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Appendix

Related General Data

- Indonesia is also the fifth in terms of internet users, and there are approximately **132,5 million internet users** in Indonesia (Mahwadha I. W., 2019)
- The mobile game market in the World had generated **USD 40.6 billion back in 2016** which most of the revenue can be traced from the in-game transaction (Akbar, Irianto, & Rofiq, 2018)
- Back in 2020, the mobile game market generated **USD 77,2 billion** (Wijman, 2020)
- In Indonesia, gaming skins trading platforms have vast potential. Indonesia is the largest mobile games market in Southeast Asia, with around **50-60 million mobile gamers**. The number of players in Indonesia is three times higher than the United States, Mexico and India combined. (Akbar, Irianto, & Rofiq, 2018)
- Meanwhile, the percentage of smartphone gamers has risen from **29.9%** in 2017 to **33.5 percent in 2018** whilst once popular gaming devices such as consoles and personal computers are declining

Indonesian Mobile Gaming Industry

- According to data from Newzoo, the gaming sector in Indonesia grew dramatically between 2016 and 2019 (Akbar C. , 2021). According to data, Indonesia generated **\$1.084 billion** from gaming and eSports in 2019. During the pandemic, Indonesia becomes the key mobile gaming nation in Southeast Asia (Lim, 2021).
- In Indonesia, the most popular mobile game is Mobile Legends: Bang Bang, with daily users of 8 million players and generated revenue of **\$5.3 million in 2017**, which derived from the exchange of virtual referring and in-game items such as skins (Akbar, Irianto, & Rofiq, 2018)

Gaming Skins Trading

- In 2015, Valve Corporation's Steam online gaming marketplace was worth a total of **\$3.5 billion**
- Nonetheless, according to Newzoo's survey, 81% of people aware of in-game cosmetics prefer to trade skins for real-world money
- 75% of players interested in skin trading believe they would spend more on them if they had an external monetary value.
- Gaming Skins industry is worth **\$50 Billion USD** which consist mainly of virtual goods (Kim, 2018)

- According to Indonesia Internet Services Association, there **are 143.26 million internet users, approximately 55% of the population**. Even though the number is relatively massive and increasing every year, it is far from their targeted number, which is 75%, prompting fintech companies to improve internet and mobile phone penetration to increase financial inclusion and development of e-wallet (Syifa & Tohang, 2020)
- Among those internet users, **52,5% are male**, and **47,5% are female**. The data also states the age group of the internet users with the most prominent internet users is 35-44 (29,2%).
- In 2015, there were **535,57 million transactions** which amounted **to 5,27 trillion rupiahs**. In 2016, there were 683,13 million transactions which amounted to 7,06 million rupiahs.
- Independent Digital Research Institute surveyed Indonesia and found that **44%** already had a digital wallet service (Mahwadha W. I., 2019)