

GAMES INDUSTRY

# REGION REPORT

 **CHINA**

Facts, figures, and analysis of  
the world's most lucrative –  
and influential – games market



# STATE OF PLAY

# INTRODUCTION

**China is the world's most lucrative games market. It's also the most challenging to break into.**

The country is home to some of the world's largest publishers and most successful developers, operating on a scale that some Western companies would be envious of.

Tencent, behind hits such as Honor of Kings and PUBG Mobile, has invested in and acquired studios around the world. It owns a majority stake in Clash of Clans developer Supercell – one of the world's most successful mobile studios – while it also has investments in Riot Games, Epic Games, Ubisoft, Krafton, Pocket Gems, Funcom, and many more.

NetEase is another major global games publisher, with hits including Fantasy Westward Journey, Eggy Party, and Knives Out.

Other notable publishers include AFK Arena developer Lilith Games, Genshin Impact maker

miHoYo, Whiteout Survival studio Century Games, Last War studio First Fun, and more. (Check out our list of China's top developers and publishers later in this report). What's the common theme of the companies named here? They've all released a billion-dollar hit. Some successful at home, others on a global scale.

And of course one of the biggest notable recent launches is Black Myth Wukong from Game Science. The title was a statement global release for the credentials of China's games industry in the triple-A space – if it needed it. NetEase's hero shooter Marvel Rivals and Tencent's Delta Force, two top 20 Steam games by concurrent users, further highlight the nation's increasing influence across platforms.

It's not just the capabilities to build their own games – top Chinese developers have also become go-to partners for Western publishers. Blizzard partnered with NetEase on Diablo

*“While Western markets were largely built around the console in the living room or maybe the desktop in the office, China's industry was built from the ground up around the smartphone”*

**Tom van Dam**

VP OF BD / JOYMAKER



Immortal, while Activision tapped Tencent's Timi Studio for multi-billion dollar success, Call of Duty: Mobile.

These partnerships offer an opportunity to crack the country's market, while also tapping expertise for mobile in particular.

Using AppMagic data to analyse the top 30 grossing games worldwide so far in 2025, 14 were either developed by a Chinese company or a developer owned by one.

There is no country more influential on the global games business.

## CHINA'S RISE

The rise of China's games industry has been a rapid one. Mikael Leinonen, CEO and founder of MyGamez, tells PocketGamer.biz that the common denominator across nearly every industry in China, including games, is the lightning-fast pace of development and innovation, as well as companies' agility in adaptation to new conditions and building solutions quickly.

"When we started MyGamez over a decade ago, game development in China still lagged behind what I had seen in the West," he explains.

"Fast-forward to today, and many of the world's most impressive developers are based in China – and I believe we've only seen the tip of the iceberg so far.

"Chinese developers are incredibly driven. They have access to a large pool of top talent and strong financial backing, and they operate in a massive, hyper-competitive domestic market that pushes constant innovation in game design, live ops, and marketing. It's this intense pressure that sharpens their edge. It's an exciting space that continues to evolve at breakneck speed."

Tom van Dam, an experienced executive who has worked at NetEase, ByteDance, and is now VP of business development at Joymaker, says China's market is not just different, but has a distinct ecosystem that has evolved along its own unique trajectory.

"While Western markets were largely built around the console in the living room or maybe the desktop in the office, China's industry was built from the ground up mostly

around the smartphone," he states.

"This has led to a different consumer behavior, where gaming is often integrated into daily life in short bursts, like a social utility rather than a specific relax or entertainment moment. The integration of mini-games within super apps like WeChat is a good example of this. It has brought gaming to a massive audience that might not otherwise engage with traditional platforms."

## HURDLES

The road for this rapid growth of China's games industry has not been a smooth one. The country has gone through multiple game

licence freezes – meaning no new releases – as regulators tightened up the rules around acceptable content and ensured compliance.

There are also periodic new regulations on games with new rules hitting the market – such as age verification, playtime limits for young players, and, at least temporarily, a crackdown on the tech sector at large.

At times, international politics can also come into play – there was for years an unannounced ban on South Korean publishers launching games in China, while on the other side, India has banned a number of Chinese apps, and the US is looking to kick out a Chinese-owned TikTok, also impacting ByteDance's games publishing operations.

It's these hurdles that can in some ways explain some of the expansion plans – and retreat – of China's big players over the years on the international stage. Regulation at home helped spark overseas investments, while international politics, a tough global market, and more company-specific internal reasons can help explain the likes of NetEase appearing to scale back its overseas investments.

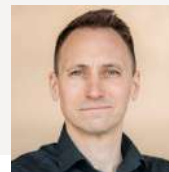
"The broader trend of Chinese publishers going global really took off after the regulatory turbulence that began in 2017," says Leinonen. "During the periods when it became difficult – or nearly impossible – to secure domestic publishing licences, many Chinese companies found it faster and easier to publish their games overseas first.

"What began as a necessity then turned into a strategic advantage for many companies.

***"Chinese developers are incredibly driven – they have access to a large pool of top talent and strong financial backing, and operate in a massive market that pushes constant innovation"***

**Mikael Leinonen**

CEO / MYGAMEZ



Early successes abroad, combined with intense competition in the domestic market, motivated many studios to focus on international growth. Today, several leading Chinese companies build games specifically with global audiences in mind from day one."

