



**China Mobile Phone Game Industry Report,
2013-2016**

Sep. 2013

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

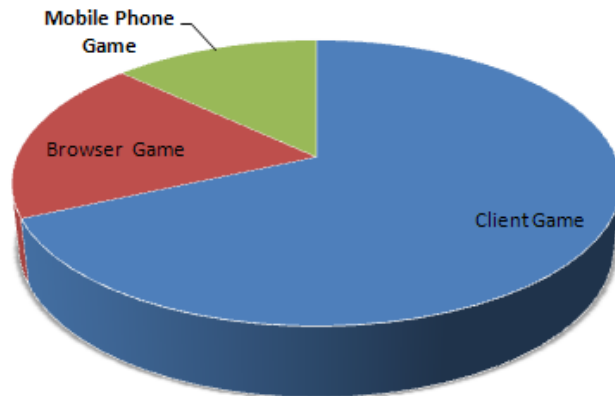
INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

As the widespread popularity of intelligent terminals as well as the improving acceptance of the pay-to-play, China mobile phone game market has seen skyrocketing development since Q4,2012. In H1 2013, China mobile phone game industry experienced blowout growth with the market scale bagging RMB5.013 billion, up 66.1% month-on-month or up 135.3% year-on-year, equivalent to the market scale throughout 2012 and with the proportion in the internet gaming market making up 13.03%.

China Internet Gaming Market Structure, H1 2013



Source: ResearchInChina China Mobile Phone Game Industry Report, 2013-2016

The boom of China mobile phone game market attracts hefty capital inflow. From 2012 to August, 2013, a wave of mergers and acquisitions was triggered in China mobile phone game industry.

Since 2013, the M&A deals in China mobile phone game market have become more frequent. Between early July to late August of this year, there were 9 M&A deals which fell into three patterns: M&As in the industry; listed companies beyond the industry taking over mobile phone game development companies; and internet tycoons tapping in the mobile phone game industry.

On Feb.6, 2013, Ourpalm planned to take over 100% stake of Dovo Technology Inc. at a price of RMB810 million. After the deal, the former will be supplemented with competitive edge in the R&D, release and operation of browser game from the latter. Games independently developed by Dovo Technology Inc. included Business Tycoon Online and other well-known browser games. As of late 2012, Dovo Technology Inc. had 6 games with the top-up income exceeding RMB50 million and three ones with the top-up income over RMB100 million.

Copyright 2012ResearchInChina

On Aug.21, 2013, Phoenix Publishing & Media announced to pour RMB310 million for the takeover of Muhenet's 64% stake. In Jan.-May, 2013, Muhenet realized the revenue of RMB69.33 million, exceeding that in 2012 all year round, with the net income soaring to RMB23.89 million, equivalent to 3.4 times of that in 2012 all year round. In late Oct.2012, Muhenet's The Magic Card Fantasy was launched and made a success. Afterwards, this game hit the market in South Korea and Japan, with the monthly revenue bagging RMB15 million.

The report falls into eight chapters, highlighting the development of China mobile phone game industry.

- structure, mobile phone game classification, and industrial chain of China gaming industry;
- development environment of China mobile phone game industry, including the development of mobile internet market and smartphone market as well as related policies, laws and regulations of mobile phone game industry;
- analysis on Chinese mobile phone subscribers' attributes and their use behaviors;
- development history, market scale, users' scale and development features of mobile phone games in China;
- China mobile phone game development market, distribution market and channel market development;
- 14 key developers in China mobile phone game industry, including development history, operation, mobile phone game business, competition edge, development planning, etc.
- 7 key issuers in China mobile phone game industry, including development history, operation, mobile phone game business, competition edge, development planning, etc.
- 8 key channel distributors in China mobile phone game industry, including development history, operation, mobile phone game business, competition edge, development planning, etc.
- Development tendency and market scale outlook of China mobile phone game industry;

