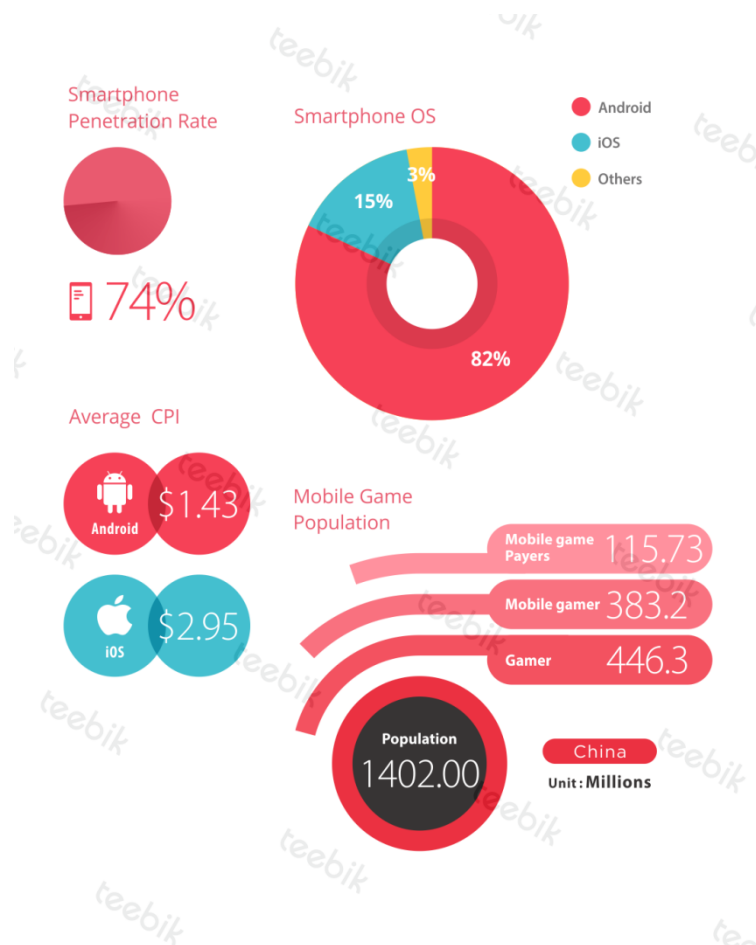


Teebik:2015 Global Mobile Game Industry Report

--China



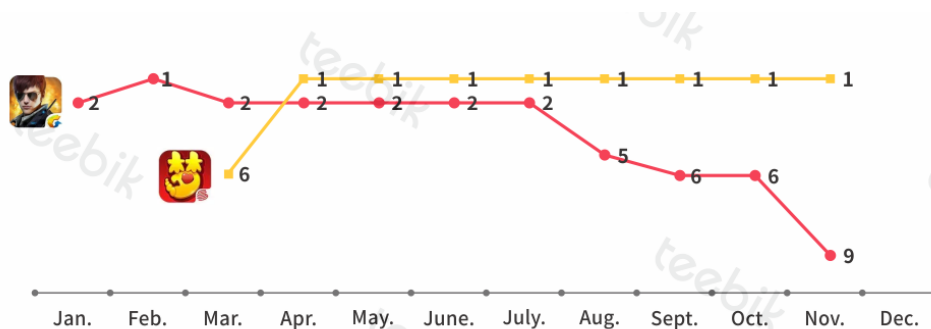
What happened to mobile game industry in 2015? Which game made big bucks? Which game lose popularity? By reviewing the mobile game markets of 2015 in China, Teebik will tell you the answers.



2015 iOS & Google Play Mobile Game Revenue CN TOP 10

Game	Genre	Developer	Publisher
Fantasy Westward Journey	RPG	NetEase (CN)	NetEase (CN) Garena Online SG
We Fire	FPS	Tencent (CN)	Netmarble (KR) Garena Online (SG) Tencent (CN)
Shenwu 2	RPG	Duoyi (CN)	Duoyi (CN)
We Fly	STG	Tencent (CN)	Tencent (CN)
MU Miracle	ARPG	TIANMA (CN) KingNet (CN)	Kunlun Games (CN) Webzen (KR) KingNet (TW)
Dot Arena	CAG	Lilith (CN)	VNG (VN) Kunlun Games (CN) Longtu Game (CN) GAEA Mobile (CN) FunPlus (CN)
Happy Elements	PUZ	Happy Elements (CN)	Happy Elements (CN)
The Legend of Mir 2	MMORPG	SHENGDA (CN)	Tencent (CN)
Top of Tanker 2	RPG	LOCOJOY (CN)	FunPlus (CN) Firefly Games (CN) Tencent (CN) NEXON (JP)
The King of Fighters' 98 Ultimate Match	CAG	OurPalm (CN)	Smart Alec (TW) OurPalm (CN) Tencent (CN)

❑ Fantasy Westward Journey by NetEase made it to No.6 once it was launched in March, 2015, and remained No. 1 since then. It's the No. 1 on 2015 game revenue CN chart, We Fire by Tencent was No. 2.

