

## An Indian Perspective On Online Gaming As An Emerging Profession

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### ABSTRACT

Initially, playing an online game was only for pleasure and amusement, but in recent years, it has developed as a fantastic possibility by combining fun with money and fame. The advancement of visuals and sound has resulted in a significant shift in the gaming industry. The gaming industry's growth rate now exceeds that of the film and sports industries in North America combined. Not only children or teenagers, but adults of all ages are so engrossed in gaming that many of them have turned their pastime into a career. Domestic and international competitions are being organised, and participants may make a lot of money while having fun.

This research study focuses on the prospects accessible in the gaming business, particularly in India. This study report also examines the gaming industry's prospects in India. The research report includes a series of questions designed to elicit information about players such as their incomes, interests, and expectations.

**Key words:** Gaming industry, gamers, gaming profession, video games, smartphone games, play station, India's gaming sector

### INTRODUCTION

The global gaming business is thriving. People of all ages, from children to adults, male and female, and from all areas, play games not just for enjoyment but also for a living. Graphics, content, transition from 2D to 3D, VFX, virtual reality, and other aspects of the game industry have evolved dramatically during the previous 50 years. Previously, games could only be played on TV by connecting a Video Gaming Player, but now they may also be played on personal computers, play stations, game devices, and mobile phones. In India, the gaming device ratio is similar to that of tablets (4%), PC/Laptops (11%), and mobile phones (85 %).

According to New zoo market research, there were 2.5 billion game players worldwide in 2019, spending \$152.1 billion on games, with a 9.6 percent annual growth rate. The revenue is anticipated to reach around \$174.9 billion by November 2020, with a growth rate of 19.6 percent. It is anticipated to reach \$217.9 billion by 2023. The Covid-19 epidemic is to blame for such expansion.

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India is the youngest country, with more than 60% of the population under the age of 35, making it a very promising gaming industry. In the fiscal year 2020, there will be 365 million online gamers in India. By fiscal year 2022, the anticipated number of gamers would be 510 million. India ranks first in terms of growth (165 percent between 2016 and 2018) in app store online game downloads. Tournament prize money, income from professional teams, training or consultancy, and content production are all ways for professional gamers to make money. Nodwin Gaming held a tournament for the game "Call of Duty," with a total prize pool of Rs.7.2 lakh. In 2021, PUBG Mobile will have the biggest prize pool of \$14 million, up from \$5 million in 2020.

## REVIEW OF LITERATURE

This study article serves as the foundation for a new research topic aimed at recognising the rapidly expanding Indian gambling sector. The influencing reasons for individuals to play mobile games include new smartphones with greater functionality, increased internet access, Freemium games, and an increase in the quantity of gaming titles with enhanced visuals and quality (Kalyani,2017)

With the expansion of wireless connection and the increasing adoption of connected devices such as smartphones and tablets, the Indian gaming industry is transitioning from console gaming to mobile gaming. Furthermore, mobile gaming accounted for about half of all revenue in the country's gaming sector. Furthermore, the daily average time spent on games is rapidly growing. As curfews are lifted in India and elsewhere, the minority who have used gaming as an unhealthy coping strategy (where there is an over-dependence on gaming as a method of escaping from reality) may have mental health difficulties. For some, the pandemic's influence may lead to a continuation of excessive gaming, with harmful repercussions. Mental health professionals such as psychiatrists, psychologists, occupational therapists, and social workers must continue to assess patients' psychosocial needs and provide required psychosocial assistance whenever and whenever possible. (Amin et al., 2020).

For a nation like India, which is grappling with an increasing mhGAP, digital gaming offers the potential to evaluate, monitor, and intervene in mental healthcare. With its rising smartphone usage and online gaming behaviours, India presents a fertile backdrop for employing this modality as a mental health service delivery tool, but implementation and clinical relevance will be a practical 'test of time.' (Banerjee and colleagues, 2020)

According to the data, the amount of addiction among active and non-active online users is vastly different. Their gaming time is really varied, which results in very distinct gaming methods. However, time spent was not shown to be a significant factor in predicting addiction among users in this study. Despite the fact that our findings merely indicate probable linkages between the variables and gaming addiction, given the broad popularity of online games, future research might investigate the association between online gaming addiction and online gambling. Before gaming addiction develops into a mental problem, prompt intervention is necessary (Misra et al., 2020).