1. Overview of Mobile Phone Game Industry

1.1 Game Industry Overview

1.1.1 Definition and Classification

1.1.2 Industry Structure

1.2 Definition and Classification of Mobile Phone Game

1.3 Industrial Chain of Mobile Phone Game

2. Development Environment of China Mobile Phone Game Industry

2.1 Mobile Internet

2.1.1 Netizen Scale of Mobile Phone

2.1.2 3G Users Scale

2.2 Smart Phone

2.2.1 Users Scale

2.2.2 Sales Volume

2.3 Related Policy and Regulation

3. Survey Analysis of Mobile Phone Game Users in China

3.1 Users Properties

3.2 Users Behaviors

3.2.1 Network Type

3.2.2 Location and Circumstance

3.2.3 Game Time

3.2.4 Payment Habit

3.2.5 Payment

4. China Mobile Phone Market Development

4.1 Development Course

4.2 Market Size

4.3 Users Scale

4.4 Development Features

5. Industrial Chain Analysis of Mobile Phone Game in China

5.1 Research & Development

5.2 Distribution

5.3 Channel/Platform

6. Key Developers in China Mobile Phone Game Industry

6.1 Tencent Games

6.1.1 Profie

6.1.2 Development Course

6.1.3 Operation

6.1.4 Mobile Phone Game Business

6.1.5 Strategic Plan

6.1.6 Competitive Advantages

6.2 Yinhan

6.2.1 Profie

6.2.2 Development Course

6.2.3 Huayi Bros. Purchases 50.88% Shares of Yinhan

6.2.4 Operation

6.3 Locojoy

6.4 Good Game

6.5 Playcrab

6.6 Digital Cloud

6.7 Linekong

6.7.1 Profie

6.7.2 Mobile Phone Game Business

6.8 Wistone

6.8.1 Profie

6.8.2 Development Course

6.8.3 Mobile Phone Game Business

6.9 Muhenet

6.9.1 Profie

6.9.2 Phoenix Publishing & Media Purchases 64% Shares of Muhenet

6.9.3 Operation

6.10 PinIdea

6.11 More Fun

6.11.1 Profie

6.11.2 Development Course

6.11.3 Mobile Phone Game Business

6.11.4 Operation Mode of Mobile Phone Game

6.11.5 Zhongqingbao Interaction Network

Purchases 51% Shares of More Fun

6.11.6 Operation

6.11.7 Revenue Structure

6.11.8 Development Plan

- 6.12 Ourpalm
- 6.12.1 Profile
- 6.12.2 Development Course
- 6.12.3 Mobile Phone Game Business
- 6.12.4 Operation
- 6.12.5 Revenue Structure
- 6.12.6 Gross Margin
- 6.12.7 Ourpalm Purchases 100 Shares of Dove Technology
- 6.12.8 Performance Forecast
- 6.13 EGLS
- 6.13.1 Profile
- 6.13.2 Mobile Phone Game Business
- 6.14 Magic Universe
- 6.14.1 Profile
- 6.14.2 Mobile Phone Game Business
- 6.14.3 Tangel Publishing Purchases 100% Shares of Magic Universe
- 6.14.4 Operation
- 6.14.5 Clients

7. Key Distributers in China Mobile Phone Game Industry

- 7.1 Bewinner Communications
- 7.1.1 Profile
- 7.1.2 Development Course
- 7.1.3 Operation
- 7.1.4 Revenue Structure

- 7.1.5 Mobile Phone Game Business
- 7.1.6 Suppliers and Clients
- 7.1.7 R&D Costs and Projects
- 7.1.8 Performance Forecast
- 7.2 Chukong Technologies
- 7.2.1 Profile
- 7.2.2 Development Course
- 7.2.3 Mobile Phone Game Business
- 7.2.4 Strategy
- 7.3 Feiliu Jutian Technology
- 7.3.1 Profile
- 7.3.2 Mobile Phone Game Business
- 7.3.3 Operation
- 7.3.4 Dynamics
- 7.4 GFan
- 7.4.1 Profile
- 7.4.2 Mobile Phone Game Business
- 7.4.3 Development Plan
- 7.5 iDreamsky Technology
- 7.5.1 Profile
- 7.5.2 Development Course
- 7.5.3 Mobile Phone Game Business
- 7.6 CMGE China
- 7.6.1 Profile
- 7.6.2 Development Course
- 7.6.3 Operation
- 7.6.4 Competitive Advantages
- 7.6.5 Development Plan

- 7.7 Perfect World
- 7.7.1 Profile
- 7.7.2 Development Course
- 7.7.3 Operation
- 7.7.4 Mobile Phone Game Business

8. Key Platforms in China Mobile Phone Game Industry

- 8.1 g.10086.cn
- 8.1.1 Profile
- 8.1.2 Dynamics
- 8.2 Play.cn
- 8.2.1 Profile
- 8.2.2 Development Course
- 8.2.3 Operation
- 8.3 9game.cn
- 8.3.1 Profile
- 8.3.2 9game.cn Obtains Strategic Investment from Alibaba
- 8.3.3 Strategy
- 8.4 sj.91.com
- 8.5 360.cn
- 8.6 d.cn
- 8.7 g.zj165.com
- 8.8 appchina.com

