Mobile, Web and Online Games Market in China

Description: Pearson Research is pleased to present our new, 170-page China report covering webgames, MMO, mobile, casual, social games and much more. The expanded mobile section covers top mobile operators, top apps, profitability of developers and other key metrics.

In 2012 and 2013, there was a significant shift in user activity from PC to mobile, driven by rapid expansion of China's mobile Internet user base, smartphones and new mobile apps and games. Pearson Research believes the number of smart devices (phones, tablets) in China could exceed 400 million by the end of 2013. Top mobile titles can generate $2 million or more a month.

Against this backdrop, all the major companies that had a focus on client-based games, Giant, Changyou, Perfect World, Netease and Netdragon, are expanding their mobile teams and releasing new mobile titles. Tencent has a strong market share in mobile games, but is facing competition from various mobile developers.

Web games, which can be played in a browser, and are accessible and user-friendly is a $1 billion market segment. Included in the study are an analysis of top web game companies and the top web game can have more than 800,000 peak concurrent users.

One emerging trend is the popularity of micro-client version of games. Micro-client files are generally less than 50MB compared to more than 1GB for a typical client-based game. This significantly cuts down on download times to under 15 minutes with a broadband connection. The micro-client software is far more compatible with users of large platforms including social network platforms.

- Profiles on Taomee, Kunln, ZT Games, Joyport, China Mobile, Ourpalm, YY, Qihoo 360, Tencent, Netease, Giant, Shanda, Perfect World, Changyou, Renren, and Sina among others.

The study examines the growing mobile games market, web games, and both casual and MMORPGs. Also included are forecasts, top publisher and title rankings, deep marketplace analysis, and profiles of key market players.

Contents:

Methodology
Executive Summary
China PC Hardware
Internet and Broadband
“The Great Firewall of China”

Number of Gamers

Online, Web and Mobile Market Forecasts
Key Market Trends

Focus on Mobile
Key Takeaways
Mobile User Data
App Developer Data

Social Games Connect with Users
Top Online Games

Leading Game Publishers and Operators
CMGE
Ourpalm
YY.COM
Taomee
Giant Interactive Group
NetEase
NetDragon
Shanda Games
Changyou
Tencent
Perfect World
Kingsoft
KongZhong
Renren
Sina
China Mobile
UC Web
CocoaChina
Qihoo 360
ZQ Games
Kunlun
Gamewave
Joyport

Unique Characteristics of Online Games
Online Games Marketing
Sources of Game Content
Co-development
Co-operation
Licensing
Original Content

Government Regulations
Government Agencies Involved in Regulating Games
Virtual Currency Regulations

Table of Figures

PC, Internet and Market Forecast Charts and Data

Figure 1: Tablet Vendors in China
Figure 2: Business Use Tablets
Figure 3: Number of Internet Users in China
Figure 4: Chinese Mobile Internet Users by Age
Figure 5: Age of Internet Users
Figure 6: Market share of Chinese Mobile Browser
Figure 7: Games Market Forecast 2011-2018 Graph, USD $m
Figure 8: Online Games Market Forecast 2011-2018 Data Table, $m

Mobile Games Market Charts and Data

Figure 9: Mobile Customer's Mobile Phone Operating System Distribution
Figure 10: Brand Share in China's Smart Phone Market
Figure 11: Top 10 Cities using iPhone 5
Figure 12: Mobile Games Operator Market Share
Figure 13: Top 200 App Categories
Figure 14: Top 5 Newly developed games (by category)
Figure 15: Active Number iOS & Android Devices in millions of units
Figure 16: Top iOSApps in China
Figure 17: Top 10 Android Apps
Figure 18: Monthly Average Income Distribution for Mobile Phone Game Users
Figure 19: Time Periods during Which Gamers Often Play Mobile Phone Games
Figure 20: Average Duration of Playing Mobile Phone Games
Figure 21: Frequency of Playing Mobile Phone Games 2011-2012
Figure 22: Single app session length distribution for game apps
Figure 23: App Developer Team Size
Figure 24: Location of App Developers
Figure 25: Highest Degree of Education for Android User
Figure 26: Popular Locations for Android Users to Use the Internet
Figure 27: When Android use the Internet during the Week (China)
Figure 28: When Android use the Internet during the Day
Figure 29: Top Websites Visited by Android Users
Figure 30: Mobile Browsers vs App Preference for Android Users