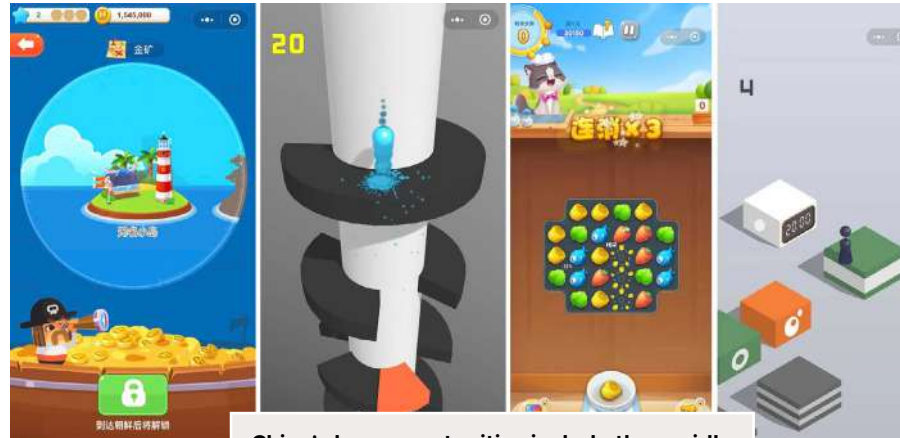
Van Dam adds: "From my perspective, the recent global success is driven by two key factors. First, the enormous intensity of competition in the domestic Chinese market creates incredibly capable and commercially adept companies at scale. The China market is like bootcamp for how to be a winning global player.

"Second is a highly sophisticated approach to data and live operations. There is a willingness to launch and then iterate relentlessly based on real-time player data, treating a game's release as the start, not the end, of the development process. The launch of a game is often simply referred to as the Open Beta Test, with no actual "1.0 launch milestone" planned beyond."

For international publishers looking to break into China's games market, there are unique hurdles and rules to follow. Companies must work with a local partner to launch there, which often means handing over source code as well. It's a process that can see time-to-market take nine to 12 months, though MyGamez says a few years ago, it could have taken as long as two years to gain approval and launch.

## OPPORTUNITIES

Leinonen says that despite these hurdles, with



**China's key opportunities include the rapidly expanding HTML5 mini-games market on social media platform WeChat – a direct reflection of its distribution power**

around 30% of global games revenue emanating from China, the market still represents one of the biggest growth opportunities available to successful overseas developers.

"I often encourage studios to treat publishing in China like developing a whole new game: it requires proper resourcing, comes with some risk, but if done well, the upside can be massive," he states.

"Compared to the effort needed to create an entirely new hit game, bringing an existing successful title to China often requires far fewer resources – and comes with a higher probability of success."

On the topic of regulatory uncertainty, Leinonen claims the environment has now stabilised, with the game approval process now faster and more transparent.

Key opportunities he sees in the space include the mobile casual and hypercasual genres, while the rapidly growing HTML5 min-games market on WeChat and Douyin is offering powerful distribution for instant play games". He also cites Steam's large Chinese playerbase as a key opportunity for developers, while influencer marketing and brand collaborations are emerging as a major trend.

Van Dam echoes the sentiment that there are significant and diverse opportunities in China, as well as opportunities for growth, particularly in reaching audiences outside of the major cities. For this, mini-games have proven an effective approach, he says.

"At the same time, the go-global/chuhai movement is entering a more mature phase.

"The focus is expanding beyond the historically popular markets in Southeast Asia to a truly global ambition, being listed in the top 10 charts across the world. This is also my key focus at Joymaker – you could say it feels like a shared 'The China Dream' between all local companies.

"Finally, I believe we are seeing an important inflection point with the rise of premium, triple-A development. A title with the profile of Black Myth: Wukong represents more than just a single product. It signals a new level of ambition for the industry to create globally impactful games that are breaking old boundaries or cultural divides."



## CHALLENGES

Of course, it's never all roses for any country's games hub. As well as the aforementioned hurdles for getting into China's market – which notably blocked Roblox's expansion in the country – the market faces other challenges, too.

Leinonen says rising talent costs in major cities have significantly driven up production expenses, while at the same time user expectations for production quality, speed of content updates, and overall VIP treatment on every aspect keeps rising.

"As a result, many companies are relocating to tier 2 and tier 3 cities in search of more cost-efficient operations," he says. That may come as a surprise, as Western analysts sometimes point to larger teams and lower costs as one of the reasons for China's success, as well as some controversial work culture practices like 996.

"In the short-term, the post-Covid economic slowdown has made it more difficult for new studios to raise capital," Leinonen continues. "However, signs of recovery are emerging, and market confidence is gradually returning.

"Another concern is the dominance of distribution platforms that also own the marketing channels. This creates an environment where platforms can exert considerable control over publisher margins, bordering on monopolistic behaviour. That said, growing competition among Android app stores and the rise of HTML5 mini-game platforms like WeChat and Douyin could help balance the playing field and push fees down."

Van Dam says the industry's greatest

challenge is a direct result of its own success.

"Having achieved such a high level of expertise in the free-to-play mobile space, there has been less focus on developing the skill set for other models, such as premium, or narrative-driven console games," he explains. "There is a technology and design gap that the industry is now actively working to close.

"Another key challenge is the transition from a model of iteration to one of innovation. Commercially, it has often been a very successful strategy to adapt existing, successful IPs. However, I think the long-term goal for the ecosystem must be the creation of its own original, globally recognised franchises."

