

Tencent's set for fastest growth since 2018 after outbreak

Tencent Holdings Ltd. picked up millions of new gamers during the global coronavirus outbreak — yet that surge in mobile play may be slowing as the world's No.2 economy goes back to work.

The quest for entertainment among millions **confined** to home translated into a big boost for Tencent's marquee games, Honor of Kings and Peacekeeper Elite. That helped the company gain \$25 billion of market value up to March 5, before a global market **rout torpedoed** the stock along with the rest of the market. WeChat operator Tencent is now expected to report its fastest pace of revenue growth since 2018 when it unveils fourth-quarter results on Wednesday, and investors will look for **assurances** it can sustain that pace of topline expansion.

confine 限制; 禁闭

rout 溃败

torpedo 彻底破坏

assurance 保证; 担保

But the outlook may be less clear-cut than anticipated and any gains from the pandemic may prove short-lived. While the **bread-and-butter** Peacekeeper Elite showed strong growth in the first days of March, sales from other major games **dwindled** and overall revenue fell for the sixth straight week, according to Sensor Tower data. Tencent's social and video ad businesses are also expected to take a hit this quarter when merchants and brands tighten their budgets.

bread-and-butter 实用的; 基本的

dwindle 减少; 变小

In the longer term, the bigger problem may be ByteDance Inc. The world's largest startup has been luring users and advertisers away to its addictive apps like news aggregator Toutiao and video platform Douyin, TikTok's Chinese twin. Now, ByteDance is trying to diversify its revenue stream into arenas such as paid music services and **full-fledged** video games, posing potential threats to Tencent's online content empire.

full-fledged 全面发展的; 成熟的

fledge 长羽毛