# 附件3：

**运营指标披露1.关键游戏指标统计结果**

按照券商团队的要求，参考多益网络游戏数据结构及实际情况，我们重新统计了以下运营指标：

| **指标名称** | **披露标准** |
| --- | --- |
| 主网页浏览量 | 网站（主网页）浏览量为分产品网页重复访问量 |
| 月付费账户数 | 同一用户ID在同一月份内发生一次或多次付费交易的，按照一个付费账户计入月付费账户数 |
| 月活跃账户数 | 同一账户在同一月内登录该项游戏的次数为一次或一次以上的，按照一个活跃账户计入月活跃账户数 |
| 月新增注册账户数 | 游戏的当月新增用户ID数量减游客数量  游客定义：用户注册日期等于最后登录日期，没有充值且没有唯一性信息（战盟账户或者第三方账户（iOS系统的Game Center账户和海外安卓系统用户的Facebook账户））的用户 |
| 月新增付费账户数 | 从注册该帐号到本月付费交易时点从未发生过付费交易，在本月内第一次发生付费交易的游戏账户定义为月新增付费用户 |
| 月下载激活量 | 百度统计提供的各游戏在主网页中的下载点击量 |
| 系统内月充值金额 | 系统内记录的游戏月充值金额 |
| ARPU | 系统内月充值金额/当月活跃账户数 |
| ARPPU | 系统内月充值金额/当月付费账户数 |
| 月付费转化率 | 当月付费用户/当月活跃用户 |
| 财务确认收入金额 | 报告期内财务部门按月统计的确认收入金额 |
| 月充值订单量 | 报告期内各月的充值订单数量 |
| 月留存率 | 以当月新增注册用户为样本，该样本中于次月再次登录的用户所占比例 |
| 充值消耗比 | 报告期内本月消费金额/本月充值金额 |
| 月平均单次充值金额 | 报告期内本月充值金额/本月充值订单量 |

## 3.1《梦想世界（端游）》

表3.1.1《梦想世界（端游）》关键游戏指标统计结果表（一）

| **月份** | **新增**  **注册账户数** | **活跃**  **账户数** | **下载**  **激活量** | **主网页**  **浏览量** | **付费**  **账户数** | **新增付费账户数** | **充值**  **订单量** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 201501 | 39241 | 232999 | 97288 | 7317663 | 26370 | 4736 | 138788 |
| 201502 | 33099 | 230567 | 69965 | 4218349 | 26417 | 3721 | 141352 |
| 201503 | 50270 | 247457 | 76170 | 6607406 | 25512 | 3879 | 131026 |
| 201504 | 30077 | 226287 | 78253 | 5326827 | 21946 | 2986 | 99237 |
| 201505 | 24415 | 214604 | 60088 | 4198178 | 24551 | 4108 | 107483 |
| 201506 | 30639 | 223029 | 64003 | 4524540 | 26005 | 4000 | 107632 |
| 201507 | 33128 | 239362 | 77779 | 5624019 | 28326 | 4785 | 116870 |
| 201508 | 28657 | 236041 | 67886 | 5268441 | 28080 | 4455 | 117765 |
| 201509 | 24847 | 219209 | 61387 | 6386420 | 25738 | 3789 | 105475 |
| 201510 | 29450 | 218193 | 66862 | 8098949 | 25413 | 3981 | 101443 |
| 201511 | 23254 | 201657 | 63596 | 6582284 | 22160 | 3060 | 92228 |
| 201512 | 23517 | 203092 | 72186 | 7100031 | 22942 | 3486 | 96898 |
| 201601 | 24278 | 214904 | 55369 | 6375375 | 26337 | 4162 | 108621 |
| 201602 | 18473 | 209692 | 52599 | 3968448 | 24573 | 3009 | 101429 |
| 201603 | 33537 | 207641 | 152969 | 14887002 | 22204 | 3171 | 92452 |
| 201604 | 25965 | 201180 | 118982 | 8941536 | 21725 | 3141 | 87340 |
| 201605 | 25212 | 200839 | 304585 | 11447952 | 22445 | 3215 | 94034 |
| 201606 | 31901 | 210796 | 355965 | 10009074 | 23557 | 3426 | 94822 |
| 201607 | 34279 | 220742 | 333516 | 291483531 | 25128 | 3833 | 105226 |
| 201608 | 24574 | 210990 | 214268 | 42715182 | 24785 | 3717 | 107351 |
| 201609 | 30045 | 207456 | 210297 | 16313670 | 25520 | 3940 | 117621 |
| 201610 | 38574 | 220484 | 186629 | 19405825 | 25360 | 3894 | 106841 |
| 201611 | 31636 | 201795 | 75757 | 6774554 | 22792 | 3264 | 98736 |
| 201612 | 25650 | 198866 | 123204 | 7941577 | 23747 | 3100 | 103342 |
| 201701 | 18164 | 186765 | 73972 | 4397567 | 25104 | 3411 | 110370 |
| 201702 | 18735 | 175889 | 48153 | 6000726 | 21928 | 2626 | 88909 |
| 201703 | 26039 | 172272 | 111946 | 21008021 | 21603 | 3057 | 90533 |
| 201704 | 16925 | 159459 | 95417 | 14303894 | 21834 | 2899 | 94135 |
| 201705 | 19205 | 161615 | 214776 | 38279445 | 24941 | 3707 | 105033 |
| 201706 | 19805 | 168260 | 106324 | 26634968 | 29598 | 5263 | 115288 |
| 201707 | 24137 | 175277 | 121847 | 47809414 | 27851 | 5016 | 115598 |
| 201708 | 21101 | 169555 | 112791 | 38866958 | 30876 | 5651 | 126896 |
| 201709 | 18602 | 160327 | 74390 | 25768625 | 28937 | 5437 | 118364 |
| 201710 | 24731 | 164283 | 181879 | 54660957 | 28652 | 4273 | 127282 |
| 201711 | 19443 | 147151 | 115798 | 40522843 | 24705 | 3765 | 105163 |
| 201712 | 22544 | 148485 | 116187 | 62806095 | 24314 | 3845 | 99208 |
| 201801 | 23684 | 151780 | 175097 | 85677169 | 25944 | 3962 | 110446 |
| 201802 | 21074 | 145237 | 157662 | 62708649 | 23350 | 3213 | 95641 |
| 201803 | 29576 | 154195 | 243687 | 100055701 | 24300 | 3596 | 102753 |
| 201804 | 22320 | 139070 | 144373 | 44817658 | 22771 | 3316 | 95448 |
| 201805 | 17231 | 134507 | 88975 | 30790288 | 22366 | 3518 | 95008 |
| 201806 | 31709 | 145647 | 203300 | 80151358 | 23636 | 4311 | 98879 |

