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Company Profile

Zeta Inc.

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Zeta Inc. is a leading IP-based game operator and publisher company in China.

Company Overview

- ❖ Zeta Inc. ranked first in terms of revenue generated from publishing IP-based games in 2019.
- ❖ The Company develops mobile games based upon these IPs by cooperating with third-party game developers and through its own in-house development team and then publish these games on its extensive publishing network.
- ❖ The Company has industry-leading and multifaceted global publishing capabilities and one of the largest mobile game publishing networks in China.
- ❖ As of end 2019, it cooperated with over 500 third-party publishing channels and had over 200million registered users, over 15million monthly active users and over 1million monthly paying users.

Business Model

- ❖ In the ecosystem, Zeta Inc. works closely with its business partners to offer wide range of games.



- ❖ It also licenses games directly from third-party game developers.
- ❖ It cooperates with game developers to optimize the games.



- ❖ Zeta Inc. also provides player services and technical support.

Industry Overview

- ❖ Mobile games are more popular and highest market share in China.
- ❖ The market size of mobile games in China was RMB170 billion in 2019 and is expected to reach RMB270 billion in 2022, representing a CAGR of 16.7%.
- ❖ The top 5 players in China's mobile game publishing market are Eta Hill, Sixth Avenue, Zeta Inc., Above Clouds and Delta Team, with market share of 45%, 20%, 15%, 5% and 3%, respectively.
- ❖ IPs refer to intellectual property rights relating to cultural products or art works.
- ❖ IPs have become an increasingly important constituent of the successful monetization of mobile games.

Summary Financials

Financial information of Zeta Inc.