9. China Mobile Phone Game Industry Forecast

- 9.1 Industry Development Trend
- 9.2 Market Size Forecast

- Classification of Game Industry
- Market Size of Internet Game in China, 2011-2013
- Classification of Mobile Phone Game
- Market Shares of Mobile Phone Game in China, 2012
- Industrial Chain of Mobile Phone Game
- Number of Mobile Phone Netizens and Its % of Total Netizens in China, 2009-2013
- Internet Equipment Use for New Netizens in China, 2013H1
- Number of 3G Users in China, 2011-2014E
- Number of Smart Phone Users and Its YoY Change in China, 2012-2013
- Smart Phone Sales in China, 2010-2013
- Policies and Regulations on Mobile Phone Game in China, 2004-2013
- Sex Structure of Mobile Phone Game Users in China, 2012
- Age Structure of Mobile Phone Game Users in China, 2012
- Education Structure of Mobile Phone Game Users in China, 2012
- Income Structure of Mobile Phone Game Users in China, 2012
- Occupation Structure of Mobile Phone Game Users in China, 2012
- Urban-Rural Structure of Mobile Phone Game Users in China, 2012
- Structure of Mobile Phone Game Users (by Network Types) in China, 2012
- Structure of Mobile Phone Game Users (by Locations) in China, 2012
- Structure of Mobile Phone Game Users (by Circumstances) in China, 2012
- Structure of Mobile Phone Game Users (by Game Time) in China, 2012
- Structure of Mobile Phone Game Users (by Payment Habits) in China, 2012
- Structure of Mobile Phone Game Users (by Payment Amounts) in China, 2012
- Development Course of Mobile Phone Game in China
- Market Size of Mobile Phone Game in China, 2010-2013

- Market Size of Mobile Online Game in China, 2011-2013
- Key Mobile Online Games in China, 2013H1
- Top 15 Android Single-Player Games in China Mobile Phone Game Market, H1 2013
- Number of Users of Mobile Phone Game in China, 2012-2013
- Purchase Cases in China Mobile Phone Game Industry, 2012-2013
- Market Shares of Mobile Online Game Developers in China (by Revenue), 2013H1
- Major Development Engines of Android Games
- Market Shares of Mobile Online Game Distributers in China (by Revenue), 2013H1
- Market Shares of Mobile Online Game Distributers in China (by Users Scale), 2013H1
- Profit Sharing Proportion in Industrial Chain of Mobile Phone Game in China
- Market Shares of Android Game Platforms in China (by Revenue), 2013Q1
- Numbers of Games and Online Games in Mobile Game Platforms in China, 2013Q1
- Development Course of Tencent Game
- Revenue Breakdown of Tencent Game (by Business), 2013H1
- Mobile Online Games Developed by Tencent Game
- Mobile Phones Games of Yinhan
- Development Course of Yinhan
- Revenue and Net Income of Yinhan, 2011-2013
- Mobile Phone Games of Locojoy
- Cooperating Partners of Locojoy
- “World OL” of Good Game
- “Big Head’ of Playcrab
- “Dragon Force” of Digital Cloud
- “The Legend of King” of Linekong
- Development Course of Wistone

- Revenue of “War 2 Victory” of Wistone, 2009-2013
- Mobile Phone Games of Wistone
- Main Operating Indicators of Muhenet, 2012-2013
- Introduction of PinIdea
- “Shenxiandao” of PinIdea
- Major Partners of More Fun
- Development Course of More Fun
- Major Mobile Phone Games of More Fun
- Operation of Major Mobile Phone Games of More Fun by June 2013
- Equity Structure of More Fun
- Assets and Liabilities of More Fun, 2012-2013
- Revenue and Net Income of More Fun, 2012-2013
- Revenue Breakdown of More Fun (by Mobile Phone Games), 2012-2013
- Revenue Breakdown of More Fun (by Marketing Channels), 2012-2013
- Release Plan for Mobile Phone Games of More Fun
- Major Partners of Ourpalm
- Development Course of Ourpalm
- Mobile Phone Games of Ourpalm
- Game Portals and Channels of Ourpalm
- Revenue and Net Income of Ourpalm, 2010-2013
- Revenue Breakdown of Ourpalm (by Business), 2011-2013
- Revenue Breakdown of Ourpalm (by Regions), 2011-2013
- Gross Margin of Ourpalm, 2013H1
- Revenue and Net Income of Ourpalm, 2013E-2016E
- Partners of EGLS