表3.1.2《梦想世界（端游）》关键游戏指标统计结果表（二）

| **月份** | **系统内月充值金额(元)** | **财务确认收入金额(元)** | **ARPU** | **ARPPU** | **月付费转化率** | **月留存率** | **充值消耗比** | **月平均单次**  **充值金额(元)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 201501 | 8307175.96 | 7589452.44 | 35.65 | 315.02 | 11.32% | 32.21% | 86.74% | 59.86 |
| 201502 | 8584914.31 | 7522826.46 | 37.23 | 324.98 | 11.46% | 24.20% | 86.25% | 60.73 |
| 201503 | 8315117.76 | 7456809.61 | 33.60 | 325.93 | 10.31% | 38.61% | 86.78% | 63.46 |
| 201504 | 7726362.74 | 6974168.17 | 34.14 | 352.06 | 9.70% | 28.36% | 86.42% | 77.86 |
| 201505 | 7855539.17 | 7106202.34 | 36.60 | 319.97 | 11.44% | 34.81% | 85.99% | 73.09 |
| 201506 | 7943279.26 | 7077580.01 | 35.62 | 305.45 | 11.66% | 37.06% | 86.40% | 73.80 |
| 201507 | 8263534.31 | 7470056.91 | 34.52 | 291.73 | 11.83% | 37.07% | 85.70% | 70.71 |
| 201508 | 8199497.12 | 6667497.10 | 34.74 | 292.00 | 11.90% | 32.65% | 85.49% | 69.63 |
| 201509 | 8101095.84 | 7491695.38 | 36.96 | 314.75 | 11.74% | 31.95% | 84.68% | 76.81 |
| 201510 | 7414612.41 | 7728173.76 | 33.98 | 291.76 | 11.65% | 30.43% | 84.29% | 73.09 |
| 201511 | 7106464.37 | 7156357.45 | 35.24 | 320.69 | 10.99% | 32.26% | 85.45% | 77.05 |
| 201512 | 7479359.5 | 7137212.36 | 36.83 | 326.01 | 11.30% | 32.27% | 85.62% | 77.19 |
| 201601 | 8403746.57 | 6814958.77 | 39.10 | 319.09 | 12.26% | 33.08% | 85.16% | 77.37 |
| 201602 | 8353730.33 | 6766481.78 | 39.84 | 339.96 | 11.72% | 30.90% | 85.81% | 82.36 |
| 201603 | 7046304.45 | 7346555.38 | 33.94 | 317.34 | 10.69% | 21.03% | 84.11% | 76.22 |
| 201604 | 6724910.54 | 6719112.12 | 33.43 | 309.55 | 10.80% | 25.08% | 81.83% | 77.00 |
| 201605 | 7475412.59 | 6524428.55 | 37.22 | 333.05 | 11.18% | 24.49% | 84.11% | 79.50 |
| 201606 | 7563227.57 | 6193704.39 | 35.88 | 321.06 | 11.18% | 20.90% | 84.41% | 79.76 |
| 201607 | 7707935.17 | 7129370.11 | 34.92 | 306.75 | 11.38% | 21.51% | 84.21% | 73.25 |
| 201608 | 8574844.32 | 7456060.50 | 40.64 | 345.97 | 11.75% | 28.27% | 86.31% | 79.88 |
| 201609 | 9625002.91 | 7646416.63 | 46.40 | 377.16 | 12.30% | 32.26% | 85.30% | 81.83 |
| 201610 | 9628168.21 | 8750390.12 | 43.67 | 379.66 | 11.50% | 27.62% | 86.23% | 90.12 |
| 201611 | 8040359.85 | 8529159.96 | 39.84 | 352.77 | 11.29% | 35.92% | 85.74% | 81.43 |
| 201612 | 8265565.7 | 7845570.46 | 41.56 | 348.07 | 11.94% | 21.76% | 84.19% | 79.98 |
| 201701 | 9251229.55 | 8632418.58 | 49.53 | 368.52 | 13.44% | 28.69% | 84.73% | 83.82 |
| 201702 | 7107371.55 | 6996826.05 | 40.41 | 324.12 | 12.47% | 22.90% | 84.69% | 79.94 |
| 201703 | 7623201.82 | 6637823.98 | 44.25 | 352.88 | 12.54% | 16.54% | 84.00% | 84.20 |
| 201704 | 8705629.19 | 7650935.51 | 54.59 | 398.72 | 13.69% | 23.16% | 86.19% | 92.48 |
| 201705 | 9096555.73 | 7914466.03 | 56.29 | 364.72 | 15.43% | 21.43% | 86.12% | 86.61 |
| 201706 | 8687621.79 | 7645652.96 | 51.63 | 293.52 | 17.59% | 23.04% | 86.56% | 75.36 |
| 201707 | 9384096.16 | 8963370.85 | 53.54 | 336.94 | 15.89% | 18.59% | 87.02% | 81.18 |
| 201708 | 10823148.41 | 9398603.89 | 63.83 | 350.54 | 18.21% | 20.18% | 87.43% | 85.29 |
| 201709 | 10524350.86 | 9169390.18 | 65.64 | 363.70 | 18.05% | 24.12% | 86.98% | 88.92 |
| 201710 | 12573623.95 | 11345836.10 | 76.54 | 438.84 | 17.44% | 16.21% | 87.93% | 98.79 |
| 201711 | 9763062.673 | 9252069.89 | 66.35 | 395.19 | 16.79% | 17.25% | 88.90% | 92.84 |
| 201712 | 9479299.009 | 8610794.40 | 63.84 | 389.87 | 16.37% | 15.30% | 85.81% | 95.55 |
| 201801 | 10669735.67 | 10196136.00 | 70.30 | 411.26 | 17.09% | 14.71% | 88.76% | 96.61 |
| 201802 | 9928561.71 | 9031836.00 | 68.36 | 425.21 | 16.08% | 14.57% | 87.12% | 103.81 |
| 201803 | 10184547.93 | 9442352.00 | 66.05 | 419.12 | 15.76% | 11.56% | 88.05% | 99.12 |
| 201804 | 9865987.39 | 8875406.00 | 70.94 | 433.27 | 16.37% | 18.66% | 88.09% | 103.37 |
| 201805 | 9049317.60 | 8749597.00 | 67.28 | 404.60 | 16.63% | 16.69% | 88.84% | 95.25 |
| 201806 | 9791063.69 | 9037216.00 | 67.22 | 414.24 | 16.23% | 0.00% | 89.30% | 99.02 |

