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Games Market in China 2008



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About Pearl Research

Pearl Research, a business intelligence and consulting firm, specializes in the interactive entertainment, Internet and technology industry with a focus on emerging markets and platforms. Based in San Francisco and China, Pearl Research provides our clients access to a vast knowledge base of market research information. The company publishes in-depth market research reports in addition to providing customized research and consulting services.

Customized Research Services

Contact us for more information about our customized work. Typical engagements include:

- Market opportunity assessment
- Survey design and implementation
- Competitive analysis
- Benchmarking and best practices
- Market entry or market expansion plans
- Identification and tie-ups with potential local partners
- Focus groups design and implementation
- Business matchmaking

Phoenix Generation series of reports covering Chinese youth

300 million strong and with \$135 billion in disposable spending income, China's consumer youth markets represent an untapped opportunity.

- Pearl Research's Phoenix Generation reports are an in-depth lifestyle study on Chinese youths ages 16 to 30. The qualitative and quantitative study identifies emerging trends, attitudinal shifts and "what's hot" in games, Internet, entertainment, technology, fashion, and consumer products.
- We focus on trends that have a business impact, providing insights into the origins and implications of these trends. The study helps companies understand this important demographic and what drives their lifestyle choices and spending habits.

Defining the Phoenix Generation

Pearl Research has coined the term "Phoenix Generation" to describe China's dynamic youth. This generation grew up during booming economic times and most do not have any siblings as the result of the one-child policy.

Pearl Research believes this generation will be the core driver of consumer spending in China. The Phoenix Generation reports are exclusive, primary-research reports dedicated to understanding this important demographic.



Table of Contents

Methodology	1
Glossary of Terms and Abbreviations.....	3
Defining Online Games.....	4
I. Executive Summary.....	6
II. PC Hardware	8
III. Internet and Broadband	10
Speed and Price of Broadband	13
“The Great Firewall of China”	13
IV. Internet Cafes	15
V. Unique Characteristics of Online Games.....	19
Online Games Marketing	21
MMORPG	23
Casual Games.....	23
Casual Games Revenue Models.....	23
In-Game Advertising	24
VI. Drivers to Growth	25
VII. Inhibitors to Growth	27
VIII. Games Market Top Trends	29
Rising Development Capabilities and Licensing.....	29
Declining Popularity of Korean Titles.....	31
New Market Entrants and Emerging Companies.....	32
Improved Market Capitalization	33
Perfect World.....	33
KingSoft	33
Giant Interactive	33
NetDragon	33
Consolidations and Investments.....	34
Rising ARPU.....	34
IX. Games Market Forecasts.....	35

X. Top Game Operators.....	38
XI. Top Online Games.....	41
XII. Profiles of Select Online Games	43
Fantasy Westward Journey	43
World of Warcraft.....	44
Eudemons Online	46
Zhengtu Online	47
Tianlong Babu	49
Freestyle.....	51
XIII. Billing and Payment Methods	52
XIV. Leading Game Publishers and Operators	54
CDC Games	56
Key Highlights.....	56
Games	57
Financial Information	60
Marketing News.....	60
Future Outlook.....	61
Giant Interactive Group Inc.....	62
Key Highlights.....	62
History	62
Strategy	63
Games	63
Financial Information	66
Future Outlook.....	66
NetEase.....	67
Key Highlights.....	67
Games	68
Financial Information	70
Marketing News.....	71
History	71
Future Outlook.....	72
NetDragon	73
Key Highlights.....	73
Games	74
Financial Information	76
Marketing News.....	77

History	78
Future Outlook.....	78
Shanda Entertainment.....	79
Key Highlights:.....	79
Games	80
Financial Information	82
Marketing News.....	83
History	84
Future Outlook.....	85
Sohu.com Inc.	86
Key Highlights.....	86
Games Division	87
Financial Analysis.....	88
Future Outlook.....	89
Tencent	90
Key Highlights.....	90
Products	90
Financial Information	92
Marketing News.....	93
Future Outlook.....	93
The9 Limited.....	94
Key Highlights.....	94
Strategy	95
World of Warcraft.....	96
Games	96
Financial Information	97
Marketing News.....	98
Future Outlook.....	98
Perfect World	99
Key Findings.....	99
History	99
Strategy	99
Games	100
Financial Information	101
Future Outlook.....	102
9you	103
Games	103
Upcoming Releases	104
Marketing News.....	105
Future Outlook.....	105

XV. The Phoenix Generation: Consumer Insights into Chinese Youth	106
The Phoenix Generation: Youth Gaming and Culture	107
Hot List of Favorite Brands	107
Youth Gaming.....	108
Online gaming is a popular leisure activity	109
Cheating and Fraud in Games	108
PC most popular platform; handheld consoles are on the rise	111
XVI. Socio-Economic Overview	114
Economy.....	114
Development in the Western Regions	115
Population.....	115
Per Capita Income.....	116
Regional Differences	117
One-Child Policy.....	119
Gaming Centers	119
Unique Characteristics of Chinese Society.....	121
Guanxi	122
Floating of the Yuan	122
Transparency and Corruption.....	123
XVII. Software Piracy	124
Internet Download and Peer to Peer File Sharing	125
Physical Piracy	125
Pirate Servers.....	126
Lack of government enforcement	126
Low per capita income and consumer habits	127
XVIII. Government Regulations	128
Government Agencies Involved in Regulating Games	129
Fatigue System.....	130