Through children's self-control, this study aimed to investigate the intervening mechanism between parental connection and excessive gaming activity. This study has presented empirical evidence that young gamers' online gaming habit may be controlled by strengthening parent-child

attachment connections. When a youngster perceives strong parental attachment, he or she appears to acquire greater self-control, which results in controlling his or her gaming behaviour. (Malik et al., 2020)

The study's findings suggest that the aesthetics, spatial arrangement, and functioning of online games, as well as symbols and objects, have a favourable relationship with the gamer's emotional response. The atmosphere of the online game, on the other hand, did not show any beneficial relationship with the emotional reaction. The aesthetics, spatial arrangement, and functioning of the online game, as well as the symbols and artefacts, have a favourable relationship with the gamer's cognitive reaction. It was also shown that social interactions when playing online games had a favourable relationship with the gamer's psychological involvement. (Dutta,2020)

The research finds that, at this point, more consideration should be given to the why question (why should gambling be allowed) rather than the how question (how can it be legalized). The answer to the question of why should be guided by empirical facts gathered via well-designed ethnographic and epidemiological studies conducted across India. (George and colleagues, 2020)

### **GAP IN RESEARCH**

Following a study of the literature, it is discovered that many research on online gaming are being done in various parts of the nation and throughout the world. Strategies for Work-Life Balance, Digital Gaming Interventions, Impact of Electronic Servicescape on Customer Engagement, Should Gambling Be Legalized in India, Study of School and College Players, Exploring the Role of Parental–Child Attachment and Behavioral Patterns for Online Gaming Addiction are among the topics covered in the aforementioned studies.

However, no study has been conducted on the subject of how and how much players make from various aspects of online gaming, as well as how online gaming is growing as an alternative career in the midst of a global pandemic. This study will focus on the earning aspect of online gaming, the prospects of online gaming as a career, its growing methods, and its future in the Indian setting.

### **METHODOLOGY OF RESEARCH**

#### **RESEARCH DESIGN**

Descriptive research is a form of research that characterizes the population, circumstance, or phenomena under study. It focuses on providing answers to the how, what, when, and where questions of a research issue.

This study presents a descriptive analysis of the stated problem (Study of online gaming as a career) using the best accessible data in the form of tables, graphs, charts, and images.

## OBJECTIVES

Primary:

To determine whether or not online gaming as a job is a viable option.

Secondary:

To investigate the income potential of online gaming in India.

To get an understanding of the future of internet gaming in India.

## COLLECTION OF DATA

Primary data: Primary data is information gathered by researchers directly from primary sources, such as interviews, surveys, and experiments. In this study, data will be obtained directly from online game participants.

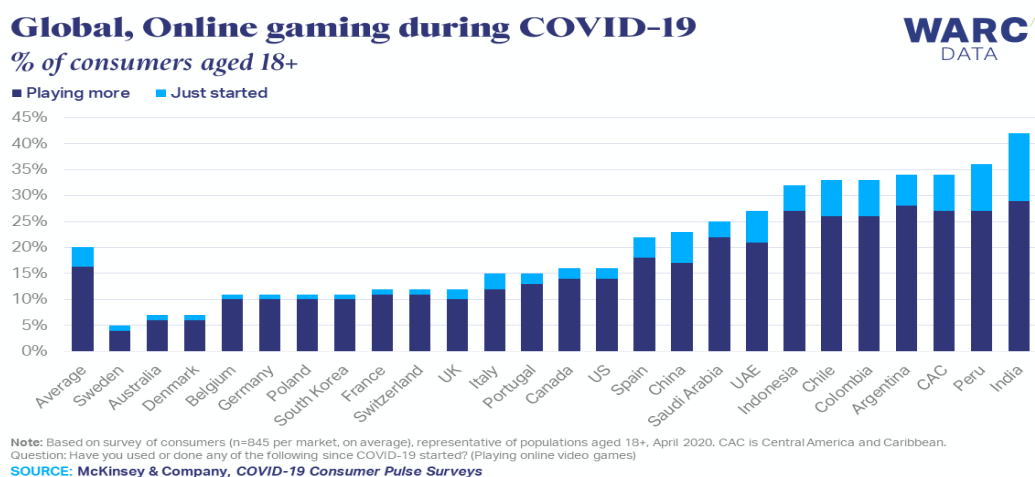
Secondary data: Secondary data is information gathered by someone other than the original user. Censuses, information gathered by government departments, organisational records, and data initially obtained for other research objectives are all common sources of secondary data for social science. Secondary data is gathered for this study from many websites, research papers, and publications produced by various agencies.