## 3.2《神武系列（端游）》

表3.2.1《神武系列（端游）》关键游戏指标统计结果表（一）

| **月份** | **新增**  **注册账户数** | **活跃**  **账户数** | **下载**  **激活量** | **主网页**  **浏览量** | **付费**  **账户数** | **新增付费账户数** | **充值**  **订单量** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 201501 | 387901 | 1662961 | 782254 | 189404095 | 234974 | 71827 | 1096589 |
| 201502 | 336889 | 1625538 | 557171 | 110383180 | 241684 | 63149 | 1228348 |
| 201503 | 379237 | 1649381 | 819021 | 58190601 | 239798 | 65888 | 1185545 |
| 201504 | 329262 | 1530061 | 660397 | 65404062 | 207936 | 54021 | 948819 |
| 201505 | 248662 | 1398377 | 561010 | 71420876 | 198179 | 45947 | 947308 |
| 201506 | 239780 | 1373104 | 637299 | 64062023 | 185265 | 40869 | 848226 |
| 201507 | 281064 | 1448194 | 626669 | 78354813 | 183559 | 43754 | 820284 |
| 201508 | 231517 | 1381067 | 548925 | 68732114 | 184031 | 43188 | 847944 |
| 201509 | 218850 | 1297550 | 635816 | 142211462 | 173021 | 38236 | 781287 |
| 201510 | 233137 | 1291313 | 733483 | 156175790 | 172786 | 38883 | 796697 |
| 201511 | 192258 | 1184069 | 599531 | 169986703 | 160709 | 33111 | 745205 |
| 201512 | 200454 | 1184632 | 631713 | 199944191 | 162311 | 31195 | 810322 |
| 201601 | 200038 | 1237393 | 737531 | 254309828 | 179179 | 34147 | 899205 |
| 201602 | 153158 | 1149231 | 706896 | 226822491 | 168425 | 27451 | 850993 |
| 201603 | 210074 | 1114533 | 671745 | 220978734 | 156180 | 27504 | 775993 |
| 201604 | 183005 | 1069234 | 527286 | 212571781 | 147555 | 26786 | 706123 |
| 201605 | 188799 | 1019243 | 1093317 | 239902604 | 144518 | 26254 | 704214 |
| 201606 | 166334 | 1029215 | 1908135 | 291287391 | 137437 | 23493 | 649521 |
| 201607 | 171301 | 1061188 | 2354119 | 488119406 | 151450 | 27472 | 752331 |
| 201608 | 182876 | 1073808 | 2073113 | 515195187 | 149179 | 26546 | 731871 |
| 201609 | 173410 | 1063481 | 1048145 | 335879411 | 159410 | 28525 | 799871 |
| 201610 | 181317 | 1048079 | 1226619 | 338724988 | 164117 | 30577 | 856046 |
| 201611 | 164896 | 947387 | 527059 | 514080573 | 144328 | 23654 | 752410 |
| 201612 | 142131 | 900519 | 376732 | 964479063 | 142732 | 20316 | 807068 |
| 201701 | 130406 | 895540 | 232501 | 1034783401 | 147879 | 20321 | 845913 |
| 201702 | 158508 | 900781 | 144164 | 763332366 | 131813 | 17597 | 699099 |
| 201703 | 190790 | 886647 | 286125 | 545762001 | 128477 | 18330 | 704634 |
| 201704 | 242969 | 961245 | 432896 | 435568261 | 122929 | 17991 | 668576 |
| 201705 | 277374 | 1012299 | 361895 | 378177580 | 117101 | 16830 | 636204 |
| 201706 | 260914 | 1049223 | 433838 | 401897097 | 119878 | 17022 | 680020 |
| 201707 | 304081 | 1163985 | 331024 | 450399253 | 122542 | 19404 | 715891 |
| 201708 | 276490 | 1149093 | 278594 | 407825131 | 117941 | 17100 | 672282 |
| 201709 | 232844 | 931094 | 280070 | 347528653 | 117113 | 17088 | 658035 |
| 201710 | 232183 | 915882 | 267403 | 493722621 | 107010 | 15057 | 579983 |
| 201711 | 214245 | 1009928 | 357801 | 587776636 | 130499 | 22756 | 637939 |
| 201712 | 225173 | 991153 | 262531 | 692855225 | 143709 | 21276 | 744608 |
| 201801 | 230143 | 1004312 | 137242 | 718385924 | 117640 | 15574 | 638246 |
| 201802 | 156732 | 875588 | 130011 | 682900979 | 112698 | 12434 | 622848 |
| 201803 | 263158 | 983685 | 56264 | 670055438 | 127208 | 16957 | 634294 |
| 201804 | 164092 | 741682 | 61290 | 454327530 | 113985 | 18907 | 539949 |
| 201805 | 152090 | 688581 | 80286 | 453525560 | 104141 | 15837 | 494729 |
| 201806 | 172111 | 722541 | 108421 | 460467789 | 115356 | 19400 | 550771 |

