# China's Online Game
Now and Future

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Online Game Industry Became the Pioneer of Internet Content Industry

Actual sales revenue   100 million RMB   Growth
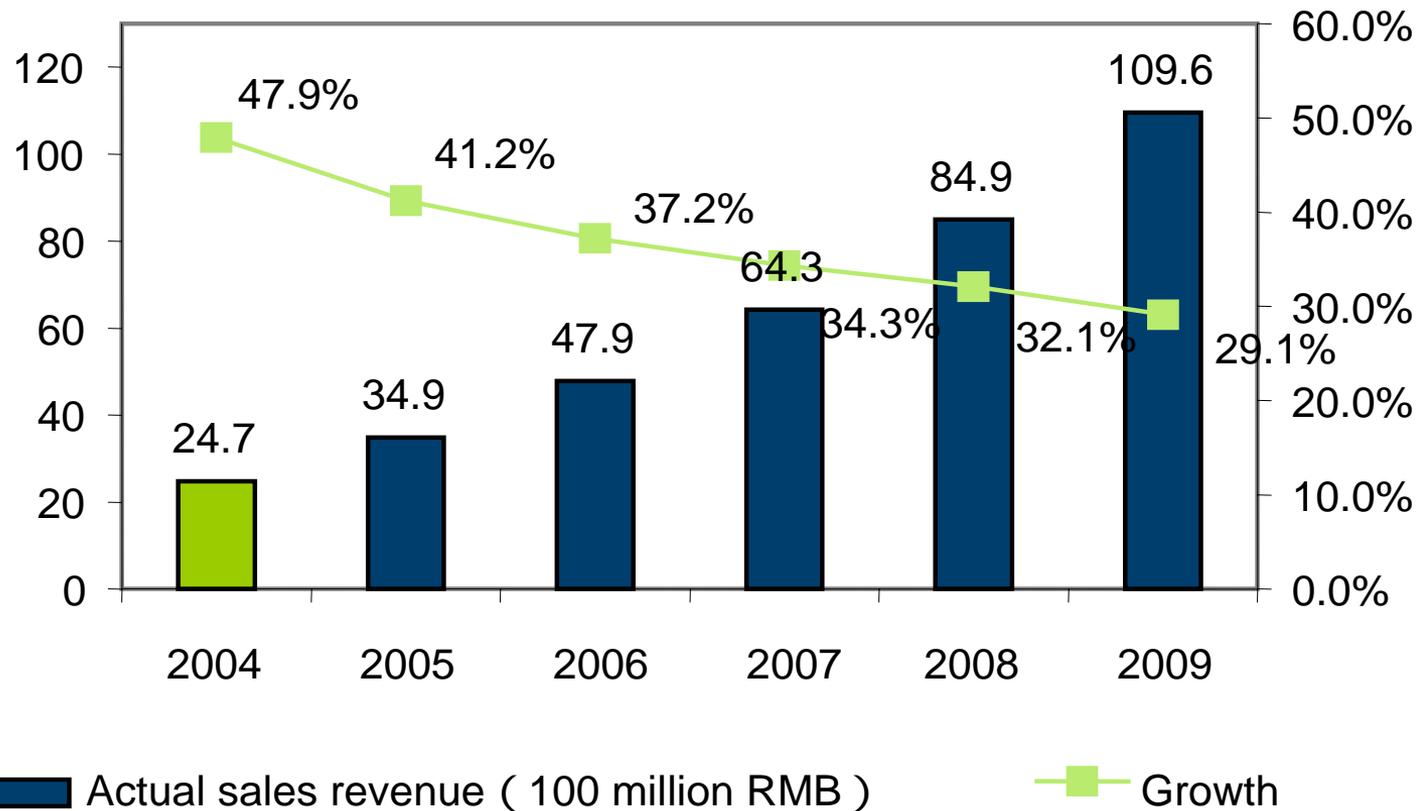
Classification of China Internet Users in 2002--2007 (ten thousand)
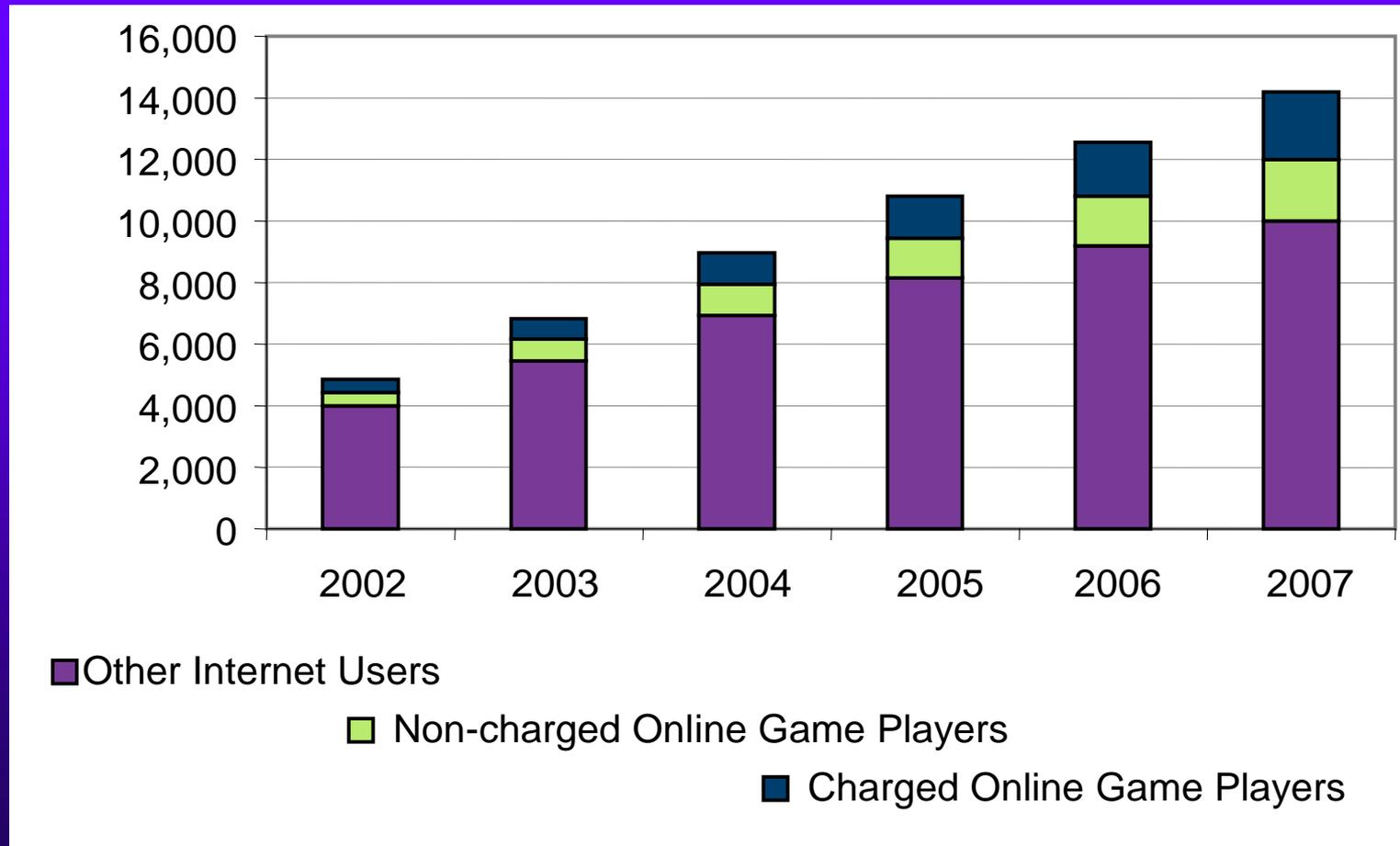
