

China Mobile Game Industry Report, 2009-2010

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Abstracts

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.

Contents

1. MOBILE GAME

- 1.1 Concept
- 1.2 Types
- 1.3 Development
- 1.4 Industry Scale

2. JAPAN MOBILE GAME INDUSTRY

- 2.1 A Panorama
- 2.2 Development Course
- 2.3 Market Characteristics
- 2.4 Profit Model
- 2.5 Experience & Significance

3. CHINA MOBILE GAME INDUSTRY STRUCTURE

- 3.1 Mobile Operators
- 3.2 Mobile Game Service Provider
- 3.3 Mobile Game Developers
- 3.4 Mobile Game Users
- 3.5 Mobile Phone Manufacturers
- 3.6 Channels of Distribution
- 3.7 Mobile Game Related Technology Providers

4. MARKETING OF CHINA'S MOBILE PHONE GAME

- 4.1 Channel Marketing
 - 4.1.1 Operators
 - 4.1.2 Mobile Terminal Built-in
- 4.2 Network Marketing
 - 4.2.1 Game Online Marketing
 - 4.2.2 Wap Station
 - 4.2.3 CPS Marketing
- 4.3 Ground Marketing
 - 4.3.1 Marketing in Internet Cafes
 - 4.3.2 Promotion in Cinemas

4.3.3 Advertising in Subways and Bus Stations

5. PROFIT MODES OF MOBILE PHONE GAME

5.1 Mobile Phone Charging Mode

5.1.1 Stand-alone Download Charging Mode

5.1.2 Online Game Charging Mode

5.1.3 Direct Charging of Game Developers

5.2 In-game Advertising

6. MOBILE GAME DEVELOPMENT DRIVEN BY 3G

6.1 Concept of Mobile Game

6.2 Market Development

6.2.1 Increasing Network Speed of 3G Phones is Attracting More Users

6.2.2 The Decreasing Cost is Attracting More Users.

6.3 Mobile Game Users

6.3.1 Major Channels for Users to Get the Information of Mobile Games

6.3.2 Most Favored Types of Mobile Game by Users

6.3.3 Reasons for Some Users Not to Play Mobile Games

6.3.4 Websites for Downloading Mobile Games

6.4 Advantages of Mobile Game

7. KEY MOBILE GAME MAKERS IN CHINA

7.1 kong.net

7.1.1 Profile

7.1.2 Revenue Structure

7.1.3 Main Products

7.2 Giant Interactive Group, Inc.

7.2.1 Profile

7.2.2 Revenue Structure

7.2.3 Main Products

7.2.4 Development Strategy

7.3 d.cn

7.3.1 Profile

7.3.2 Revenue Structure

7.3.3 Main Products

7.4 Tencent

- 7.4.1 Profile
- 7.4.2 Revenue Structure
- 7.4.3 Main Products
- 7.5 NetEase
 - 7.5.1 Profile
 - 7.5.2 Revenue Structure
 - 7.5.3 Main Products
- 7.6 Sina
- 7.7 MIG
- 7.8 Troodo
- 7.9 Lakoo
- 7.10 Moloon
- 7.11 Hurray
- 7.12 WiSTONE
- 7.13 Gojoy

8. OPPORTUNITIES & RISKS IN CHINA MOBILE GAME MARKET

- 8.1 Investment Opportunities
 - 8.1.1 Upcoming 3G Era Facilitates Explosive Growth of Mobile Games
 - 8.1.2 Popularization and User Experience of Large-inch Smart Phones
 - 8.1.3 Rapid Development of Internet Games Favors the Cultivation of Potential Mobile Game Users
 - 8.1.4 Clearer Profit Model against Internet Games
 - 8.1.5 Increasing Integration of SP and CP, and the Expanding Market Size
 - 8.1.6 Surging Newcomers and Acquisition Still Being the Main Growth Pattern
- 8.2 Risks in China Mobile Game Market
- 8.3 Research Findings

Selected Charts

SELECTED CHARTS

Classification of Mobile Games

Monthly Increase of Mobile Phone Subscribers, 2006-2009

The Number of Mobile Netizens, 2008 vs. 2009

Web-access Application of Mobile Netizens

China Mobile Phone Market Scale and Growth Rate, 2006-2009

The Second Largest Share of Mobile Games in Japan's Mobile Content Market

Japanese Mobile Game Market Scale and the Proportion in Mobile Content

China Mobile Game Value Chains

Monternet Game Treasure Case

In-Built Game "Tianjie" for Nokia N70, developed by Mammoth

Level up Rewards of Mobile Online Game "Imperial OL"

G+ Mobile Game "Astro Boy" Launched Simultaneously with Movie Tie-in

G.cn Advertising on Buses and Subways

Iphone Promotion of Axe Men's Toilettries

Scenarios of Shenyu Game

Users of docomo, a Japanese Mobile Game Operator, Increase with the Lowering of Charges.

Channels for Users to Get Information about Games

Types of Online Games Preferred by Users

Reasons for Users Not to Play Mobile Games

Mobile Online Game Downloading Websites

Business Statistics of kong.net, 2005-2009 (Jan.-Sep.)

Revenue Structure of kong.net, Q3 2009

Main Mobile Games of kong.net

Revenue of Giant Interactive Group, Inc, 2007-2009 (Q1-Q3)

Revenue Structure of Giant Interactive Group, Inc, Q3 2009

3D Mobile Game ""The Golden Land""

Revenue Structure of d.cn

Operating Revenue of Tencent, 2006-2009 (Jan-Jun.)

Revenue Structure of Tencent, Jan.-Jun., 2009

Main Games of Tencent

Operating Revenue of NetEase, 2005-2009 (Jan.-Sep.)

Revenue Structure of Netease, Q3 2009

Operating Revenue and Profit of Sina, 2006-Sep.2009

Revenue Structure of Sina, Q3 2009

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