表3.2.2《神武系列（端游）》关键游戏指标统计结果表（二）

| **月份** | **系统内月充值金额(元)** | **财务确认收入金额(元)** | **ARPU** | **ARPPU** | **月付费转化率** | **月留**  **存率** | **充值消耗比** | **月平均单次**  **充值金额(元)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 201501 | 73405138.29 | 71752595.75 | 44.14 | 312.40 | 14.13% | 34.60% | 94.58% | 66.94 |
| 201502 | 92025079.19 | 80459476.19 | 56.61 | 380.77 | 14.87% | 32.79% | 95.22% | 74.92 |
| 201503 | 85676366.56 | 84308638.88 | 51.94 | 357.29 | 14.54% | 31.86% | 95.74% | 72.27 |
| 201504 | 68816262.19 | 61563817.00 | 44.98 | 330.95 | 13.59% | 29.28% | 95.12% | 72.53 |
| 201505 | 69516099.6 | 62036358.01 | 49.71 | 350.77 | 14.17% | 32.81% | 95.00% | 73.38 |
| 201506 | 62064076.63 | 52037014.33 | 45.20 | 335.00 | 13.49% | 33.28% | 95.13% | 73.17 |
| 201507 | 60305250.31 | 54065641.62 | 41.64 | 328.53 | 12.68% | 31.50% | 94.57% | 73.52 |
| 201508 | 62264916.19 | 59967590.47 | 45.08 | 338.34 | 13.33% | 32.62% | 95.17% | 73.43 |
| 201509 | 58743611.17 | 55776320.53 | 45.27 | 339.52 | 13.33% | 32.96% | 94.86% | 75.19 |
| 201510 | 58886452.87 | 57140823.60 | 45.60 | 340.81 | 13.38% | 31.28% | 94.86% | 73.91 |
| 201511 | 57109116.48 | 54496396.60 | 48.23 | 355.36 | 13.57% | 36.67% | 95.05% | 76.64 |
| 201512 | 63803823.9 | 55374346.14 | 53.86 | 393.10 | 13.70% | 35.23% | 95.24% | 78.74 |
| 201601 | 72274079.71 | 59883335.66 | 58.41 | 403.36 | 14.48% | 29.70% | 95.52% | 80.38 |
| 201602 | 68115369.04 | 59975863.87 | 59.27 | 404.43 | 14.66% | 31.57% | 95.48% | 80.04 |
| 201603 | 65226698.59 | 66897634.02 | 58.52 | 417.64 | 14.01% | 30.31% | 95.69% | 84.06 |
| 201604 | 57495049.93 | 61618097.76 | 53.77 | 389.65 | 13.80% | 25.78% | 94.80% | 81.42 |
| 201605 | 57186923.98 | 59247168.97 | 56.11 | 395.71 | 14.18% | 30.80% | 95.38% | 81.21 |
| 201606 | 53763349.35 | 53651474.50 | 52.24 | 391.19 | 13.35% | 29.66% | 95.18% | 82.77 |
| 201607 | 63565970.84 | 56463709.99 | 59.90 | 419.72 | 14.27% | 28.41% | 95.60% | 84.49 |
| 201608 | 60202446.94 | 57853648.12 | 56.06 | 403.56 | 13.89% | 28.90% | 95.64% | 82.26 |
| 201609 | 68645823.92 | 58585950.02 | 64.55 | 430.62 | 14.99% | 26.78% | 95.51% | 85.82 |
| 201610 | 69519963.26 | 64512308.86 | 66.33 | 423.60 | 15.66% | 25.66% | 95.58% | 81.21 |
| 201611 | 61654233.8 | 63775294.12 | 65.08 | 427.18 | 15.23% | 32.83% | 96.00% | 81.94 |
| 201612 | 69659045.62 | 66550099.40 | 77.35 | 488.04 | 15.85% | 24.37% | 95.21% | 86.31 |
| 201701 | 75095928.76 | 70933050.61 | 83.86 | 507.82 | 16.51% | 29.93% | 95.68% | 88.78 |
| 201702 | 60591146.16 | 56030805.53 | 67.27 | 459.68 | 14.63% | 30.09% | 95.50% | 86.67 |
| 201703 | 64267661.96 | 58288733.60 | 72.48 | 500.23 | 14.49% | 38.31% | 95.31% | 91.21 |
| 201704 | 65421158.12 | 61005403.53 | 68.06 | 532.19 | 12.79% | 43.98% | 95.49% | 97.85 |
| 201705 | 59713930.1 | 56185749.30 | 58.99 | 509.94 | 11.57% | 38.78% | 95.12% | 93.86 |
| 201706 | 68104465.81 | 61853573.52 | 64.91 | 568.11 | 11.43% | 43.96% | 95.74% | 100.15 |
| 201707 | 72984248.05 | 70640197.63 | 62.70 | 595.59 | 10.53% | 37.19% | 95.80% | 101.95 |
| 201708 | 68262637.39 | 64045962.71 | 59.41 | 578.79 | 10.26% | 26.17% | 95.49% | 101.54 |
| 201709 | 68523615.24 | 63988303.30 | 73.59 | 585.11 | 12.58% | 44.01% | 95.18% | 104.13 |
| 201710 | 59692959.02 | 61722697.95 | 65.18 | 557.83 | 11.68% | 48.57% | 95.06% | 102.92 |
| 201711 | 76615141.66 | 67243273.67 | 75.86 | 587.09 | 12.92% | 22.75% | 90.19% | 120.09 |
| 201712 | 89418194.46 | 82248456.34 | 90.22 | 622.22 | 14.50% | 26.96% | 93.72% | 120.09 |
| 201801 | 69212713.81 | 64450934.00 | 68.92 | 588.34 | 11.71% | 31.27% | 94.60% | 108.44 |
| 201802 | 73253018.39 | 63133478.00 | 83.66 | 649.99 | 12.87% | 36.82% | 94.59% | 117.61 |
| 201803 | 97694462.96 | 82163546.00 | 99.31 | 767.99 | 12.93% | 27.64% | 91.76% | 154.02 |
| 201804 | 75675587.80 | 66944033.00 | 102.03 | 663.91 | 15.37% | 24.12% | 91.73% | 140.15 |
| 201805 | 65168086.05 | 58853483.00 | 94.64 | 625.77 | 15.12% | 33.87% | 91.78% | 131.72 |
| 201806 | 74084930.64 | 65460098.00 | 102.53 | 642.23 | 15.97% | 0.00% | 92.54% | 134.51 |

