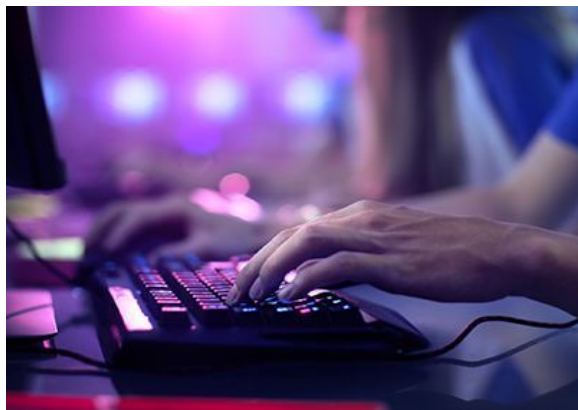


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“Consumers prefer playing online games with their real-life friends. This reveals an opportunity and also highlights the importance of connecting consumers’ real-world social life with games, which will make consumers ambassadors of games, attracting new users and retaining existing ones when they invite friends to play with them.”

Alice Li, Research Analyst

This report looks at the following areas:

- Female market hasn't been fully exploited
- How Chinese online gamers want to socialise through gameplay
- Online games can have constructive benefits

The number of online gamers in China is expected to exceed 570 million in 2017, up slightly by 1.5% from 2016. Market value has been growing faster than market volume in recent years, due to the increasing willingness to pay for and the affordability of Chinese online games. In the next five years, it's hard to see remarkable growth in online gamer number with increasing maturity in this market. But there is still room to drive value growth with more high-quality games and the rise of e-sports and the pan-entertainment ecosystem becoming better engaged with target consumers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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