One senior employee at a major Chinese publisher tells PocketGamer.biz that the market for indies has become particularly challenging. They say that an ISBN, which all games require, can be quite expensive for an indie, with costs running into thousands of dollars. Meanwhile, there are only a limited number of licence approvals each month – 158 games were greenlit in June 2025, according to Yicai (147 domestic and 11 foreign-made) – further limiting opportunities.

"China's economy is dropping pretty badly, so I'm worried that we are going to see some of that hit our industry, especially those who still don't go overseas with their games."

## THE FUTURE

So what is China's games industry future? It's already highly influential globally and has the world's most lucrative market at home.

While for overseas publishers, despite the potentially lucrative opportunities, it's a market that's more challenging to enter than any other.

Van Dam is optimistic about its prospects.

"Looking ahead five years, I think the industry here will be fundamentally different," he says.

"The integration of AI in development will be a major driver of this change. This is not just for production efficiencies, but also for enabling new forms of interactive entertainment. I expect Chinese companies to be at the forefront of this, given the pace of AI development here and the lack of an opposing movement against AI like you see in some other markets.

"Furthermore, I think the distinction between 'Chinese games' and 'Western games' will become increasingly blurred as we see more global co-productions and integrated teams. The most significant shift, however, will likely be China's journey as a major exporter of original IP.

"We are seeing the beginning of this now, but in five years I expect to see multiple Chinese-developed universes that have expanded into global brands across all forms of media."

Leinonen is equally buoyant about the market: "I believe China will be a global trendsetter in gaming, driving new innovations in design, monetisation, and player engagement. Any company aiming for global leadership will need to be in China – both to compete and to learn from its incredible pace and creativity." ■

# PART 01

## THE BIG NUMBERS

Putting some figures on  
China's vast – and vastly  
impressive – games market

### MARKET SIZE

According to the China Audio-Video and Digital Publishing Association's annual report, the country's games industry generated ¥325.8 billion (\$44.8bn) in 2024, a rise of 7.53% year-over-year. Newzoo, meanwhile, puts the figure at \$48.7bn.

Market intelligence firm AppMagic estimates that China's App Store alone generated \$15.6 billion last year, which actually marked a 1% decline Y/Y. In the first six months of 2025, it accumulated approximately \$8 billion, a small rise of 0.7% Y/Y. For context, that US App Store accumulated \$8.4bn behind the United States during H1 2025.

After years on the rise, game revenue on China's App Store peaked in 2021 at \$16.2 billion, impacted like many from the Covid pandemic and lockdowns. For comparison, AppMagic estimated the mobile games market to have accumulated \$4.7bn in 2015 and approximately \$13.5bn in 2019.

Player spending has fluctuated since 2021,

hit by a post-pandemic decline like the rest of the global sector. Though the App Store is a major revenue generator, Android marketplaces in China, where Google Play is not available, are responsible for significantly more sums of player spending than seen on the App Store.

Meanwhile, WeChat Mini Games has evolved into a wildly popular games platform with 500 million monthly active users.

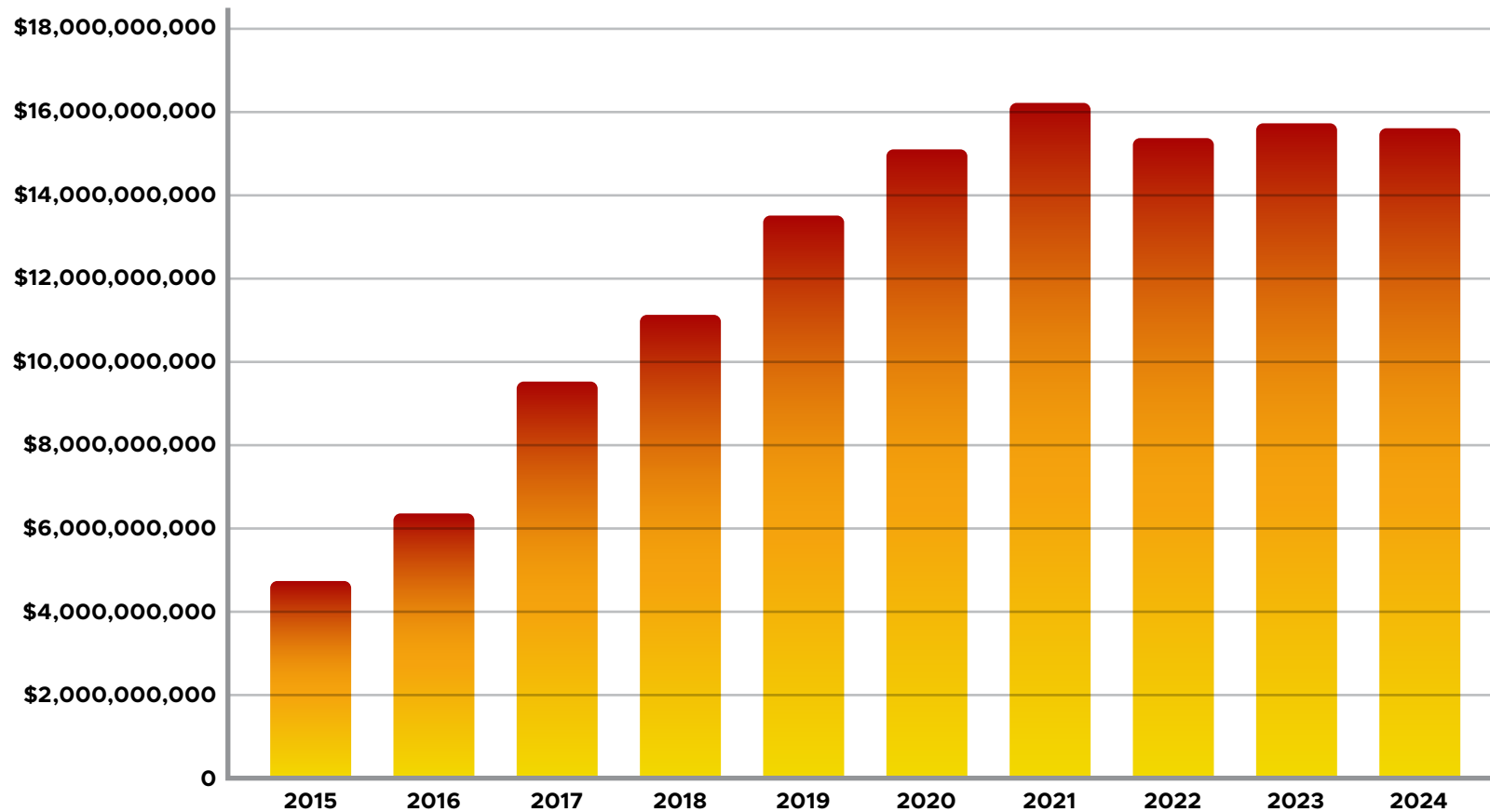
It's worth noting that while a 30% revenue share by platform holders is standard in many regions across the world – and under fire in many sectors like the US and European Union – fees can vary wildly in China, under and above the typical Western standard.