## 3.3《神武系列（手游）》iOS端

表3.3.1《神武系列（手游）》iOS端关键游戏指标统计结果表（一）

| **月份** | **新增**  **注册账户数** | **活跃**  **账户数** | **下载**  **激活量** | **主网页**  **浏览量** | **付费**  **账户数** | **新增付费账户数** | **充值**  **订单量** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 201501 | 308088 | 756421 | 109273 | 1930770 | 75656 | 35458 | 504071 |
| 201502 | 310608 | 777225 | 130180 | 1759235 | 83997 | 35340 | 494604 |
| 201503 | 361176 | 881799 | 154937 | 2043355 | 91572 | 44027 | 541974 |
| 201504 | 160275 | 585263 | 115535 | 1657255 | 62239 | 18064 | 388276 |
| 201505 | 123016 | 488765 | 80056 | 1005923 | 50455 | 9866 | 326537 |
| 201506 | 85624 | 396552 | 66330 | 903727 | 42282 | 7293 | 229519 |
| 201507 | 84758 | 394633 | 71105 | 1126763 | 39533 | 6929 | 196263 |
| 201508 | 80046 | 373036 | 76919 | 1198699 | 37560 | 7233 | 181397 |
| 201509 | 66140 | 339850 | 91845 | 1637824 | 35728 | 6734 | 170094 |
| 201510 | 94377 | 375472 | 87865 | 1991571 | 35762 | 7655 | 170276 |
| 201511 | 71116 | 335589 | 90460 | 1615632 | 34253 | 7247 | 166064 |
| 201512 | 80912 | 352074 | 118814 | 4563760 | 34184 | 7442 | 169301 |
| 201601 | 107678 | 404889 | 112853 | 4996965 | 42578 | 9719 | 199012 |
| 201602 | 80845 | 366880 | 60125 | 3863873 | 38245 | 8568 | 175336 |
| 201603 | 85562 | 371130 | 76977 | 4724668 | 41046 | 10106 | 193373 |
| 201604 | 86651 | 392496 | 66518 | 5206722 | 46103 | 12954 | 203788 |
| 201605 | 71178 | 347534 | 122697 | 5316012 | 46163 | 12642 | 202290 |
| 201606 | 55504 | 306627 | 208672 | 3854776 | 43932 | 10413 | 193980 |
| 201607 | 54630 | 299996 | 223495 | 1748681 | 42526 | 10383 | 182712 |
| 201608 | 52895 | 295321 | 222286 | 1873852 | 40954 | 9961 | 174559 |
| 201609 | 52619 | 288444 | 228933 | 2985570 | 41108 | 10426 | 174022 |
| 201610 | 50241 | 289534 | 237251 | 3111400 | 46567 | 11393 | 201007 |
| 201611 | 46536 | 269198 | 214125 | 4094166 | 44791 | 11718 | 193781 |
| 201612 | 44784 | 263102 | 251403 | 5616265 | 43369 | 10388 | 201455 |
| 201701 | 40300 | 254622 | 188146 | 2058098 | 45261 | 9844 | 208974 |
| 201702 | 36079 | 227928 | 153509 | 1898999 | 39314 | 9073 | 167042 |
| 201703 | 43710 | 253232 | 190908 | 5916515 | 46304 | 11861 | 221372 |
| 201704 | 55753 | 270805 | 167228 | 5227721 | 44617 | 10846 | 218108 |
| 201705 | 43168 | 250277 | 181531 | 2295006 | 48022 | 11125 | 238828 |
| 201706 | 39078 | 238106 | 216329 | 2853553 | 46423 | 11036 | 231494 |
| 201707 | 43555 | 253225 | 213088 | 2433316 | 47177 | 11044 | 235915 |
| 201708 | 45664 | 263058 | 212094 | 4230654 | 52931 | 12525 | 272492 |
| 201709 | 34453 | 232059 | 190451 | 2414583 | 52333 | 12091 | 259842 |
| 201710 | 34433 | 232360 | 183619 | 3237519 | 51419 | 11461 | 248587 |
| 201711 | 80769 | 383715 | 473349 | 9818280 | 77958 | 23879 | 312952 |
| 201712 | 108164 | 448074 | 300539 | 6192692 | 88931 | 28028 | 408341 |
| 201801 | 80870 | 382661 | 247521 | 3698014 | 75925 | 19519 | 364164 |
| 201802 | 66944 | 353607 | 208474 | 5802355 | 72416 | 14672 | 338466 |
| 201803 | 67096 | 357652 | 283821 | 2874176 | 72135 | 15811 | 347123 |
| 201804 | 42189 | 281684 | 206976 | 3033547 | 65051 | 11188 | 331339 |
| 201805 | 11515 | 182275 | 287709 | 2599689 | 52882 | 3421 | 275464 |
| 201806 | 96484 | 333717 | 192092 | 2470381 | 66282 | 18487 | 296063 |