Social and Web Games Market Charts and Data

Figure 31A: Top Web Game Operators
Figure 31B: Select Web Games
Figure 32: Age of Facebook Users - China
Figure 33: Age of Weibo Users
Figure 34: Game Operators ACU and PCU

Game Operator Charts and Data

Figure 35: Top Online Games Operators by Revenue 2012
Figure 36: Client-Based Game Operator Total Revenue Market Share 2012
Figure 37: CMGE's Quarterly Corporate Net Income and Revenues
Figure 38: CMGE's Operation Metric
Figure 39: CMGE's Yearly Corporate Net Income and Revenues
Figure 40: CMGE's Full Year Operation Metric
Figure 41: Ourpalm financial data
Figure 42: YY's Quarterly Corporate Net Income and Revenues
Figure 43: YY's Operation Metric for Online Games
Figure 44: YY's Yearly Corporate Net Income and Revenues
Figure 45: Taomee's virtual worlds and social network service
Figure 46: Taomee's Operation Metric (in millions)
Figure 47: Taomee's Quarterly Corporate Net Income and Revenues
Figure 48: Taomee's Yearly Corporate Net Income and Revenues
Figure 49: Comparison of ZT Games
Figure 50: Giant Interactive Title Matrix
Figure 51: Giant Interactive's Quarterly Net Income and Revenues
Figure 52: Giant User Metrics (in 000s)
Figure 53: NetEase Title Matrix
Figure 54: Screenshots of Tianxia II
Figure 55: NetEase's Corporate Net Income and Revenues
Figure 56: Screenshot of Conquer Online
Figure 57: NetDragon's Game Metrics
Figure 58: Top Three Games by NetDragon
Figure 59: NetDragon's Corporate Net Income and Revenues
Figure 60: Screenshot of Mir II
Figure 61: Top Titles by Shanda
Figure 62: Shanda's MMORPG and Casual Games
Figure 63: Shanda's Quarterly Corporate Net Income and Revenues
Figure 64: Shanda's Game Metrics (in millions)
Figure 65: Shanda's Corporate Net Income and Revenues (in millions)
Figure 66: Duke of Mount Deer
Figure 67: Advertising for Tianlong Babu
Figure 68: Screenshots of TLBB
Figure 69: Changyou Quarterly Financial Performance
Figure 70: Changyou's Game Metrics
Figure 71: Changyou Yearly Financial Performance (in $m, USD)
Figure 72: Tencent's Title Matrix
Figure 73: Tencent's Corporate Net Income and Revenues
Figure 74: Tencent's Corporate Net Income and Revenues ($m)
Figure 75: Screenshots of Zhu Xian
Figure 76: Perfect World Fiscal Year Financials
Figure 77: Perfect World ARPU, Average Concurrent Users and APA
Figure 78: Perfect World Fiscal Year Financials
Figure 79: Screenshot of JX Online 2
Figure 80: Kingsoft MMORPG Metrics
Figure 81: KongZhong Quarterly Revenue
Figure 82: KongZhong Online Games Metrics
Figure 83: KongZhong Yearly Revenue
Figure 84: Sina’s Financials
Figure 85: Qihoo 360’s Quarterly Corporate Net Income and Revenues
Figure 86: Qihoo 360’s Yearly Corporate Net Income and Revenues
Figure 87: Qihoo 360’s Yearly Operation Metric
Figure 88: Characters from Shanda’s co-developed titles
Figure 89: Summary of Regulations Governing Virtual Currencies

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2516962/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Mobile, Web and Online Games Market in China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2516962/">http://www.researchandmarkets.com/reports/2516962/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCDKZCC6</td>
</tr>
</tbody>
</table>

Product Format
Please select the product format and quantity you require:

- **Quantity**
  - Hard Copy: USD 3000 + USD 58 Shipping/Handling

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:**
  - Mr [ ]
  - Mrs [ ]
  - Dr [ ]
  - Miss [ ]
  - Ms [ ]
  - Prof [ ]

- **First Name:**
  - ______________________

- **Last Name:**
  - ______________________

- **Email Address:** *
  - ______________________

- **Job Title:**
  - ______________________

- **Organisation:**
  - ______________________

- **Address:**
  - ______________________

- **City:**
  - ______________________

- **Postal / Zip Code:**
  - ______________________

- **Country:**
  - ______________________

- **Phone Number:**
  - ______________________

- **Fax Number:**
  - ______________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World