

# China Game Live Broadcasting Market: Size, Trends & Forecasts (2019-2023)

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## Abstracts

### SCOPE OF THE REPORT

The report entitled "China Game Live Broadcasting Market: Size, Trends & Forecasts (2019-2023)" provides a comprehensive analysis of the China live broadcasting market by value, and market share by segments. The report also encompasses China game live market by value and market share by monthly average user and average revenue per user.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the China live game broadcasting has forecasted for the period 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Over the past few years, the game live broadcasting has seen the rise of dominant market leaders in the space. The competition in the China live game broadcasting market is dominated by the big players, Tencent Holdings Limited, Huya Inc., Douyo International Holdings Limited, Kuaishou Technology Co. Ltd. Company profiling of these major players has also been provided in the report with their financial information and respective business strategies.

### Company Coverage

Tencent Holdings Limited

Huya Inc.

Douyo International Holdings Limited

Kuaishou Technology Co. Ltd.

## **EXECUTIVE SUMMARY**

Live broadcasting is the transmission of live audio and video coverage of an event over the internet. Live broadcasting provides a range of services by broadcasting from social media to video games to professional sports. Live broadcasting can be categorized into two types: Show-room live broadcasting and Game live broadcasting. Show-room live broadcasting refers to the broadcasting of performances in various forms such as singing, dancing, talk-shows, comedy shows, etc. while game live broadcasting is the streaming of real-time game plays.

The websites which offer the live game broadcasting are known as game broadcasting platforms. Game live broadcasting market allows the fans to view their favorite game or player in real-time through the computer, smartphone, laptop, etc. Various platforms have been developed which resulted in the improvement of user experience and enhanced user engagement. Game live broadcasting offers the broadcasting platforms, hardware and broadcasting services. Moreover, the market also provides the web-based and app-based solutions to the users.

The China game live broadcasting market has shown rising trends over the years 2014-2018, and anticipations are made that the market would grow at a rapid pace in the next four years i.e. 2019 to 2023. Growth in the market would be primarily driven by rising smartphone as well as internet penetration, growing literacy rate, increase in disposable income, growing urbanization rate, rising demand for e-sports, etc. Latency and reliability issues, transmission signal issues, regulation constrain are some of the major restrains in the growth of the market. While the market follows some trends, which include artificial intelligence, live video streaming, cloud gaming, and virtual reality.

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