注：此处的下载激活量与主网页浏览量均《神武系列（手游）》iOS端与《神武系列（手游）》安卓端的合计值。

表3.3.2《神武系列（手游）》iOS端关键游戏指标统计结果表（二）

| **月份** | **系统内月充值金额(元)** | **财务确认收入金额(元)** | **ARPU** | **ARPPU** | **月付费转化率** | **月留**  **存率** | **充值消耗比** | **月平均单次**  **充值金额(元)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 201501 | 79778794.50 | 73246039.59 | 105.47 | 1054.49 | 10% | 26.58% | 96.14% | 158.27 |
| 201502 | 82651772.57 | 75324984.79 | 106.34 | 983.98 | 10.81% | 25.03% | 96.13% | 167.11 |
| 201503 | 87471210.40 | 80361907.96 | 99.20 | 955.22 | 10.38% | 19.03% | 97.60% | 161.39 |
| 201504 | 67985798.43 | 60480369.29 | 116.16 | 1092.33 | 10.63% | 18.44% | 96.67% | 175.10 |
| 201505 | 60674555.23 | 41527363.73 | 124.14 | 1202.55 | 10.32% | 16.81% | 96.21% | 185.81 |
| 201506 | 42171773.54 | 35290541.74 | 106.35 | 997.39 | 10.66% | 19.81% | 95.54% | 183.74 |
| 201507 | 37344481.08 | 29483247.81 | 94.63 | 944.64 | 10.02% | 18.05% | 95.05% | 190.28 |
| 201508 | 34647964.55 | 35418370.74 | 92.88 | 922.47 | 10.07% | 18.53% | 95.23% | 191.01 |
| 201509 | 32161425.71 | 33948071.60 | 94.63 | 900.17 | 10.51% | 20.80% | 95.94% | 189.08 |
| 201510 | 32478618.91 | 32515491.75 | 86.50 | 908.19 | 9.52% | 18.50% | 95.55% | 190.74 |
| 201511 | 32032130.73 | 30333807.21 | 95.45 | 935.16 | 10.21% | 21.34% | 95.83% | 192.89 |
| 201512 | 32623726.44 | 31765381.55 | 92.66 | 954.36 | 9.71% | 20.89% | 95.40% | 192.70 |
| 201601 | 40082143.44 | 34033730.86 | 99.00 | 941.38 | 10.52% | 19.86% | 94.75% | 201.41 |
| 201602 | 36259356.79 | 35038268.18 | 98.83 | 948.08 | 10.42% | 19.65% | 94.34% | 206.80 |
| 201603 | 39926486.56 | 39099244.94 | 107.58 | 972.73 | 11.06% | 20.80% | 94.67% | 206.47 |
| 201604 | 40637440.66 | 39020899.92 | 103.54 | 881.45 | 11.75% | 16.45% | 94.32% | 199.41 |
| 201605 | 40249157.70 | 40991931.38 | 115.81 | 871.89 | 13.28% | 17.46% | 94.56% | 198.97 |
| 201606 | 43061505.48 | 38720129.96 | 140.44 | 980.19 | 14.33% | 18.21% | 95.30% | 221.99 |
| 201607 | 40921594.89 | 39855993.90 | 136.41 | 962.27 | 14.18% | 17.36% | 95.18% | 223.97 |
| 201608 | 38225870.24 | 38884623.91 | 129.44 | 933.39 | 13.87% | 17.22% | 95.46% | 218.99 |
| 201609 | 38564634.24 | 36888077.24 | 133.70 | 938.13 | 14.25% | 19.03% | 94.93% | 221.61 |
| 201610 | 44823676.49 | 37820809.42 | 154.81 | 962.56 | 16.08% | 17.70% | 94.85% | 223.00 |
| 201611 | 45867367.03 | 42480819.71 | 170.39 | 1024.03 | 16.64% | 17.71% | 95.22% | 236.70 |
| 201612 | 49683014.94 | 54623117.71 | 188.84 | 1145.59 | 16.48% | 16.67% | 95.29% | 246.62 |
| 201701 | 52223375.68 | 56092471.42 | 205.10 | 1153.83 | 17.78% | 12.70% | 94.63% | 249.90 |
| 201702 | 39986641.43 | 40954517.48 | 175.44 | 1017.11 | 17.25% | 15.98% | 94.01% | 239.38 |
| 201703 | 54975347.24 | 54897409.55 | 217.09 | 1187.27 | 18.29% | 13.24% | 95.04% | 248.34 |
| 201704 | 54422265.41 | 43567605.54 | 200.96 | 1219.77 | 16.48% | 12.51% | 95.69% | 249.52 |
| 201705 | 60918482.44 | 68055826.52 | 243.40 | 1268.55 | 19.19% | 13.82% | 95.66% | 255.07 |
| 201706 | 55948092.01 | 40605105.32 | 234.97 | 1205.18 | 19.50% | 14.51% | 95.27% | 241.68 |
| 201707 | 57388443.10 | 49054405.22 | 226.63 | 1216.45 | 18.63% | 13.57% | 95.18% | 243.26 |
| 201708 | 67833340.68 | 71285312.63 | 257.86 | 1281.54 | 20.12% | 13.08% | 91.75% | 248.94 |
| 201709 | 62280458.33 | 51237779.06 | 268.38 | 1190.08 | 22.55% | 16.32% | 95.38% | 239.69 |
| 201710 | 58522723.54 | 56816896.89 | 251.86 | 1138.15 | 22.13% | 17.46% | 94.67% | 235.42 |
| 201711 | 64668580.18 | 51925136.18 | 168.53 | 829.53 | 20.32% | 14.05% | 94.77% | 206.64 |
| 201712 | 87406199.83 | 64197350.20 | 195.07 | 982.85 | 19.85% | 10.85% | 94.74% | 214.05 |
| 201801 | 55726986.00 | 74017552.00 | 145.63 | 733.97 | 19.84% | 10.45% | 94.62% | 153.03 |
| 201802 | 53328139.20 | 73562697.00 | 150.81 | 736.41 | 20.48% | 9.69% | 94.03% | 157.56 |
| 201803 | 54343598.40 | 74213913.00 | 151.95 | 753.36 | 20.17% | 9.83% | 94.04% | 156.55 |
| 201804 | 54094521.60 | 74610539.00 | 192.04 | 831.57 | 23.09% | 6.89% | 94.52% | 163.26 |
| 201805 | 48308559.60 | 68986247.00 | 265.03 | 913.52 | 29.01% | 17.72% | 93.49% | 175.37 |
| 201806 | 46470349.80 | 65470430.00 | 139.25 | 701.10 | 19.86% | 0.00% | 94.37% | 156.96 |