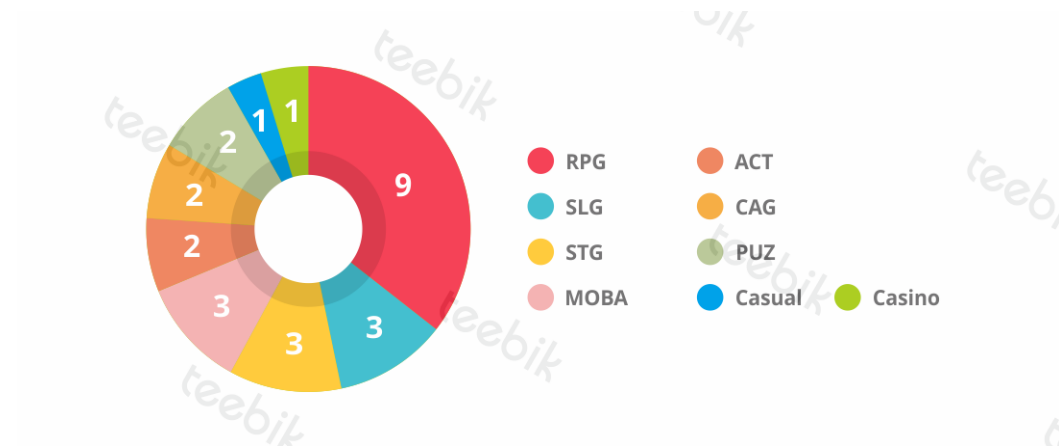


2015 iOS & Google Play Mobile Game Revenue CN TOP 10 were all games by China.

IOS & Google Play Mobile Game Revenue CN TOP 10 during 2015

Game	Genre	Developer	Publisher
Fantasy Westward Journey	RPG	NetEase (CN)	NetEase (CN) Garena Online SG
We Fire	FPS	Tencent (CN)	Netmarble (KR) Garena Online (SG) Tencent (CN)
Shenwu 2	RPG	Duoyi(CN)	Duoyi(CN)
MU Miracle	ARPG	TIANMA (CN)KingNet (CN)	Kunlun Games(CN) Webzen (KR) KingNet (TW)
We Fly	STG	Tencent (Tencent)	Tencent (Tencent)
Dot Arena	CAG	Lilyth (CN)	VNG (VN) Kunlun Games(CN) Longtu Game(CN) GAEA Mobile (CN) FunPlus (CN)
Happy Elements	PUZ	Happy Elements(CN)	Happy Elements(CN)
Top of Tanker 2	RPG	LOCOJOY(CN)	FunPlus (CN) Firefly Games (CN) Tencent (CN) NEXON (JP)
Blade of Three Kingdoms	ACT	Feiyu (CN)	Tencent (CN) Kunlun Games (CN)
The Journey of Flower	ARPG	SKYMOONS(CN)	Baidu (CN)
The Legend of Mir 2	MMORPG	SHENGDA (CN)	Tencent (CN)
Westward Journey Online	MMORPG	NetEase (CN)	NetEase (CN)
The King of Fighters' 98 Ultimate Match	CAG	OurPalm (CN)	Smart Alec (TW) OurPalm (CN) Tencent (CN)
Clash of Clans	SLG	Supercell (FI)	Supercell (FI)
Happy Elements	PUZ	Tencent (Tencent)	Tencent (Tencent)
Boom Beach	SLG	Supercell (FI)	Supercell (FI)
Taichi Panda	ARPG	Snail Games(CN)	Kunlun Games(CN) Snail Games(CN) AiCombo (TW)
Wechat Dash	Casual	Tencent (Tencent)	Tencent (Tencent)
Clash of Kings	SLG	ELEX Technology(CN)	ELEX Technology (CN)
We MOBA	MOBA	Tencent (CN)	Tencent (CN)
CangQiongBian	MMORPG	Zeus Interactive(CN)	iDreamSky (CN)
Thunder Fighter	STG	Sagame (CN)	Tencent (CN) Garena Online (SG) Netmarble (KR)
Landlord Poker	Casino	Tencent (Tencent)	Tencent (CN)
9LZ	MOBA	Tencent (Tencent)	Tencent (CN)
Loong Craft	ACT	LOONG ENTERTAINMENT(CN)	Tencent (CN)
Hero Moba	MOBA	Tencent (Tencent)	Tencent (CN)

❑ Chinese players prefer RPG, 9 of the 26 games which made to iOS & Google Play Publisher Revenue CN TOP10 during 2015 were RPGs. In addition, influenced by martial arts culture, Chinese players also prefer martial arts themed games, 30% of the games made to the chart belong to this theme.



