

The 5 Most Important Channels to Market Your Game in The Chinese Games Market

An abstract graphic composed of numerous thin, blue, overlapping lines that form a complex, organic, and somewhat circular shape. The lines are arranged in a way that creates a sense of depth and movement, resembling a wireframe model of a face or a complex geometric structure. The overall effect is a dynamic and modern visual element that frames the title text.

01 Overview

Affected by coronavirus in China, many industries are suffering from lower growth rate. As marketers are exploring MarTech solutions to boost business growth at the moment, gaming advertisers may see an opportunity of reaping the rewards of reaching its audiences.

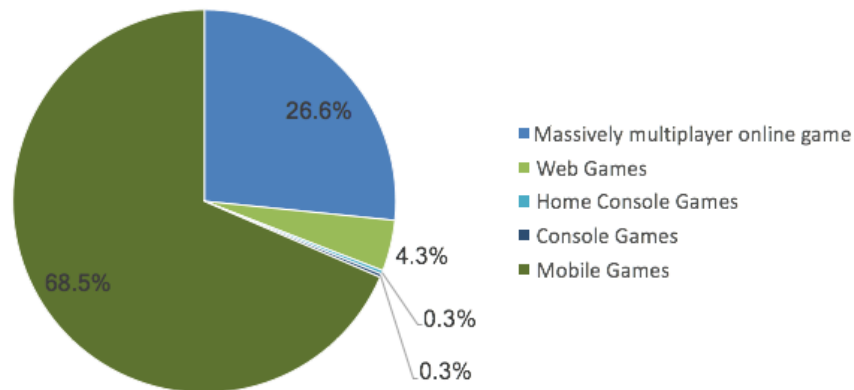
With the largest population in the world, China's domestic game market is expected to grow from \$30.8 billion in 2018 to \$41.5 billion in 2023. During the same time, the number of PC and mobile gamers is expected to grow to 767 million players. (Source: Niko Partners, 2019 China PC Online Games Market Report and 2019 China Mobile Games Market Report)

Thanks to mobile apps, cloud-based programs, and the emergence of 5G networks, the gaming industry is booming in China. This article introduces the status of China game industry and iPinYou's recommendations when reaching game players.

02 China Gaming Industry

In 2019, the revenue of Chinese gaming market reached 230 billion RMB and is expected to register a CAGR of 14% during the forecast period 2019 - 2024. Thanks to the largest mobile subscriber base in the world and the increased adoption of mobile games, the market share of it reached 68.5% with total revenue of 158 billion RMB. Client games revenue came to the next popular game types, which reached 61 billion RMB and accounts for 26.6% market share. Other players in the market include web games, home console games and console games. (Source: Game Working Committee of China audio and digital Association)

5 Major Game Types Market Share in China

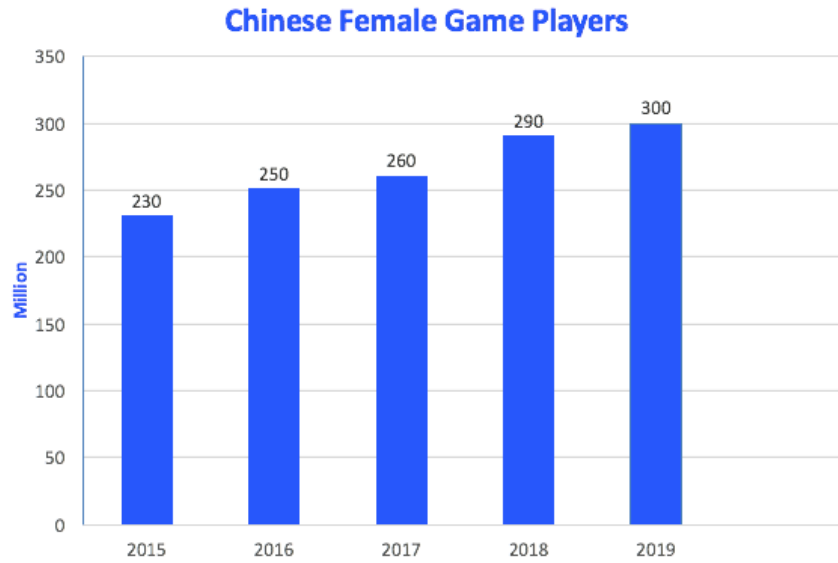


03 Trends of China Gaming Industry

3.1 Potential of female game players is releasing

The number of female game users in China reached 300 million in 2019, slightly up 3.5 percent year on year but still with growth potential, said the 2019 China Gaming Industry Report released by China Audio-video and Digital Publishing Association. Accounting for 46.2 percent of the country's total game users, they have become increasingly important consumers in the game market.

In 2019, female game players contributed 52.7 billion yuan (7.5 billion U.S. dollars), or 22.8 percent of the total actual sales revenue of China's gaming industry. Source: Game Working Committee of China audio and digital Association)



3.2 Two dimensions game players is growing steadily.

Two dimensions game players reached 116,000,000 with an average growth rate of 10.7%. Meanwhile, the revenue of two dimensions game market increased by 12.9% in 2019 and reached 21,560,000,000 RMB. The growing of Both player numbers and revenue indicates a steady and promising market. (Source: 2019 China Gaming Industry Report)

04 Advertisement Channels

As a leading MarTech solution provider with over 2,000 clients, iPinYou summarized 5 major advertising channels for game advertisers and provide recommendations based on experiences of 11 years of campaign.