Such an enormous market (China is said to have a population of around 1.4bn, with over 701m playing games) has unsurprisingly spawned some of the world's leading games companies. ■

*China's enormous market – its population of around 1.4bn hosts over 701m games players – has naturally spawned some of the world's leading games companies*

## CHINA APP STORE GAME REVENUE 2015 TO 2024

Charting China's App Store yearly revenue performance over the past decade

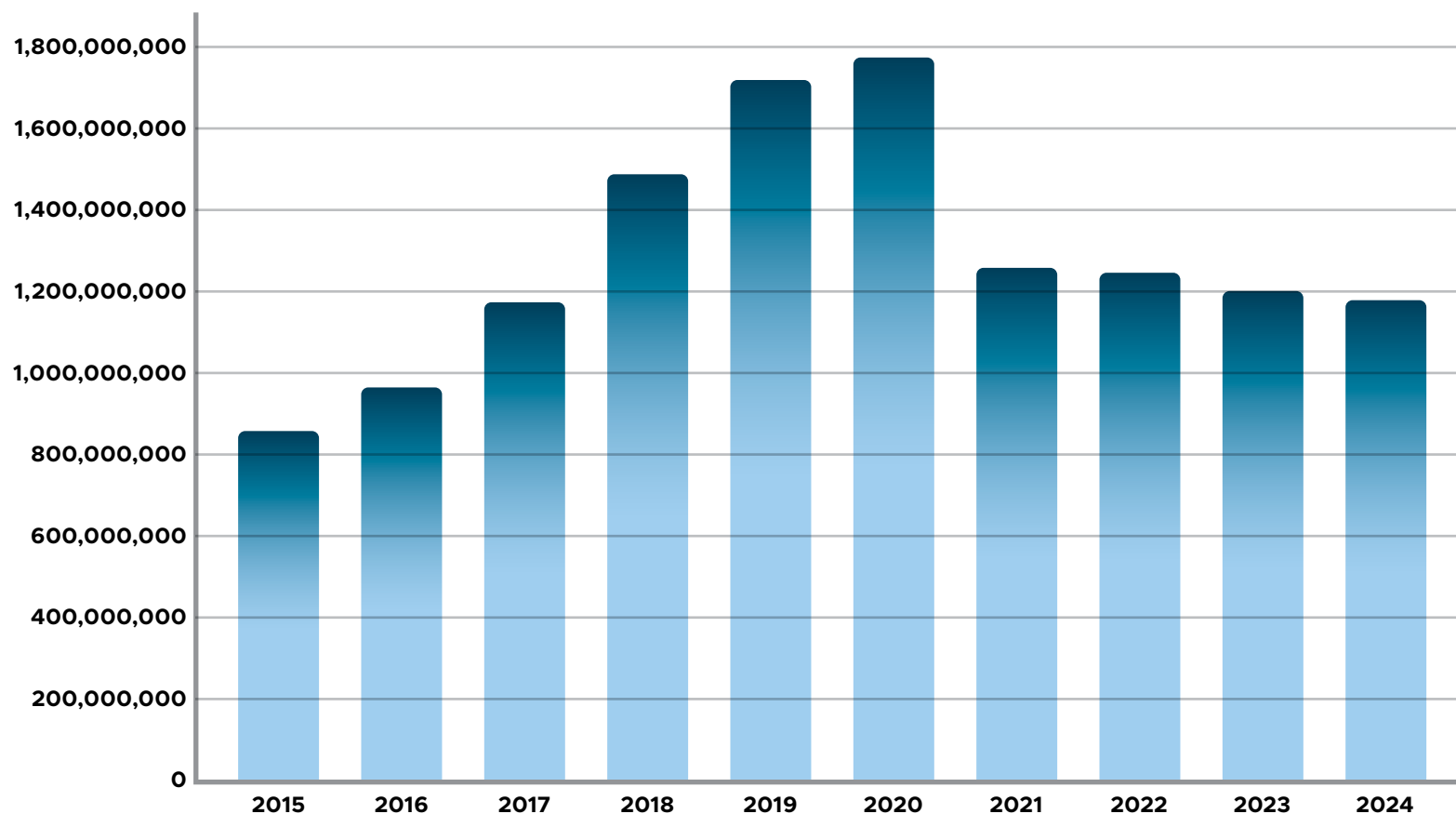


DATA	
YEAR	REVENUE
2015	\$4,744,644,264
2016	\$6,386,139,531
2017	\$9,568,714,654
2018	\$11,170,710,013
2019	\$13,541,473,097
2020	\$15,134,138,697
2021	\$16,235,694,569
2022	\$15,404,599,463
2023	\$15,780,674,009
2024	\$15,626,236,759