## THE STUDY'S LIMITATIONS

Because no research can cover all elements and regions of a specific topic, this research has the same limits. This study is confined to a specific amount of players, responders, and data available on several Indian websites and research publications.

## INDIA'S GAMING EVOLUTION

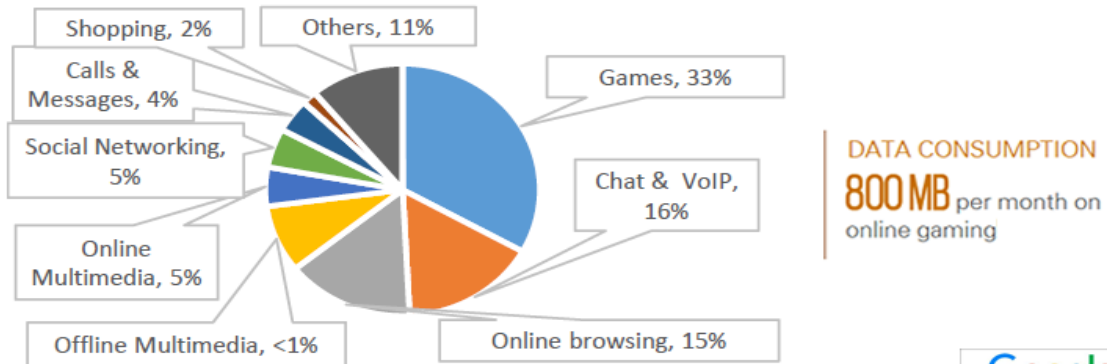
The Beginnings of Online Gaming in India: The Beginnings of Online Gaming in India



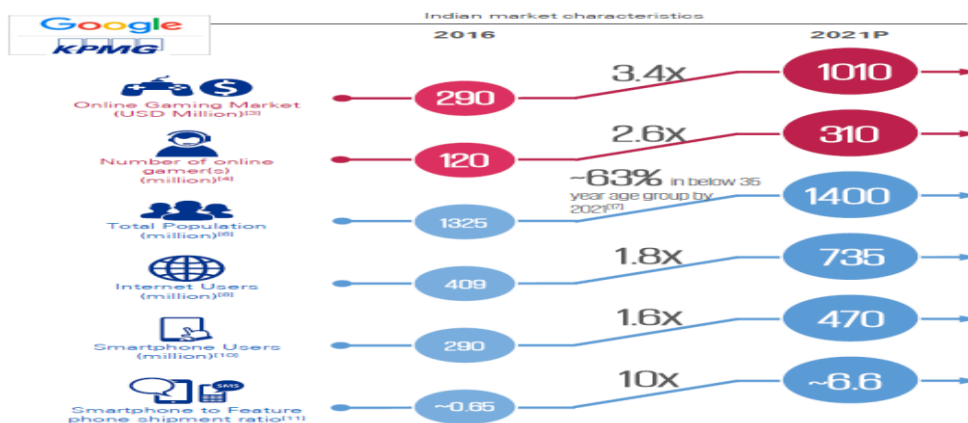
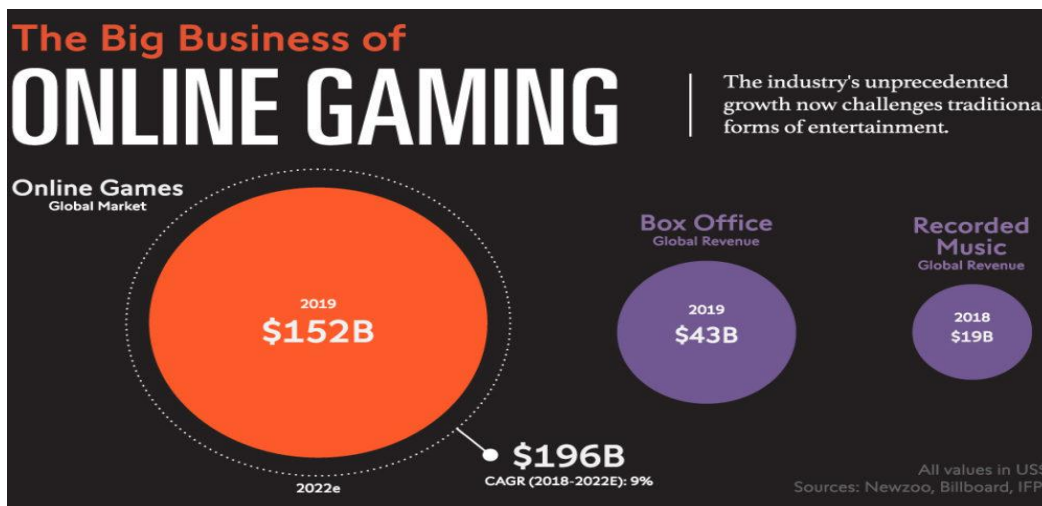
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## Time spend - online gaming and other activities (per day)

