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CHINESE MOBILE GAMES REVENUE TO SURPASS THAT OF THE U.S. IN 2015
Chinese mobile games revenue to hit \$5.5 billion this year, rising to \$11.1 billion by 2019

SAN JOSE, Calif. – September 1, 2015 – Niko Partners, the leader in Asian Games Market Intelligence, today announced the availability of the firm’s *2015 Chinese Mobile Gaming Report*. The report includes detailed data on the market size and forecast for smartphone and tablet games, games rankings, mobile game company information, a special focus on mobile social casino gaming, as well as gamer behavioral and preference data, drivers and inhibitors for market growth, and industry analysis covering 2013 through 2019.

Key takeaways from the *2015 Chinese Mobile Gaming Report* include:

- Domestic revenue from mobile games will reach \$5.5 billion, up from \$3.3 billion in 2014. The market size will increase to \$11.1 billion by 2019.
- 2015 marks the year that the Chinese mobile games market revenue will surpass that of the US, based on SuperData’s estimate of the U.S. revenue to reach \$4.5 billion (source: SuperData Global Games Market Report 2015, used with permission).
- There will be 420 million Chinese mobile gamers by the end of 2015.
- Though gambling is prohibited in China, mobile social casino gaming is a popular genre, and the report has a special analysis section on it.
- Tencent had over 50% of the market share for mobile games in 2014 and that share is rising in 2015.

“We believe that games become popular because they fill a void for gamers. It is important to evaluate what voids there are in Chinese culture, and then match game development to those as well as to the gamer behavior and characteristics of a good mobile game in a popular genre,” said Lisa Cosmas Hanson, Managing Partner and founder of Niko Partners. “With that mobile game developers may find their way to the next big Chinese hit game, because hoping to make it big with an international title lobbed to a Chinese publisher for localization is not an effective path to success.”



The newest report was published on August 31, 2015 and contains 90 slides with 57 data exhibits. It is available now for \$7,000 at the [Niko Research Store](#), where you will also find other recent reports on Chinese TV-Based Gaming, China's PC Online Games and Southeast Asian Games Market & 5-year Forecast.

ABOUT NIKO PARTNERS

Niko Partners is the leader in Asian Games Market Intelligence™, specializing in the Chinese and Southeast Asian game markets. Founded in 2002 and in its 13th year of detailed analysis on the Chinese market, the firm conducts syndicated and custom research studies on Chinese gamers, Southeast Asian gamers, online games, mobile games, consoles, Smart TV gaming, regulatory issues, piracy, development, online operators, distribution, and retail. Niko Partners also offers consulting services including focus groups, partnership selection, market opportunity analysis, custom surveys in cities throughout China and the Asia-Pacific region and customized data analysis. The goal of the research and strategic advisory services is to help understand the market, strategically enter or expand market share, and continue to profitably grow within China and Southeast Asia's impressive markets.

The company is based in Silicon Valley and Shanghai, and its clients include worldwide leaders in game software, hardware, and services, as well as hedge funds, media companies, trade associations, and management consulting firms, all of whom have a vested interest in a thorough understanding of the games industry in Southeast Asian and China.

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