SOURCE: AppMagic

## CHINA APP STORE GAME DOWNLOADS 2015 TO 2024

Strong rising performance proved not immune to global post-pandemic fluctuation



DATA	
YEAR	DOWNLOADS
2015	856,189,124
2016	962,616,048
2017	1,173,207,696
2018	1,489,717,671
2019	1,719,568,268
2020	1,773,595,296
2021	1,256,583,785
2022	1,248,965,502
2023	1,203,936,364
2024	1,178,058,709

SOURCE: AppMagic



## GEOGRAPHICAL COMPARISON

The global games market generated \$182.7bn in 2024, according to Newzoo's final estimates.

China's games market was said to have made \$48.7bn, making it the world's most lucrative region. Newzoo said the China market grew by 5.6% in 2024, with mobile revenue up 3.1% and PC sales also on the increase thanks to domestic hits and Steam adoption.

It ranked above the United States at \$47.6bn, Japan at \$16.6bn, South Korea at \$7.1bn, and Germany at \$6.4bn.

Looking at just the mobile App Store revenue from AppMagic, China's \$15.6bn ranked second behind the United States, which accumulated \$17bn –both significantly ahead of Japan in third, which made \$8.8bn. ■

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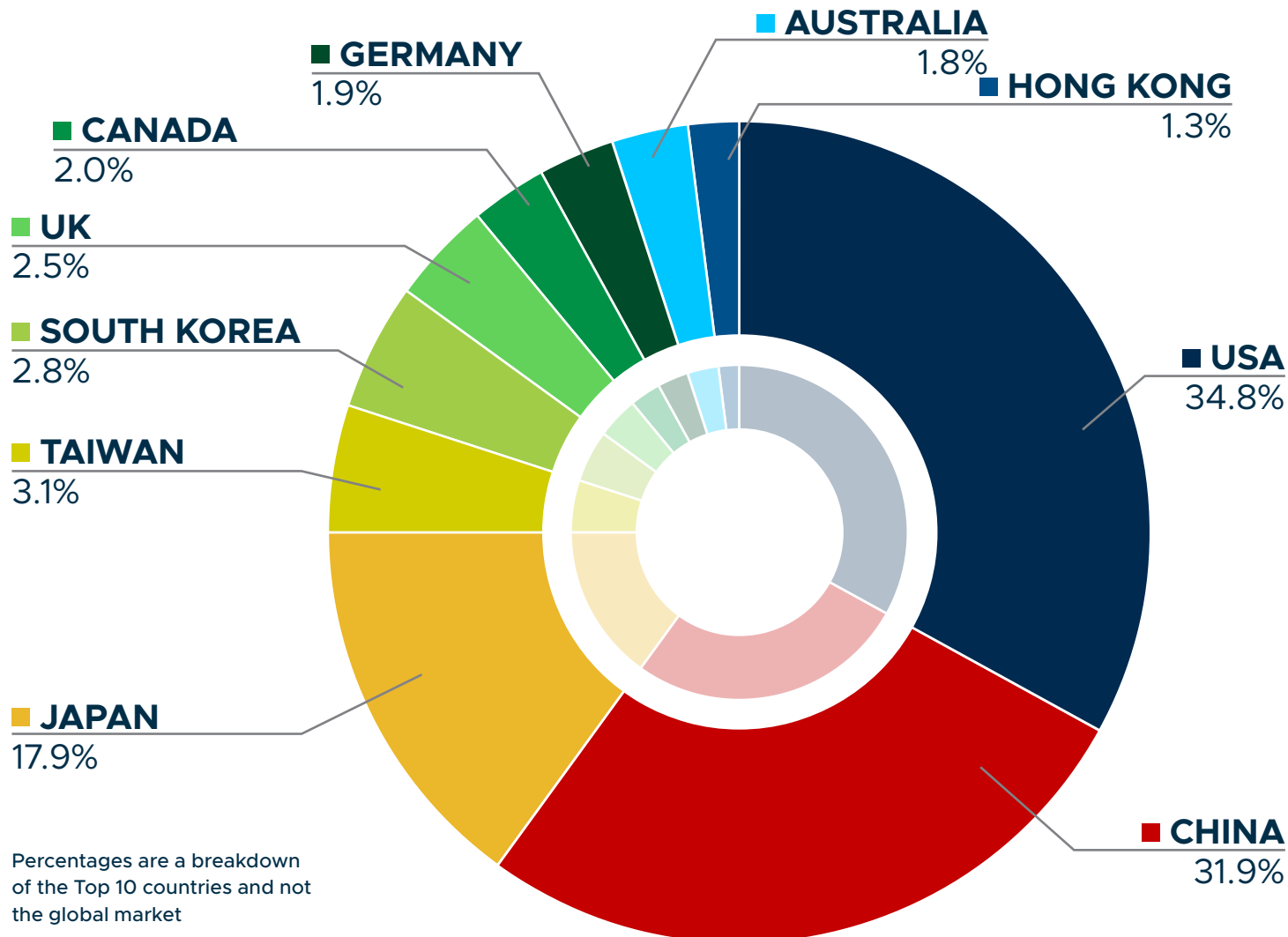
## Top 10 Countries by Games Market Revenue 2024

