



**The Leader in Asian Games
Market Intelligence**

Chinese Mobile Games Market Report

Gamers, Games and Rankings,
Publishers, Regulation, Hardware,
Market Size & Forecast and so
much more

Published: September 1, 2016

About Niko Partners



Market Research and Consulting for a Fast Changing Market

Founded in 2002 with teams in Silicon Valley and Shanghai, Niko Partners provides insight, data and analysis on the games industry in China and six countries in Southeast Asia. Our clients are leading game publishers, hardware makers, service providers, investors, trade associations and government entities. Our syndicated research is cited by the press and companies globally. We are niche and nimble with 14 years of historical data and expertise to help you with your custom research needs in a fast changing market.

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About This Report and Other Niko Partners Research Studies

- **Our 2016 Chinese Mobile Gaming Report includes data from:**
 - Niko's survey on Chinese mobile gamers (August 2016: 1,000 respondents)
 - Interviews with mobile industry executives throughout the year
 - Rankings Niko built using publicly available app data
 - Data from leading Chinese sources such as 17173.com, CNNIC, Ministry of Culture of the PRC, China Economic Review, PRC National Bureau of Statistics, and more



Other syndicated market research products from Niko Partners in 2016:

1. *2016 Chinese PC Online Games Market Report* (Published May 1st)
2. *2016 Chinese TV-Based Gaming Market Report* (Published July 1st)
3. *2016 Southeast Asian Games Market Report* (October), plus a bulletin on SEA eSports (July 1st)
4. Customized *Value-Added News Analysis (VANA)*, weekly/monthly/quarterly
5. Weekly free [Niko News](#) analytical news aggregation of 3 or 4 important stories of each week

Methodology

- Primary and secondary sources of information are used to build Niko's economic games market models. For each report this could include our proprietary gamer surveys, industry interviews we conduct in China, I-café tracking data, company financial reports, government and official statistics, as well as other publicly available information. We also do analytics on public app store data points.
- This Chinese Mobile Gaming Report covers games played on mobile devices, and information about the devices as well as the gamers who use them. We published our *Chinese PC Online Games Market & Five-Year Forecast Report* in May 2016 and *Chinese TV-based Gaming Report* in July 2016. Our research is divided by “screens”: PC, TV, and mobile device.
- Niko uses a database of 2+ million Chinese consumers on which we can field for any number of criteria including demographic and geographical location, gaming ability, games played, and more. We regularly survey in 34 cities in Tiers 1/2/3/4.
- The exchange rate is 6.6 RMB to \$1 (US), as of August 20, 2016.
- For definition of terms, please refer to the Glossary at the end of this report.

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