudi Arabia & GCC.



## Communities

Launch Gaming communities support gamers in valuable content & open to them the opportunity to communicate together about their interest in this field.

# Game Product



## المواجهة: The Killbox

FPS game - In purchase | IOS – Android | worldwide | Arabic

We've set out to create a first person shooter that is accessible to EVERYONE in MENAT countries. Annihilate the completion in real-time PVP, face off against your opponents in blast mode or check out our terrifying single player mode! No matter you are casual players or die-hard veterans, call your friends to action, build an elite unit and take the arena by storm!

[www.tkbarabia.com](http://www.tkbarabia.com)

# Different Angle of Experience.

Our market focus spans a vast range of project types  
Each one demanding unique, client-focused activities



## Corporate Communication

the execution of corporate strategy and the development of messages for a variety of purposes for inside and outside client companies (stakeholders)



## Implementation

**PMO:** maintaining standards for project management within clients  
**Sponsorships:** developing successful sponsorships profitable for all parties



## Public Affairs

high-impact research, fact-finding, rapid response, and earned media communications

We have a proven track record that spans 4 years of successfully planning & executing an array of projects of varying size and complexity in a multitude of communication sectors.

# Clients



# Our Proposal

- **Virtual Games Center**
- **Leagues: online & events**



# Objectives

01

Creating Gaming Environment supporting 2030 plans directions

02

Deep understanding for Saudi Youth in purpose to protect them from negative gaming impact

03

Create challenging positive engagement activities between youth for correct Time-use



# Virtual Games Center



# Virtual Games Center

## THE CONCEPT

Bring video games to life through advanced, innovative technologies. A unique, futuristic, and immersive park that features a variety of Interactive Dark Rides, Thrill Based Attractions and Challenging Action Zones in addition to the LAN gaming zone, a pool hall and a retro arcade.

### Objectives:

Entertain Youth | Profit | redirect users in this field to positive games can reflect their behaviors | Affordable tickets Prices

**We will open this can of gaming center in different location in the kingdom in main cities & remote areas**



# Virtual Games Center

## Similar Projects



**Hub Zero Dubai** The region's first immersive entertainment hub, Hub Zero, is a fully interactive gaming experience located in CITY WALK. United Arab Emirate – Dubai  
[www.hubzerodubai.com](http://www.hubzerodubai.com)



**Joypolis (ジョイポリス Joiporisu)** is an amusement park chain in Yokohama, Japan. Joypolis centers have since opened in several cities in Japan and China with the parks featuring arcade games and amusement rides based on Sega intellectual properties. Japan - Yokohama  
<http://tokyo-joypolis.com/language/english/>



"multiplayer free-roam" virtual reality gaming center to fight zombies & other FPS games based on free room technology Australia – Melbourne  
[www.hubzerodubai.com](http://www.hubzerodubai.com)



**Play Live** is premium gaming lounge focused on uniting like-minded players of all ages and to creating strong community-based relationships. Whether you have just a few minutes to play or you have the entire day, our environment and local players will be a great source of entertainment no matter how long you have to play. United state of America - 32 Branches  
<http://tokyo-joypolis.com/language/english/>

**We will distribute our games & sections based on groups related to games types & genre.**

# Leagues



# Leagues

## THE CONCEPT

Create gaming leagues & competition based on 2 modules:

**Online Leagues & Competitions**

**On Ground Games Competition Events**

Based geographical qualification inside the kingdom areas including qualifications levels & final matches.

### Objectives:

- Create online entertaining gaming environment
- Happiness & positive impact on Youth
- Engagement events between Games, Gamers & other stakeholders

**We can prepare gaming lounge in Malls or public places**

**Different type of leagues**

**Different types of Competition**

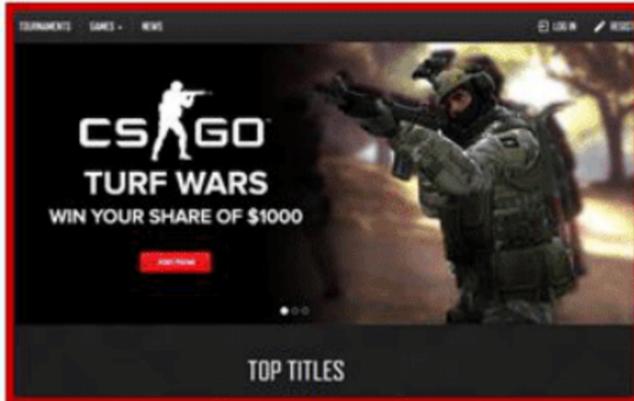
**E-sport Games**

**Different types of Games**

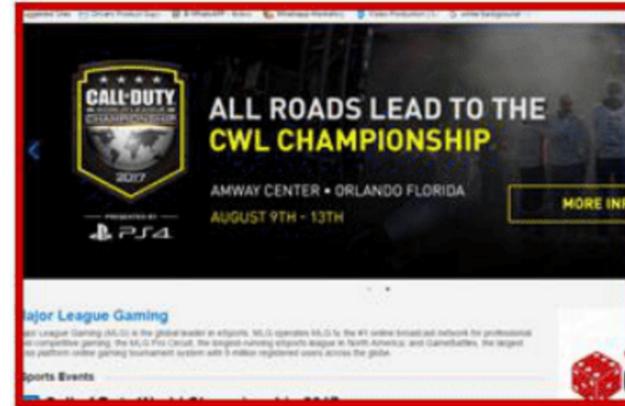
**Covering Saudi Arabia first steps than GCC**

# Leagues

## Similar Projects



**World Gaming** Competitive daily video game tournaments and head-to-head challenges for gamers of every skill level on PlayStation, Xbox and PC. United Canada - Toronto



**Major League Gaming** (MLG) is the global leader in eSports. MLG operates MLG.tv, the #1 online broadcast network for professional level competitive gaming. United State of America - Vegas Major League Gaming Corp.



**Super league** online leagues website based on cities for different type of games. United State of America Super League Gaming, Inc. [www.hubzerodubai.com](http://www.hubzerodubai.com)



**The Celebrity Millionaires of Competitive Gaming** A YouTube clip show the expanding world of competitive gaming & on ground supporting events <https://youtu.be/of1k5AwiNxI>



**Thank You!**