	COUNTRY	REVENUE	PLAYERS
01	CHINA	\$48.7BN	701.6M
02	UNITED STATES	\$47.6BN	220.5M
03	JAPAN	\$16.6BN	74.1M
04	SOUTH KOREA	\$7.1BN	33.9M
05	GERMANY	\$6.4BN	52.1M
06	UNITED KINGDOM	\$6.1BN	41.9M
07	FRANCE	\$3.8BN	40M
08	CANADA	\$3BN	23.6M
09	ITALY	\$2.5BN	37.1M
10	MEXICO	\$2.3BN	76M

SOURCE: Newzoo (<https://newzoo.com/resources/rankings/top-10-countries-by-game-revenues>)

## GLOBAL APP STORE GAME REVENUE IN TOP 10 COUNTRIES FOR 2024

Focusing on App Store revenue figures, the US and China dominate the market



DATA	
COUNTRY	GROSS REVENUE
USA	\$17,033,923,134
CHINA	\$15,626,236,759
JAPAN	\$8,752,653,829
TAIWAN	\$1,535,270,839
SOUTH KOREA	\$1,385,400,803
UK	\$1,223,572,974
CANADA	\$973,624,052
GERMANY	\$925,703,887
AUSTRALIA	\$888,317,984
HONG KONG	\$647,842,105

SOURCE: AppMagic

# PART 02

## TOP PUBLISHERS

China's leading publishers by revenue and downloads enjoy world-beating performance

**China's top publishers by global revenue (based on publisher HQ) should largely be familiar names: Honor of Kings and PUBG developer Tencent, Eggy Party publisher NetEase, Genshin Impact creator miHoYo, Whiteout Survival maker Century Games, and Puzzles & Survival outfit 37Games.**

Other companies in the top 10 are notable, too. Lilith Games has released multiple billion-dollar hits, including the globally successful Rise of Kingdoms and AFK Arena. Its most recent hit was AFK Journey, which all helped spur it on to an Honourable Mention at the Pocket Gamer Mobile Games Awards 2024 for Best Developer.

Paper Games, also known as Infold Games, meanwhile, has found success with the Nikki franchise, most recently releasing Infinity Nikki. However, it's dating sim Love & Deepspace that has really powered it up the revenue rankings over the past year.

Then there's Microsofun, which has quietly become one of the world's leading merge game studios, prolific publisher 4399, and Three Kingdoms Tactics studio Lingxi Games rounding out the top 10.

Combined, AppMagic estimates the top 10 publishers generated \$18.5bn worldwide last year in gross revenue – more than China's App Store made.

China's top 10 publishers by downloads also

features some familiar names: Tencent, NetEase, and Century Games appear again. But it's BabyBus which ranks as the country's number one publisher by installs worldwide with 923m downloads in 2024, driven by the Baby Panda and Little Panda games.

Tencent ranked second, while Hungry Studio, hot off the success of Block Blast, ranked third with more than 246 million installs. Learnings took fifth place with its mix of popular casual and puzzle games, including its Paint by Number titles, Sudoku, Jigsawscapes and Qblock.

Together, the top 10 publishers by game downloads saw their games installed more than 2.5 billion times around the world last year on the App Store and Google Play. That's more than double the number of total estimated game downloads on China's App Store last year.

The rankings are evidence of both China's global reach – including outside of the more recognisable headline names – and the breadth of genres its publishers excel in, from kids games and casual puzzle titles through to 4X strategy and open-world RPGs. ■



### Top 10 Chinese Mobile Games Publishers by 2024 Global Revenue (Based on Publisher HQ)

01	TENCENT
02	NETEASE
03	MIHOYO
04	DIANDIAN INTERACTIVE (CENTURY GAMES)
05	37GAMES
06	LILITH GAMES
07	4399
08	LINGXI GAMES
09	MICROFUN
10	PAPER GAMES

SOURCE: AppMagic



### Top 10 Chinese Mobile Games Publishers by 2024 Global Downloads (Based on Publisher HQ)

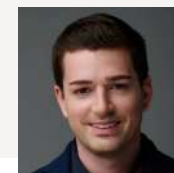
01	BABYBUS
02	TENCENT
03	HUNGRYSTUDIO
04	NETEASE
05	LEARNINGS
06	DIANDIAN INTERACTIVE (CENTURY GAMES)
07	HIPPOJOY
08	XGAME STUDIO
09	IGG (I GOT GAMES)
10	31 GAME STUDIO

SOURCE: AppMagic

“In five years I expect to see multiple Chinese-developed universes that have expanded into global brands across all forms of media”

**Tom van Dam**

VP OF BD / JOYMAKER



# PART 03

## STUDIO PROFILES

A closer look at China's most successful – regionally and globally – game studios

腾讯  
Tencent



### TENCENT

[WWW.TENCENTGAMES.COM](http://WWW.TENCENTGAMES.COM)

#### SOFTGRAPHY

- Honor of Kings
- PUBG Mobile
- Call of Duty: Mobile
- Delta Force

There is no more influential force in the global games industry than Tencent. It has acquired or invested significantly in the likes of Supercell, Kuro Games, Riot Games, Epic Games, and other international names.