Table of Figures

Figure 1: Matrix Comparing Casual and MMORPG Games in China	4
Figure 2: Chinese Games Forecasts 2006 to 2011 Data Table, \$m	6
Figure 3: New Desktop PC Purchases Based on Income.....	9
Figure 4: Number of Broadband and Dial-Up Connections in China	10
Figure 5: Reasons to Use the Internet	11
Figure 6: Age of Internet Users	12
Figure 7: Location for Online Gaming (multiple-choice).....	15
Figure 8: Age of Chinese Internet Cafe Users	16
Figure 9: Most Installed MMORPGs at Internet Cafes.....	17
Figure 10: Main Purpose for Going to Internet Cafes	18
Figure 11: 9you's Crazy Kart.....	28
Figure 12: Perfect World's in-house developed MMORPG Perfect World.....	30
Figure 13: Online Games Market Forecast 2006-2011 Graph, \$m	35
Figure 14: Online Games Market Forecast 2006-2011 Data Table, \$m	36
Figure 15: Top Online Games Operators by Revenue.....	38
Figure 16: Game Operator Revenue Market Share 2007	39
Figure 17: Select Operator-Developer Relationships.....	40
Figure 18: Select Online Games by Peak Concurrent Users.....	41
Figure 19: Logo and Screenshot for Fantasy Westward Journey	43
Figure 20: Screenshot of the Burning Crusade.....	44
Figure 21: Screenshot of Eudemons Online	46
Figure 22: Advertisement for Zhengtu Online	47
Figure 23: Combat scenes from Zhengtu Online	48
Figure 24: A combat scene in Tianlong Babu	49
Figure 25: Advertising for Sohu's Tianlong Babu in Taiwan	50
Figure 26: Screenshots of T2CN's Freestyle	51
Figure 27: Comparison of Top Four Game Operators	55
Figure 28: Revenues and Net Income of Top 4 Game Operators (\$m)	55
Figure 29: Screenshot of Special Forces	57
Figure 30: Screenshot of Yulgang.....	58
Figure 31: Existing and Upcoming Games by CDC Games	59
Figure 32: CDC Games Revenues from Q2 2006 – Q3 2007.....	60
Figure 33: Screenshots of ZT Online	63
Figure 34: ZT Online's User Metrics (in 000s)	64
Figure 35: Screenshots of Giant Online	65
Figure 36: Popular and Upcoming Games by NetEase	68
Figure 37: Screenshot of Fantasy Westward Journey	69
Figure 38: NetEase's Corporate Net Income and Revenues	70

Figure 39: Screenshot of Conquer Online.....	73
Figure 40: Screenshot of Eudemons Online	73
Figure 41: NetDragon’s Q3 2007 Revenue by Game	74
Figure 42: Top Three Games by NetDragon.....	75
Figure 43: NetDragon’s Corporate Net Income and Revenues Graph	76
Figure 44: NetDragon’s Corporate Net Income and Revenues (\$m)	77
Figure 45: Screenshot of Mir II.....	80
Figure 46: Top Titles by Shanda	81
Figure 47: Shanda’s Corporate Net Income and Revenues (in millions)	82
Figure 48: Shanda Casual and MMORPG Q4 2007	83
Figure 49: Screenshots of TLBB	87
Figure 50: TianLong BaBu Metrics.....	88
Figure 51: Sohu Financial Performance (In \$m)	89
Figure 52: Tencent Penguin Mascot	91
Figure 53: Tencent’s Corporate Net Income and Revenues (\$m)	92
Figure 54: Screenshot of Soul of the Ultimate Nation (SUN)	97
Figure 55: The9’s Corporate Net Income and Revenues.....	98
Figure 56: Screenshot of Perfect World	100
Figure 57: Screenshots of Zhu Xian.....	101
Figure 58: Perfect World Game Metrics.....	102
Figure 59: Screenshot of Audition.....	104
Figure 60: Most Mentioned Brands in Phoenix Generation Reports.....	107
Figure 61: Most Mentioned Games in Phoenix Generation Reports.....	108
Figure 62: Most Popular Leisure Activities.....	109
Figure 63: ZT Online Photos of Female Gamers	110
Figure 64: Netease Password Protection Card.....	110
Figure 65: Popular Gaming Platforms.....	111
Figure 66: Monthly Entertainment Spending.....	112
Figure 67: Key Country Metrics.....	114
Figure 68: China’s Population by Age Group.....	116
Figure 69: Map of China’s Provinces	118
Figure 70: Major Cities in China (Population in millions).....	120
Figure 71: Verycd.com screenshot	124