Number of China Online Game Players in 2004--2009
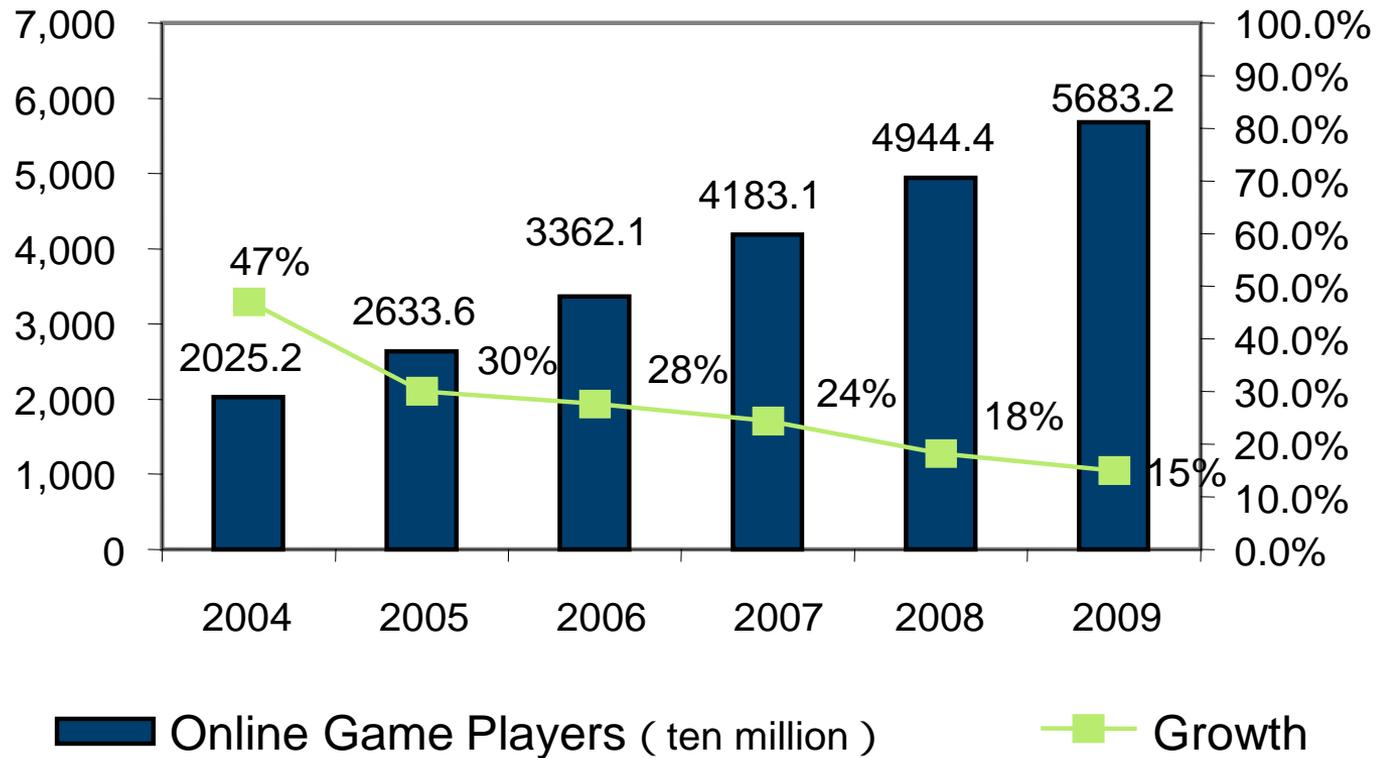
Direct Contribution of Online Game Industry to Relevant Industries