## 3.4《神武系列（手游）》安卓端

表3.4.1《神武系列（手游）》安卓端关键游戏指标统计结果表（一）

| **月份** | **新增**  **注册账户数** | **活跃**  **账户数** | **下载**  **激活量** | **主网页**  **浏览量** | **付费**  **账户数** | **新增付费账户数** | **充值**  **订单量** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 201501 | 182656 | 511302 | 109273 | 1930770 | 67969 | 37297 | 262211 |
| 201502 | 159330 | 517999 | 130180 | 1759235 | 66440 | 32470 | 238028 |
| 201503 | 197881 | 651841 | 154937 | 2043355 | 70017 | 36936 | 248568 |
| 201504 | 113541 | 487688 | 115535 | 1657255 | 49683 | 19642 | 169587 |
| 201505 | 82460 | 407523 | 80056 | 1005923 | 37050 | 11110 | 137136 |
| 201506 | 68911 | 362055 | 66330 | 903727 | 30882 | 8706 | 101946 |
| 201507 | 74767 | 371155 | 71105 | 1126763 | 29227 | 8799 | 93543 |
| 201508 | 88599 | 395738 | 76919 | 1198699 | 30466 | 10419 | 95387 |
| 201509 | 89763 | 395173 | 91845 | 1637824 | 31760 | 11207 | 99740 |
| 201510 | 105968 | 429485 | 87865 | 1991571 | 32730 | 12067 | 105404 |
| 201511 | 96529 | 413578 | 90460 | 1615632 | 32170 | 11503 | 103255 |
| 201512 | 116963 | 458271 | 118814 | 4563760 | 34413 | 12863 | 112698 |
| 201601 | 130666 | 507308 | 112853 | 4996965 | 41021 | 15449 | 130572 |
| 201602 | 109154 | 474042 | 60125 | 3863873 | 38383 | 14596 | 122604 |
| 201603 | 115435 | 482188 | 76977 | 4724668 | 40556 | 16037 | 130651 |
| 201604 | 99245 | 444395 | 66518 | 5206722 | 46248 | 19468 | 137198 |
| 201605 | 88806 | 399263 | 122697 | 5316012 | 47388 | 19882 | 137979 |
| 201606 | 84526 | 379894 | 208672 | 3854776 | 45295 | 17637 | 131946 |
| 201607 | 147023 | 502730 | 223495 | 1748681 | 44737 | 17713 | 131311 |
| 201608 | 95631 | 406950 | 222286 | 1873852 | 44526 | 17949 | 131166 |
| 201609 | 80374 | 361944 | 228933 | 2985570 | 49567 | 21576 | 146103 |
| 201610 | 86909 | 392474 | 237251 | 3111400 | 60125 | 25930 | 176712 |
| 201611 | 87469 | 395560 | 214125 | 4094166 | 57006 | 23559 | 168536 |
| 201612 | 90402 | 430067 | 251403 | 5616265 | 54692 | 21372 | 171766 |
| 201701 | 81360 | 446281 | 188146 | 2058098 | 56260 | 20649 | 179298 |
| 201702 | 67695 | 355617 | 153509 | 1898999 | 49494 | 18355 | 144870 |
| 201703 | 81943 | 391548 | 190908 | 5916515 | 58661 | 23380 | 190789 |
| 201704 | 76387 | 375209 | 167228 | 5227721 | 54575 | 20205 | 178183 |
| 201705 | 69277 | 354788 | 181531 | 2295006 | 54772 | 18770 | 182363 |
| 201706 | 63197 | 354372 | 216329 | 2853553 | 52098 | 18134 | 176739 |
| 201707 | 71158 | 364327 | 213088 | 2433316 | 52219 | 17992 | 186766 |
| 201708 | 68960 | 346052 | 212094 | 4230654 | 57213 | 19359 | 210599 |
| 201709 | 63867 | 320767 | 190451 | 2414583 | 58744 | 19766 | 215384 |
| 201710 | 65836 | 336673 | 183619 | 3237519 | 57223 | 18759 | 210900 |
| 201711 | 133803 | 513802 | 473349 | 9818280 | 94508 | 39465 | 280538 |
| 201712 | 169981 | 684064 | 300539 | 6192692 | 109790 | 45664 | 375573 |
| 201801 | 146067 | 589866 | 247521 | 3698014 | 89902 | 31523 | 318823 |
| 201802 | 90757 | 473833 | 208474 | 5802355 | 79733 | 21480 | 290232 |
| 201803 | 107938 | 481770 | 283821 | 2874176 | 81652 | 25054 | 293174 |
| 201804 | 116219 | 470786 | 206976 | 3033547 | 76745 | 22819 | 274348 |
| 201805 | 116926 | 475964 | 287709 | 2599689 | 75616 | 22035 | 268359 |
| 201806 | 111230 | 444864 | 192092 | 2470381 | 73899 | 23317 | 258966 |