❑ Except for Clash of Clans and Boom Beach by Supercell, the rest games were all developed by local companies, including 8 games by Tencent.

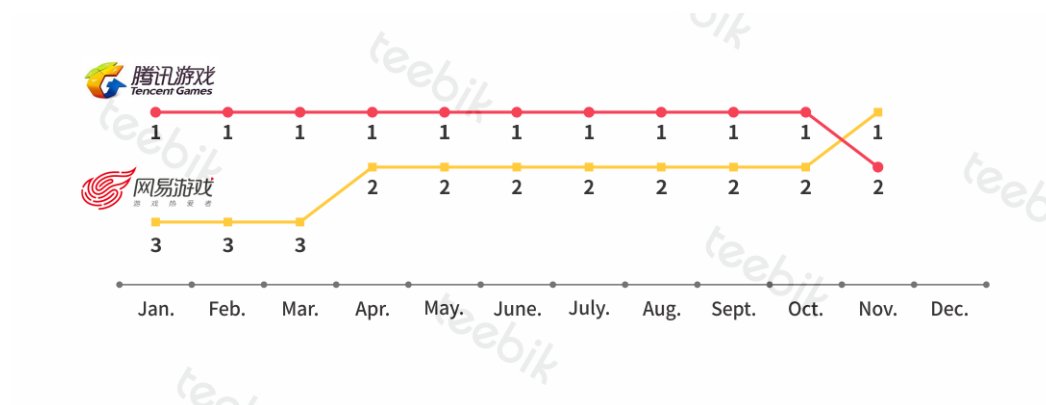
❑ 7 games on the chart were IP, such as classic IP Fantasy Westward Journey, Westward Journey Online, and The King of Fighters' 98 Ultimate Match, and etc. The Journey of Flower, a newly emerging mobile game based on a TV drama, gains 1.5 billion players worldwide, it' s estimated that its revenue will be over \$25 billion. High-quality IP has its own large number of audiences, which is traffic. IP formation is a long process, but video IP could become hot in short time, thus well-made and well-operated game will bring unexpected benefits in regardless of IP mobile life cycle.

❑ With the explosive growth of mobile game market, and WCA' s official establishing it as an electronic sport in 2014, electronic sports fans increased to 89 million. It' s estimated that fans would exceed 110 million, which makes MOBA hot among mobile electronic sports. 9LZ, We MOBA and Hero Moba on the chart were this genre publishing by Tencent in the second half of 2015, both gained audience attention. Released in the later of October, Hero Moba is the first 5V5 mobile game. It made to No.50 on game revenue chart of October, and No. 7 in November. Tencent announced recently that Hero Moba had a PCU of 1 million, DAU of 7.5 million, which broke the record of China MOBA market, becoming the hottest MOBA.

2015 iOS & Google Play Publisher Revenue CN TOP 10

Name	Game	Country
Tencent	We Fire	CN
NetEase	Fantasy Westward Journey	CN
Duoyi	Shenwu 2	CN
Supercell	Clash of Clans	FI
OurPalm	The King of Fighters' 98 Ultimate Match	CN
Happy Elements	Happy Elements	CN
Perfect World	ShenDiaoXiaLv	CN
Longtu Game	Dot Arena	CN
Snail Games	Taichi Panda	CN
ELEX Technology	Clash of Kings	CN

With up to 230 games and 180 games respectively, Tencent and NetEase were TOP 2 on 2015 iOS & Google Play Publisher Revenue CN TOP 10 chart. NetEase overtook Tencent in November, becoming No. 1.



Except for Supercell, all the rest are local companies.

IOS & Google Play Publisher Revenue CN TOP10 during 2015

Name	Game	Country
Tencent	We Fire	CN
NetEase	Fantasy Westward Journey	CN
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Longtu Game	Dot Arena	CN
Snail Games	Taichi Panda	CN
ELEX Technology	Clash of Kings	CN
Youzu	MengJiangHu	CN
TIANMA	MU Miracle	CN
App-fame Information	QianJiBian	CN
Baidu	The Journey of Flower	CN
iDreamSky	CangQiongBian	CN
Changyou.com	TianLongBaBu 3D	CN
KingNet	MU Miracle	CN
CMGE	DaNaoTianGong	CN
Activision Blizzard	Hearthstone: Heroes of Warcraft	US
Electronic Arts	The Simpsons:Tapped Out	US

❑ Except for Supercell from Finland, Electronic Arts and Activision Blizzard from US, the rest on the iOS & Google Play Publisher Revenue CN TOP10 during 2015 were all local companies. Chinese market has been monopolized by local publishers.

Mobile Game Globalization TIP:

1. For overseas game intending to enter China, the importance of cooperation with local companies is needless to say.
2. Companies could focus on video IP instead of classic IP. With star effect, making money is not difficult.
3. Mobile electronic sports will be the trend in the future, just do it if you are capable.

For more information please visit www.teebik.com

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