

# China Mobile Game Industry Report, 2009-2010



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According to the statistics released by the Ministry of Industry and Information Technology of the People's Republic of China in December, 2009, China's total mobile phone users reached 750 million, and 3G users 15 million in 2009. Almost all of the mobile phone users can be considered as potential users of mobile games.

In the entire mobile game industry, mobile online game characterizes great potentials. By the end of 2008, China had boasted of 117 million mobile netizens, and this figure increased to 233 million at the end of 2009, a 60.8% share of all Internet users.

19.3% of mobile netizens, a total of about 45 million people, plays mobile online games. But the number was only 23 million in June, 2009, which saw an increase of 96% in only half a year. With the popularization of 3G mobile phones and the increasing network access rate, mobile online games will win more users.

Early mobile games are mostly produced by Content Providers (CP) and then sold to value-added business service providers (SP) or mobile phone manufacturers (built-in). With the expansion of market scale and the brightening of market prospects, SP is growing aware of the importance of mobile game business and began to deepen co-operation with the CP. We believe that the inrush of SP in this market, the revenue from mobile games will increase by folds since SP's strong channel capability, thus facilitating the overall development of mobile game market.

Through years of development, it is acknowledged in the industry that mobile games have huge market potential. A great number of new entrants marched into this field, and acquisition has come the key way to achieve rapid growth. They buyers, with great strength in capital and channel, will quickly improve the chain structure of mobile game industry.

Mobile game market is also risky. Numerous mobile phone models, functional differentiation, restrictions of mobile operators and high traffic charges, are all obstacles to the attempt of the users at mobile game.

The report gives an overview of mobile games and analyzes China's mobile game industry structure, mobile game marketing, profit models, the development of mobile online games in 3G era, and the key mobile game makers in China, and so forth.

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