Communication Sectors	150.7
IT Industry	63.7
Media & Traditional Publish Industry	35.8
Actual Sales Revenue of Online Game Publish Market	24.7
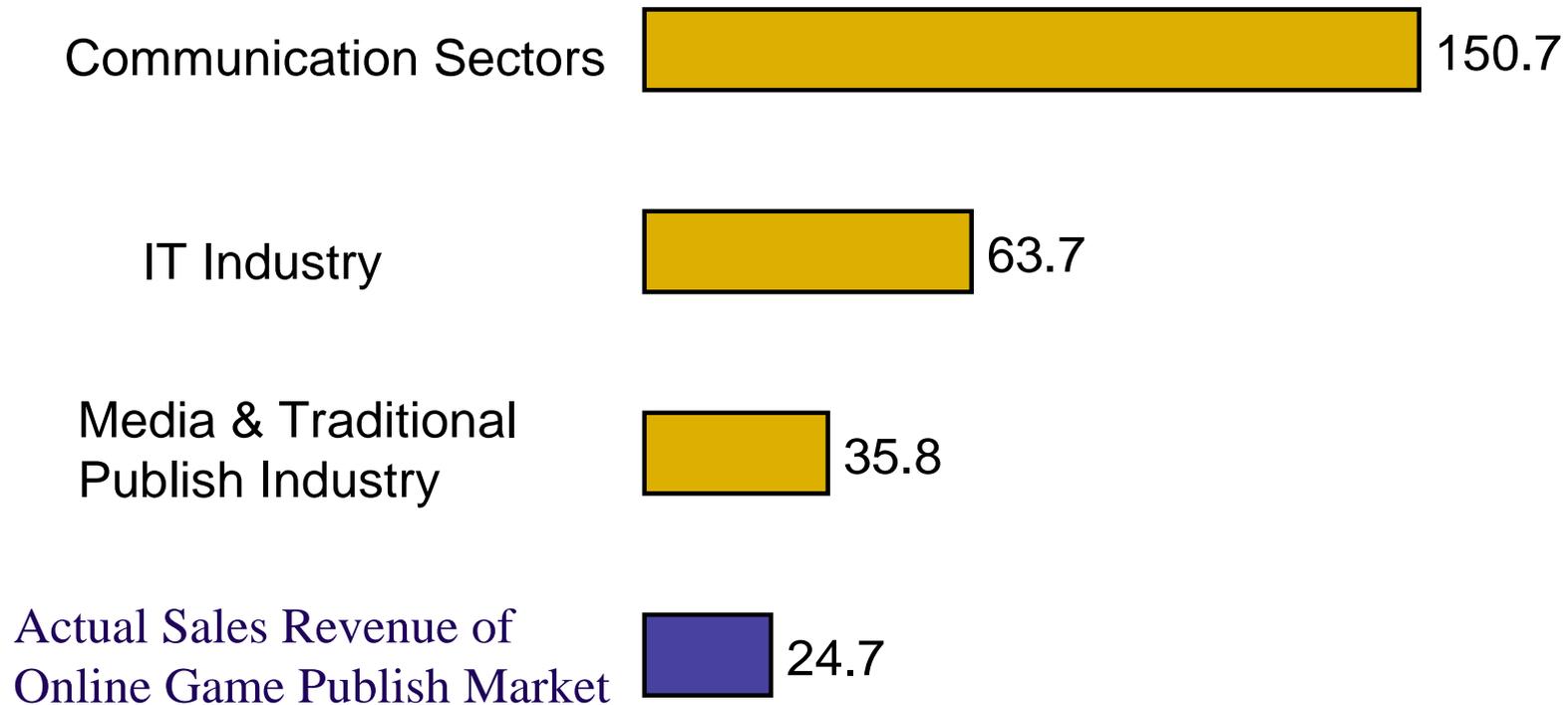
The most favored game styles by Chinese online game players in 2004