- Mobile Phone Games of EGLS
- Major Mobile Phone Games of Magic Universe
- Revenue Breakdown of Magic Universe (by Mobile Phone Games), 2011-2013
- Assets and Liabilities of Magic Universe, 2011-2013
- Revenue and Net Income of Magic Universe, 2011-2013
- Magic Universe's Revenue from Top 5 Clients and % of Total Revenue, 2013H1
- Development Course of Bewinner Communications
- Revenue and Net Income of Bewinner Communications, 2009-2013
- Gross Margin of Bewinner Communications (by Business), 2012
- Revenue Structure of Bewinner Communications (by Businesses), 2011-2012
- Revenue Structure of Bewinner Communications (by Regions), 2009-2012
- Revenue of Mobile Phone Games and Its YoY Change of Bewinner Communications, 2008-2012
- Major Mobile Phone Games of Gamecomb of Bewinner Communications
- Bewinner Communications's Procurement from Top 5 Suppliers and % of Total Procurement, 2012
- Bewinner Communications's Revenue from Top 5 Clients and % of Total Revenue, 2012
- R&D Costs and % of Total Revenue of Bewinner Communications, 2009-2012
- Construction Progress of Mobile Internet Industrial Park of Bewinner Communications
- Revenue and Net Income of Bewinner Communications, 2013E-2016E
- Development Course of Chukong Technologies
- Mobile Entertainment Communities of Feiliu Jutian Technology
- Major Mobile Phone Games of Feiliu Jutian Technology
- Operation of Feiliu Jutian Technology, 2012-2013
- Major Mobile Phone Games of GFan
- Development Course of iDreamsky Technology
- Major Mobile Phone Games of iDreamsky Technology

- Major Partners of CMGE China
- Development Course of CMGE China
- Development Course of CMGE China
- Revenue and Net Income of CMGE China, 2010-2013
- Revenue Breakdown of CMGE China (by Businesses), 2010-2013
- Operating Data of CMGE China, 2010-2012
- Development Course of Perfect World
- Revenue and Net Income of Perfect World, 2009-2013
- Revenue Structure of Perfect World (by Businesses), 2008-2012
- Revenue Structure of Perfect World (by Businesses), 2012-2013
- Partners of Play.cn
- Development Course of Play.cn
- Number of Registered Users and Game Downloads of Play.cn, 2010-2012
- Major Mobile Phone Games Introduced by Play.cn, 2012-2013
- Users' Payment of Play.cn
- Cooperation Case of 9game.cn
- Operating Data of sj.91.com
- Revenue of sj.91.com and Its % of Total Revenue of NetDragon Websoft Inc., 2010-2013
- Development Course of d.cn
- Partners of d.cn
- Market Size of Mobile Phone Game in China, 2013E-2016E
- Market Size of Mobile Online Game in China, 2013E-2016E

You can place your order in the following alternative ways:

1. Order online at www.researchinchina.com
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: report@researchinchina.com
4. Phone us at +86 10 82600828/ 82601561

| | | | |
|-----------------|--|-----|--|
| Party A: | | | |
| Name: | | | |
| Address: | | | |
| Contact Person: | | Tel | |
| E-mail: | | Fax | |

| | | | |
|-----------------|---|--------|----------------|
| Party B: | | | |
| Name: | Beijing Waterwood Technologies Co., Ltd (ResearchInChina) | | |
| Address: | Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080 | | |
| Contact Person: | Liao Yan | Phone: | 86-10-82600828 |
| E-mail: | report@researchinchina.com | Fax: | 86-10-82601570 |
| Bank details: | Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG | | |

| Title | Format | Cost |
|--------------|--------|------|
| | | |
| <i>Total</i> | | |

Choose type of format

- PDF (Single user license)2,300 USD
- Hard copy 2,400 USD
- PDF (Enterprisewide license)..... 3,600 USD

※ Reports will be dispatched immediately once full payment has been received.
Payment may be made by wire transfer or credit card via PayPal.

About ResearchInChina

ResearchInChina (www.researchinchina.com) is a leading independent provider of China business intelligence. Our research is designed to meet the diverse planning and information needs of businesses, institutions, and professional investors worldwide. Our services are used in a variety of ways, including strategic planning, product and sales forecasting, risk and sensitivity management, and as investment research.

Our Major Activities

- *Multi-users market reports*
- *Database-RICDB*
- *Custom Research*
- *Company Search*

RICDB (<http://www.researchinchina.com/data/database.html>), is a visible financial data base presented by map and graph covering global and China macroeconomic data, industry data, and company data. It has included nearly 500,000 indices (based on time series), and is continuing to update and increase. The most significant feature of this base is that the vast majority of indices (about 400,000) can be displayed in map.

After purchase of our report, you will be automatically granted to enjoy 2 weeks trial service of RICDB for free.

After trial, you can decide to become our formal member or not. We will try our best to meet your demand. For more information, please find at www.researchinchina.com

For any problems, please contact our service team at: