

October 2019

网络游戏 - China

“由于手机和移动游戏占据主导地位，简单易玩的游戏在大众市场上日渐普及，这类游戏对深入渗透低线城市以及吸引互联网新用户做好了准备。另一方面，客户端游戏吸引了更多资深玩家，这意味着开发更具挑战性的游戏是该品类的一个机遇。游戏市场中的创新应对游戏内容和社交功能多加关注，而非局限于某一游戏类型，因为中国网络游戏玩家乐于尝试多种游戏类型。”

– 黄开意，研究分析师

电子竞技 - China

“电竞游戏和游戏直播发展形势一片大好的同时，也迎来粉丝群体的快速壮大，而且现在新游戏玩家希望从这一新兴爱好中获得全方位体验。电竞馆和业余电竞比赛是带动市场的首要趋势。电竞粉丝以及电竞行业也对运动健身展现浓厚兴趣，以求改变人们对游戏和电竞的刻板印象。现在正是运动健身品类关心玩家健康以吸引该群体的时机。”

– 黄开意，研究分析师

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Online Gaming - China

“With the dominance of smartphones and mobile gaming, easy-to-play games are the prevailing trend in the mass market and are primed for further penetration in lower tier cities and new internet users. PC gaming, on the other hand, attracts more sophisticated gamers, meaning developing games that offer more of a ...

E-sports - China

“The flourishing of e-sports games and live game streaming has been accompanied by a rapid growth in the fan base and now game lovers want an all-round experience of this new emerging hobby. E-sports stadiums and amateur e-sports tournaments are top trends driving the market. E-sports fans and the industry ...