☐ Korea Style 17.93%

☐ Japan Style 9.24%

☐ Occi dent St yl e 24. 20%

☐ China Style 48.63%
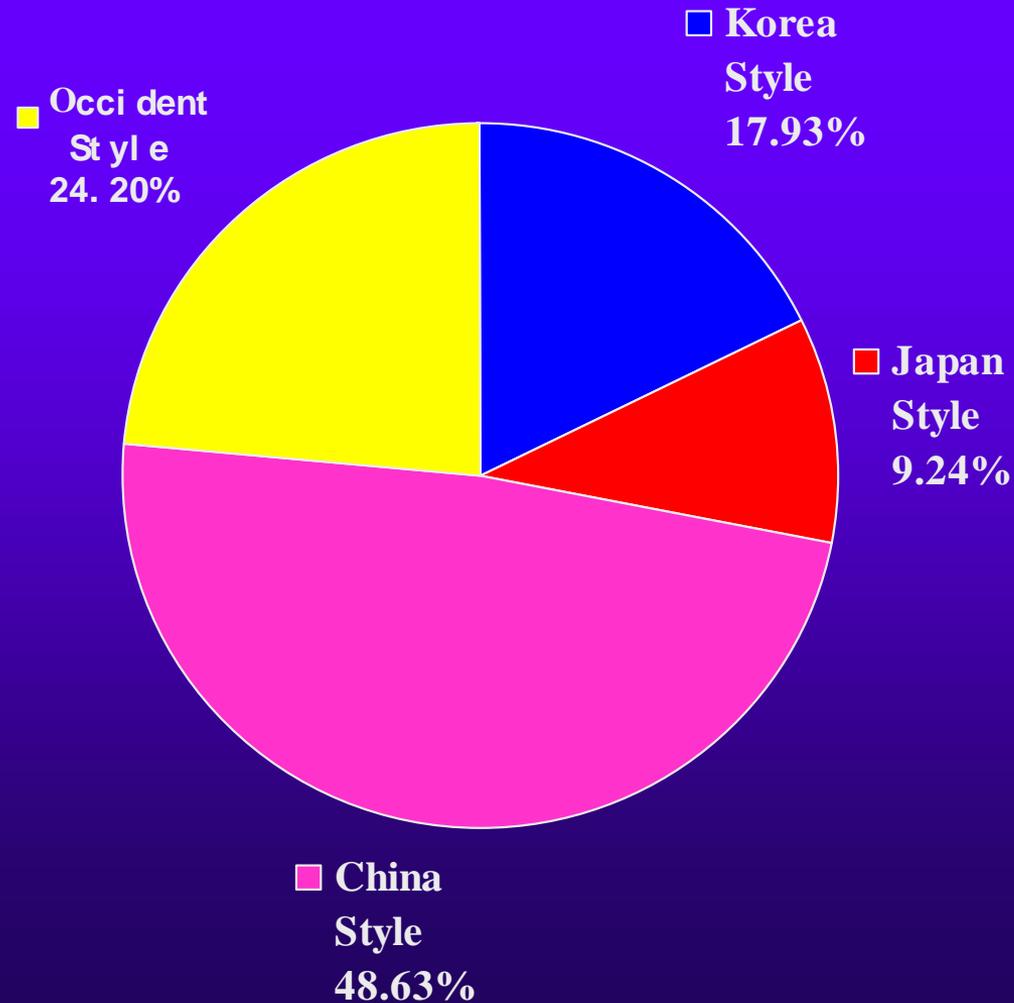
The most favorable style of MMORPG in 2004 in China