Gaming and communication categories dominate the consumption



Source: Nielsen, Smartphone Panel, Urban Internet Connected Online Gamer(s), N=8136  
Others include activities such as app store browsing, news, downloader, mobile coupons etc.

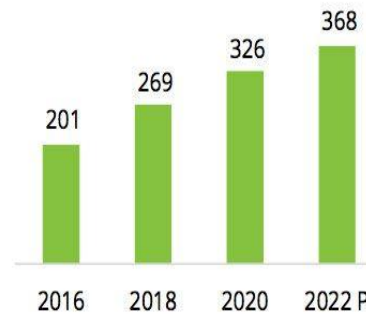


**Indian gaming market (US\$ billion)**



Source: Frost & Sullivan, Deloitte analysis

**Number of online gamers in India (million)**



Source: The Power of Mobile Gaming in India, MMA and Kantar IMRB in association POKKT

## EARNING FROM PLAY

➤ A professional skilled gamer can earn upwards of **Rs 5 lakh per tournament** in India

➤ **₹20 lakh-plus** for international competitions

**Total prize pool paid out:**



	<b>1. MORTAL &amp; VIPER (Team Soul)</b> Earnings : \$ 38,000 each
	<b>2. BLIZZARD (Balaji Ramnarayan)</b> Earnings : \$ 23,099
	<b>3. DITTER BITTER (Mihir)</b> Earnings : \$ 17,500
	<b>4. EXCALI (Karan Mhawadkar)</b> Earnings : \$ 16,590
	<b>5. ACE (Tejas Sawant)</b> Earnings : \$ 15,000

## **INDIA'S GAMING EVOLUTION**

**The Beginnings of Online Gaming in India:** The beginnings of India's online gaming business can be traced back to the early 2000s, when many middle-income individuals purchased console and personal computer games. Consumption of games and gaming devices was extremely limited due to the high cost of PCs and consoles. On the PC, fans adored a select games in particular, such as Call of Duty, FIFA, Counter-Strike, and Dota, since the quality of these games was exceptional. Young male gamers were drawn in by the action-centric and multiplayer elements.

During the mid-2000s, the introduction of a new invention known as social media developed as a platform for new gamers in India of all ages, genders, and socioeconomic backgrounds to enter the world of online gaming. Through social media channels, the kids began exploring, learning, and sharing online games. Farmville and Mafia Wars, two Facebook games, have gained popularity with fresh millions of Indian gamers.