Meanwhile, it has built hits in-house, through licences and partnerships, including Honor of Kings – perhaps the most lucrative game on the planet – PUBG Mobile, Call of Duty: Mobile, the recently released Delta Force, and many more.

Tencent is the world's top grossing mobile publisher. While its CEO may have said in recent years that the company should be doing more, it maintains its status as perhaps the apex predator of games. ■

NetEase  
Games



### NETEASE

[WWW.NETEASEGAMES.COM](http://WWW.NETEASEGAMES.COM)

#### SOFTGRAPHY

- Fantasy Westward Journey
- Marvel Rivals
- Identity V
- Eggy Party

Ranked 15th in the PocketGamer.biz Top 50 Mobile Game Makers 2024 list, NetEase Games maintains its position as one of the world's leading publishers.

On mobile, some of its leading lights like Fantasy Westward Journey, Knives Out, and Onmoyji aren't the blockbusters they used to be, but NetEase hasn't rested on laurels. In the past few years, Eggy Party has proven a huge success for the company, while Identity V has experienced a significant revenue surge and, off mobile, Marvel Rivals is a hit on PC and console.

NetEase is an example of China's global appeal and consistent adaptability – even if it's refocusing its ambitions closer to home. ■





## GAME SCIENCE

[GAMESCI.COM.CN](http://GAMESCI.COM.CN)

SOFTGRAPHY

### • Black Myth: Wukong

Game Science is the studio behind the most significant game to come out of China during the past year: Black Myth Wukong.

The global blockbuster, which has sold 25M units to date, was a signal of how far the country's games industry has come. Of course, industry insiders will know just how influential China's games sector really is, particularly on mobile.

But on PC and console, Black Myth: Wukong is a landmark release that shows China's developers can compete on the global stage in the high-end premium, triple-A space, just as they have in the free-to-play arena. ■



## MIHOYO / HOYOVERSE

[WWW.HOYOVERSE.COM](http://WWW.HOYOVERSE.COM)

SOFTGRAPHY

- Genshin Impact
- Honkai: Star Rail
- Zenless Zone Zero

We ranked HoYoverse as the number three top Mobile Game Maker in the world in our last Top 50 list, and for good reason. Being a repeat hitmaker in the mobile games business is tough for even the largest, most successful developers.

HoYoverse has unleashed two multi-billion dollar successes onto the games market in Genshin Impact and Honkai: Star Rail. Meanwhile, Zenless Zone Zero has netted \$442 million from gross player spending in its first year on the App Store and Google Play, according to AppMagic estimates.

It's a shining example of China's global influence and ability to build universal blockbusters. ■



## KURO GAMES

[WWW.KUROGAMES.COM](http://WWW.KUROGAMES.COM)

SOFTGRAPHY

- Wuthering Waves
- Punishing: Gray Raven

Competing with the world's major publishers in the free-to-play, open-world RPG space is no mean feat, but Kuro Games found a way. Wuthering Waves, after some extensive redevelopment ahead of launch, has been a breakout success for the developer.

So successful, in fact, that Tencent acquired a 37% stake in the studio last year, raising its total holding in the company to 51.4%.

It wasn't just any small indie team, granted, but in developing a worldwide hit within a highly competitive space, Kuro is another impressive indication of the diversity to be found at the heart of China's games industry. ■



## PAPER GAMES / INFOLD GAMES

[WWW.INFOLDGAMES.COM](http://WWW.INFOLDGAMES.COM)

SOFTGRAPHY

- Love and Deepspace
- Infinity Nikki
- Shining Nikki

Paper Games, and its international business brand Infold Games, is the developer behind the Nikki series. While the franchise's take on the open-world RPG genre, Infinity Nikki, was highly anticipated and took more headlines in the West, it was the dating sim Love and Deepspace that really took off over the past 18 months.

In fact, while the developer found fame with the lucrative Nikki series, Love and Deepspace is now its most successful release ever, picking up approximately \$740 million in gross player spending to date across the App Store and Google Play, according to AppMagic estimates. ■



## CENTURY GAMES

[WWW.CENTURYGAMES.COM](http://WWW.CENTURYGAMES.COM)

SOFTGRAPHY

- Kingshot
- Whiteout Survival
- Frozen City
- Dragonscapes Adventure

Ranked seventh in the Top 50 Mobile Game Makers list for 2024 (its inclusion a theme amongst China's top developers), Century Games is one of the world's strategy games experts. Its biggest hit by far has been 4X strategy title Whiteout Survival, a multi-billion dollar global success story.

It's also the developer behind one of 2025's most exciting new releases: Kingshot, which blends a variety of gameplay styles, including tower defense, into the 4X formula. While Century Games has a portfolio full of titles that have made millions, it looks to have achieved a whole new level over the past few years. ■



## LILITH GAMES

[WWW.LILITH.COM](http://WWW.LILITH.COM)

SOFTGRAPHY

- AFK Journey
- AFK Arena
- Rise of Kingdoms

Lilith Games is a rare breed in the games industry – it has built globally successful mobile titles, and then repeated the feat across genres. It hasn't always released a hit, but both AFK Arena and Rise of Kingdoms have joined the billion-dollar club.