Entertainment 4.98%
Others 2.69%
Cartoon 16.75%
Fantasy 39.94%
Hero 35.63%
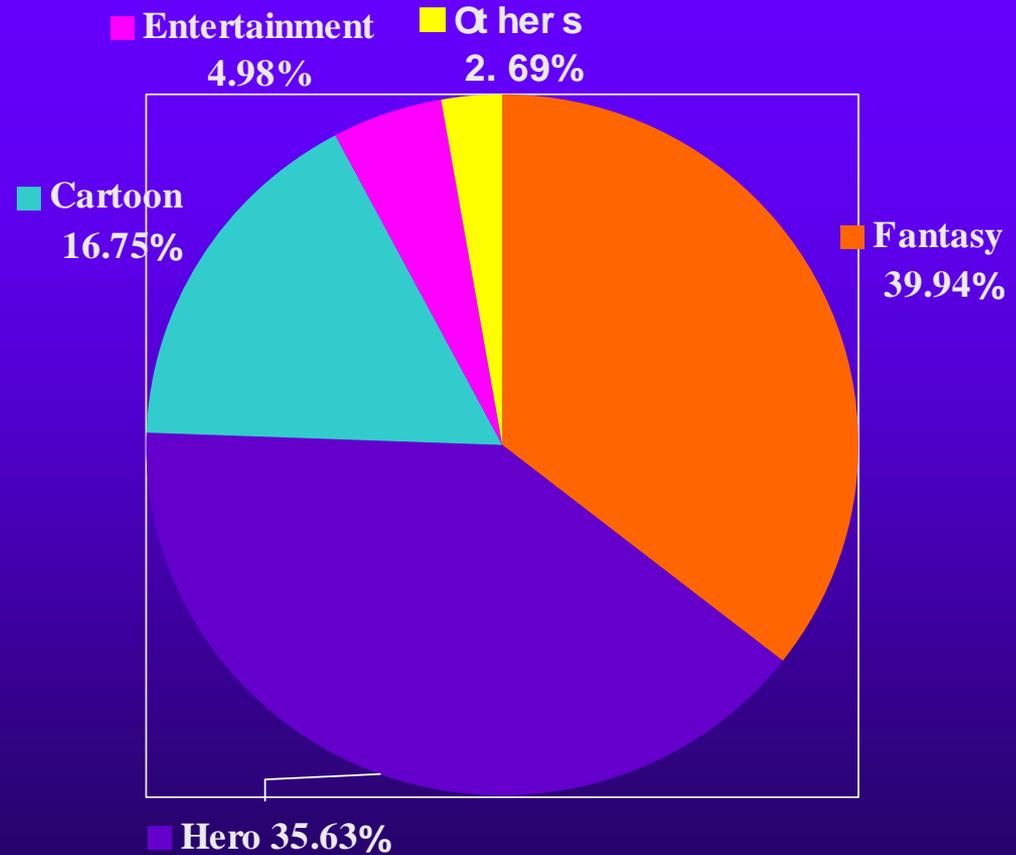
- The compound annual growth average of online game industry in the preceding 4 years shall reach 34.7%

- Corporations both from IT industry and telecommunication attach great attention to the online game industry　Mainly ISPs have extended their cooperative relation with game manufactures in 2004;

- Corporations from Intel, AMD, Nvida, ATi and IBM have launched various cooperation with the manufactures.

- A core corporation group with representatives of Shanda Networking, Kingsoft , Netease, The9 and Optisp has founded;

- In-house research and development online games occupy half of the game market.

- By the end of 2004, the number of online games developed independently by 73 game developers in China has reached 109.

Three main factors in 2004

support of government

recognition from the whole society

up going of research & development departments.

Ministry of Science and Technology formally initiated a project (belongs to 863 Program) to support Kingsoft to develop universal platform of online game engine in 2003.

The General Administration of and Publication of the P.R.C. launched a "Chinese online game recommendation program", support 100 game projects from 2004-2008.

Ministry of Information Industry of China also lists online game as one of the 19 key projects of electron fund to invite public biding. At mean time, Ministry of Information Industry held a game design competition guiding to healthy gaming.

Probe into the development of year 2005 and future

Cooperation ——— **basic of industrial development**

Innovation ———**the soul of industrial development**

Principle of Origin ———**life of the game industry**

Talents Training

Exploitation

Responsibility

Standardize

❖ Various advantageous policies should be made and the self-discipline consciousness should be deepened continuously along with the industry's development

❖ The GAPP will release relevant regulation on the publication of online games with MII and revise the administrative regulation on electronic publications in 2005, to stop pirate servers of online games as well as online gambling and create a healthy environment for the industry.

❖ Internet Society of China has found a Network Copyright Union in Jan 2005, to protect owner, ISP and user's legal right.

Cooperation, Development & Prosperity
————goal of China's online game industry

Internet Society of China (ISC) with serving for the industry as its principle will enhance the communication with the industry making efforts to figure out more feasible measure to drive the development of the industry, building up a firm foundation for the industry's long-term prosperity.

Thank you