**The Mobile Era of Online Gaming:** Due to their low cost, smartphones became the major device for accessing the internet between 2010 and 2016. Smartphones are more than capable of offering a high-quality gaming experience. The typical gamer is a young guy between the ages of 20 and 30. Rising income, smartphone penetration, and digital payments have led to an increase in the purchase of online games. The most popular game category among teenagers is Action, arcade, Adventure, Card, Sports, and so on. Heavy players spend more than 30 minutes each day on games, whereas casual gamers spend 5 to 6 minutes per day on mobile games.

Pre-loaded games have given way to in-game applications or app-based games that may be readily acquired from app stores. Virtual reality games are evolving into a fantastic blend of physical and digital themes. With new and growing technology, this industry has a lot of promise.

Despite over a billion game downloads in a year, players' average return per unit (ARPU) remains low. People will begin to make more digital transactions as digital wallets and financial inclusion become more prevalent. The internet gaming industry is exploding.

**The Rise of Mobile E-Sports:** E-sports are the future of gaming in India. Mobile e-sports is also assembling teams of over 100,000 players to compete in e-sports events held in India. Online gaming consumption and social media trends are combining to provide new opportunities for Indian gaming.

## **INDIA'S ONLINE GAMING TRENDS**

**Platform centricity:** Gamers have a high desire for a platform with a large library of games. As systems such as Netflix, Disney Hotstar, Amazon Prime, and others provide gamers with access to thousands of movies, a cloud-based gaming platform has enormous potential. These platforms will have a massive library of games from a wide range of creators, all in one location for game players to enjoy. Google and Apple were quick to see the possibilities of such cloud-based game systems, introducing Arcade and Stadia in 2019.

Casual games: In recent years, local Indian gamers have been drawn to casual games such as Angry Birds, Fruit Ninja, Candy Crush, and others, particularly those with local content. With the desire to complete the game course, demand for such casual games skyrocketed in 2020. The COVID-19 epidemic, which gave a lot of free time and access to gaming platforms, deserves the most credit for this transformation. These activities were really helpful in de-stressing and having fun. These games are also available in bilingual versions to appeal to a wider audience.

Real money games: In recent years, Real Money Games such as Dream 11, Mobile Premier League (MPL), and others have gained popularity. These are games in which participants must place a little bet or pay an entry fee in order to earn a larger quantity of rewards. The initial wave of such games in India began with Adda 52, Poker, and Rummy, followed by fantasy games such as Dream 11, MPL, and others.

With the legalisation of betting in fantasy games, billions of Indians have invested in such activities. According to a research from 2018, Indian gamers spent \$1.73 billion on online betting games, and this figure is expected to skyrocket in the future years, particularly after cricket returns to the nation. According to some reports, while cricket is the most popular sport, people will try other sports as well.

Aspect of community: Becoming sociable on the online gaming platform is a new feature of the online game. Gamers not only make money while playing, but they also compete joyously with friends, family, and even strangers from all over the world. Nowadays, gamers are not playing alone in a confined space, but are linked with an infinite number of individuals via social media. In 2019, the Chinese social gaming app HAGO, which allows players to discover friends, organise "voice parties," play games, and earn prizes, became highly popular in India, surpassing 1 million downloads in a year. Other games, such as Ludo King, PUBG, Habbo, and others, have also become extremely popular in India due to a feature that allows users to create online communities.

Live to stream: With the suspension of all physical sports due to COVID-19 in 2020, the notion of e-sports grew significantly. This idea became quite popular. India is a game-loving country where players may form teams, devise strategies, and invest money and profits in the virtual world. Experts estimate that the Indian e-sports sector would be worth about INR 11,880 crore by 2023.

## CONCLUSION

Based on the facts presented and analysed above, we can infer that the Indian online gaming business is growing at a far faster rate than the film and music industries. As the research paper focuses on online gaming as a career, the analysis indicates that there is a lot of potential in this market and gamers are making a lot of money. The overall number of players is likewise rapidly rising and will continue to do so in the near future. As competitions are held on a national and worldwide scale, awards are distributed, and payers participate in teams and earn money, it is apparent that this system requires particular supervision, as do participants. Gamers earn not just in the form of prize money, but also in a variety of other ways such as product promotion, affiliate marketing, and so on, thus it can be concluded that gaming is a career with a lot of potential in the future.



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