注：此处的下载激活量与主网页浏览量均《神武系列（手游）》iOS端与《神武系列（手游）》安卓端的合计值。

表3.4.2《神武系列（手游）》安卓端关键游戏指标统计结果表（二）

| **月份** | **系统内月充值金额(元)** | **财务确认收入金额(元)** | **ARPU** | **ARPPU** | **月付费转化率** | **月留**  **存率** | **充值消耗比** | **月平均单次**  **充值金额(元)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 201501 | 28061199.15 | 24551374.86 | 54.88 | 412.85 | 13.29% | 29.96% | 98.83% | 107.02 |
| 201502 | 28713059.14 | 25259618.73 | 55.43 | 432.17 | 12.83% | 27.24% | 96.28% | 120.63 |
| 201503 | 27787036.21 | 23751089.02 | 42.63 | 396.86 | 10.74% | 19.04% | 96.79% | 111.79 |
| 201504 | 20726478.36 | 20762710.81 | 42.50 | 417.17 | 10.19% | 17.86% | 95.98% | 122.22 |
| 201505 | 17187283.67 | 18115452.32 | 42.18 | 463.89 | 9.09% | 12.10% | 95.35% | 125.33 |
| 201506 | 12428128.38 | 14565959.31 | 34.33 | 402.44 | 8.53% | 14.52% | 95.12% | 121.91 |
| 201507 | 11900991.69 | 12967502.21 | 32.06 | 407.19 | 7.87% | 14.17% | 94.81% | 127.22 |
| 201508 | 11956331.33 | 13290689.32 | 30.21 | 392.45 | 7.70% | 14.59% | 94.67% | 125.35 |
| 201509 | 12391205.27 | 10999594.62 | 31.36 | 390.15 | 8.04% | 16.63% | 95.27% | 124.24 |
| 201510 | 13536556.13 | 11719180.14 | 31.52 | 413.58 | 7.62% | 15.13% | 95.00% | 128.43 |
| 201511 | 12975034.45 | 11825200.37 | 31.37 | 403.33 | 7.78% | 16.77% | 94.75% | 125.66 |
| 201512 | 13998258.57 | 12685041.25 | 30.55 | 406.77 | 7.51% | 16.50% | 94.34% | 124.21 |
| 201601 | 18853799.06 | 15840983.38 | 37.16 | 459.61 | 8.09% | 16.42% | 94.98% | 144.39 |
| 201602 | 17693629.91 | 16563760.85 | 37.33 | 460.98 | 8.10% | 15.99% | 94.69% | 144.32 |
| 201603 | 17718746.29 | 18870833.62 | 36.75 | 436.90 | 8.41% | 16.92% | 94.82% | 135.62 |
| 201604 | 16711991.31 | 18435967.42 | 37.61 | 361.36 | 10.41% | 15.46% | 93.82% | 121.81 |
| 201605 | 16617259.93 | 18377694.41 | 41.62 | 350.66 | 11.87% | 15.07% | 94.20% | 120.43 |
| 201606 | 17680774.91 | 17655496.95 | 46.54 | 390.35 | 11.92% | 15.91% | 94.86% | 134 |
| 201607 | 18817389.71 | 17143344.70 | 37.43 | 420.62 | 8.90% | 10.60% | 95.36% | 143.3 |
| 201608 | 18596134.37 | 17649837.02 | 45.70 | 417.65 | 10.94% | 13.53% | 95.49% | 141.78 |
| 201609 | 19515509.96 | 17585259.11 | 53.92 | 393.72 | 13.69% | 17.17% | 95.22% | 133.57 |
| 201610 | 24781686.85 | 19504159.27 | 63.14 | 412.17 | 15.32% | 15.94% | 94.90% | 140.24 |
| 201611 | 23951180.86 | 20724068.79 | 60.55 | 420.15 | 14.41% | 16.12% | 95.18% | 142.11 |
| 201612 | 25154210.98 | 23124685.02 | 58.49 | 459.92 | 12.72% | 13.53% | 95.08% | 146.44 |
| 201701 | 28343402.99 | 25970243.25 | 63.51 | 503.79 | 12.61% | 10.09% | 94.87% | 158.08 |
| 201702 | 21211724.32 | 19381748.23 | 59.65 | 428.57 | 13.92% | 13.81% | 94.40% | 146.42 |
| 201703 | 28607111.23 | 25566311.84 | 73.06 | 487.67 | 14.98% | 14.05% | 95.47% | 149.94 |
| 201704 | 27202047.26 | 24572967.73 | 72.50 | 498.43 | 14.55% | 13.26% | 95.54% | 152.66 |
| 201705 | 28207582.35 | 25784765.73 | 79.51 | 515.00 | 15.44% | 14.43% | 95.62% | 154.68 |
| 201706 | 26267083.97 | 22980987.85 | 74.12 | 504.19 | 14.70% | 14.78% | 94.66% | 148.62 |
| 201707 | 28888910.93 | 26609631.19 | 79.29 | 553.23 | 14.33% | 14.87% | 95.18% | 154.68 |
| 201708 | 32717987.16 | 30010942.38 | 94.55 | 571.86 | 16.53% | 17.33% | 95.96% | 155.36 |
| 201709 | 33459506.73 | 30123814.69 | 104.31 | 569.58 | 18.31% | 20.14% | 95.43% | 155.35 |
| 201710 | 32783426.94 | 29721318.35 | 97.37 | 572.91 | 17.00% | 20.32% | 95.01% | 155.45 |
| 201711 | 36444310.98 | 29685410.39 | 70.93 | 385.62 | 18.39% | 18.16% | 94.79% | 129.9 |
| 201712 | 51535567.16 | 40784780.15 | 75.34 | 469.40 | 16.05% | 13.81% | 94.56% | 137.22 |
| 201801 | 45060359.11 | 38699273.00 | 76.39 | 501.22 | 15.24% | 12.72% | 94.52% | 141.33 |
| 201802 | 43820683.04 | 39683218.00 | 92.48 | 549.59 | 16.83% | 15.20% | 94.03% | 150.99 |
| 201803 | 42391223.26 | 38271851.00 | 87.99 | 519.17 | 16.95% | 15.89% | 93.74% | 144.59 |
| 201804 | 40682176.07 | 37629787.00 | 86.41 | 530.10 | 16.30% | 15.15% | 94.60% | 148.29 |
| 201805 | 39929088.95 | 36956313.00 | 83.89 | 528.05 | 15.89% | 16.54% | 94.39% | 148.79 |
| 201806 | 38360215.50 | 34647359.00 | 86.23 | 519.09 | 16.61% | 0.00% | 94.61% | 148.13 |