Other money makers include Warpath, Soul Hunters, Art of Conquest, Call of Dragons and 2024 release AFK Journey.

Its diverse portfolio and ability to release multiple successful games is why we ranked it 14th in the Top 50 Mobile Game Makers 2024 list. Check out our PocketGamer.biz interview for an insight into the studio's culture. ■



## MYGAMEZ

[WWW.MYGAMEZ.COM](http://WWW.MYGAMEZ.COM)

SOFTGRAPHY

- Hill Climb Racing 2
- Hill Climb Racing: The Chinese Adventure

Casual mobile games specialist MyGamez has teams based in both China and Finland. Its goal is to help unlock the Chinese games market for international mobile game developers.

The company has been operating since 2013 and has helped launch and operate numerous Western mobile titles in China to reach its 700 million+ gamers.

Launching in the country isn't as simple as just sending a game live as part of a global rollout. MyGamez's aim is to help publishers navigate the entire ecosystem: from licensing and regulatory compliance to distribution, marketing, monetisation, localisation, and cultural adaptation. ■



## FIRST FUN

[WWW.FIRSTFUN.COM](http://WWW.FIRSTFUN.COM)

SOFTGRAPHY

- Last War: Survival

You might not be familiar with First Fun, but you should be. In 2023 it launched Last War: Survival on mobile, which has become a megahit. In just two years, it has evolved into one of the world's top grossing mobile games, accumulating \$3 billion across the App Store and Google Play – not including other Android marketplaces within China itself.

It has blended hypercasual gameplay – specifically the gate mechanics seen in many a mobile ad – and meshed it together with the highly monetisable strategy genre to create one of the biggest launches in recent years. It's little wonder we ranked it 13th in the Top 50 Mobile Game Makers 2024. ■



## JOYMAKER

[WWW.JOYMAKER.COM](http://WWW.JOYMAKER.COM)

SOFTGRAPHY

- Ragnarok Online (mobile)
- Arcade: Three Kingdoms
- Dragon Nest

Shanghai-based Joymaker primarily focuses on the MMO space as a developer and publisher, with its most known title centred on the Ragnarok Online universe.

The company employs around 1,000 staff, and its VP of business development Tom van Dam tells PocketGamer.biz it has other IP titles in the pipeline due out next year.

An example of China's increasingly global facing games industry, most of Joymaker's revenue comes from markets outside of China, with van Dam's team charged with leading the publisher's strategic expansion into North America, Europe, and other international territories. ■



KEY  
TAKEAWAYS

The potential of China's vast market – at the forefront of the games industry – is enormous



Previously hard to reach, China's games market is gradually opening to Western studios – and PGC Summit Shanghai is one sure way to make the crucial connections

- **China's games industry generated \$48.7bn in 2024**
- **Mobile revenue rose 3.1% last year, while PC is also on the increase thanks to Steam**
- **China's top developers and publishers have become global successes across platforms thanks to international hits like Marvel Rivals and Black Myth: Wukong**
- **China offers unique opportunities with platforms like WeChat Mini Games gaining 500 million monthly active users**

**The potentially lucrative opportunities of China's games market aren't exactly top secret in the games industry. But a tough regulatory market over the past few years has previously raised barriers to entry.**

China is gradually lowering some of these, with the time to gain a licence falling, while new rules in Shanghai aim to make it even easier for foreign-funded studios to launch in the country.

Meanwhile, the rest of the world faces a challenge of competing with China's increasingly influential top publishers and developers. Hits over recent years – including Genshin Impact, Black Myth: Wukong, and Marvel Rivals – have shown the nation's games industry can launch globally successful triple-A titles. And, in some cases, alongside a live ops scale that's tough to match anywhere else on the planet.

China has become a leader in the sector, and that influence only looks set to increase in the coming years.

For a deeper insight into China's market, including first-hand connections that could transform your business, come join us at the inaugural Pocket Gamer Connects Summit Shanghai on July 30th. ■



As the world's largest games market, China provides unique strategic business opportunities.

Shanghai's position as a hub for many of the sector's biggest companies, combined with 'ChinaJoy week' activity, creates a thriving environment that helps professionals from every corner of the global games industry make the connections that foster essential collaboration, creativity, and growth.

# POCKET GAMER<sup>®</sup> CONNECTS SUMMIT

JULY 30, 2025

IN ASSOCIATION WITH **my! gamez**

SHANGHAI



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BUND AREA**



## OUR ONE-DAY CONFERENCE DELIVERS:

- 500 games industry decision makers to discuss, exchange insight, and connect on topics related to mobile, PC, console, AI, and HTML5
- Connect directly with leading companies at the heart of China's games market for unrivalled knowhow
- Integrated meeting platform for efficient – and unlimited – business matchmaking (MeetToMatch)
- An unparalleled opportunity to enhance networking, get business done, and stay updated on the latest industry trends
- 30+ expert speakers on a 5-track programme covering key aspects of the sector, with particular focus on 'West meet East'
- A curated expo area with booths and dedicated meeting spaces
- Dedicated indie developer showcase area
- Post-conference additional networking activity
- One-day ChinaJoy pass (August 1) with expedited access included as part of PGC ticket
- Essential gateway to going East... and West!

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NOW!**



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- **Craig Chapple**  
HEAD OF CONTENT
- **Jez Bridgeman**  
CREATIVE DIRECTOR
- **João Diniz Sanches**  
PRODUCTION EDITOR

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Publication date:  
JULY, 2025