4.1 Display - Banner Ads

| Display ads formats

-Native ads	-Full screen
-Welcome banner	-Strip banners
-Pop ups	-Dynamic ads
-Video banner	-Pause banner



Native Ads

Full Screen

Welcome Banner



Strip Banners

Pop Ups

Dynamic Ads

Video Banner

Pause Banner

iPinYou recommendations

✚ Maximize the Ad Serving results

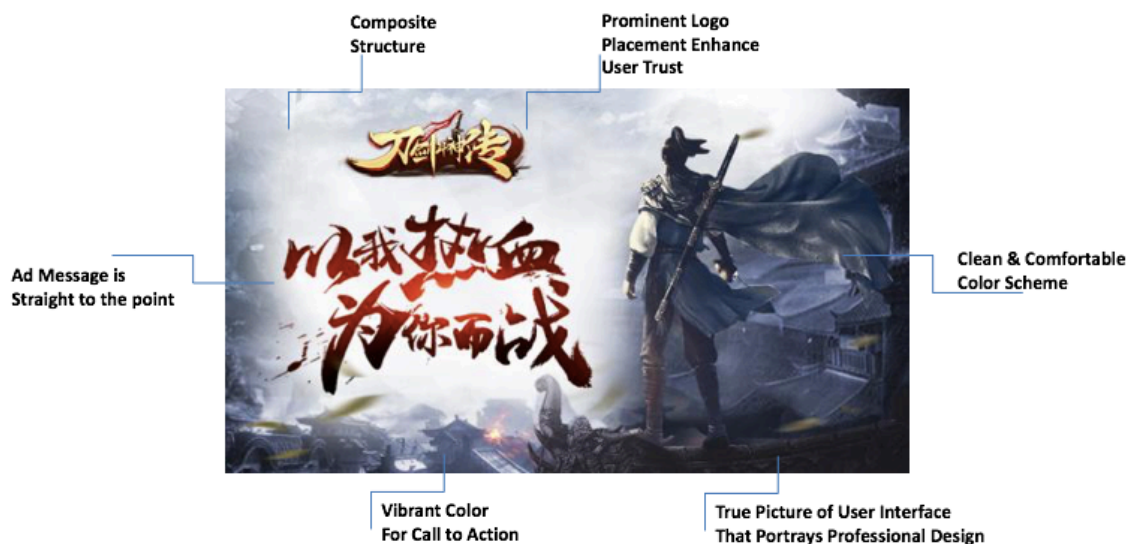
With a clear brand image and massive precious campaign data, every advertiser may have a portrait of their audiences. However, with iPinYou's data ability, advertisers can maximize the results of the expenses by exposing their advertisements only to potential customers, excluding existing ones. Thanks to iPinYou partnerships with leading data resource partner such as China Mobile, China Unicom, China Telecom, China's Broadcasting and Television Group, LiveRamp, JD Cloud, OTT partner, OOH partners and so on. With the help of third party data partners, iPinYou is able to identify potential customers from existing customers, and coverage potential ones that are similar to existing ones only.

Meanwhile, thanks to iPinYou's integration with AppsFlyer, iPinYou is able to bring down your CPI by retargeting users to download your app.

✚ Optimize your ads based on real campaign data

Change creatives for campaigns at least once every 4 weeks. To consider A-B Testing for creatives and to advise KPI for iPinYou's team to optimize usage of creatives accordingly

✚ Ads design recommendations



4.2 Video Ads

Video ad formats

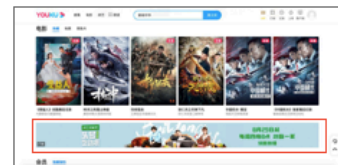
- pre-roll, mid roll & post roll	- Learn more button
- Banner display ads	- Displayed ads
- Video ads	



pre-roll, mid roll & post roll



Learn More button



Banner display ads



Displayed ads



Video ads

iPinYou recommendations

- ✚ Deliver your message in the first few seconds and grab attentions early on.

With paid memberships on various video platforms, users can skip advertisements whenever they want. As a result, the first image displayed and the following few seconds of the video ads is crucial in terms of catching attentions.

- ✚ Celebrity endorsements is never old fashioned in China.

Never neglect the power of celebrities with huge traffic. Best practices have proven that using celebrity endorsements to tug at audience's heartstring is useful in video ads.



- ✚ Make your videos professional.
Based on previous best practices, a professional video ads that demonstrate the charms of the user interface leads to better performance.

4.3 Native Ads

| Native ads samples on apps



iPinYou recommendations

✚ Deliver the right message.

For native branding placement, resized creative or logo should be displayed alongside to enhance brand awareness among native app users. While for performance placement, images and advertising copy should be compiled in a way that replicates in-app news content to enhance engagement rates

Native Branding Placements

- Primary focus is on the branding effect of the advertisement.
- Resized client creative or logo is displayed alongside approved creative copy to enhance brand awareness among native app users



Native Performance Placements

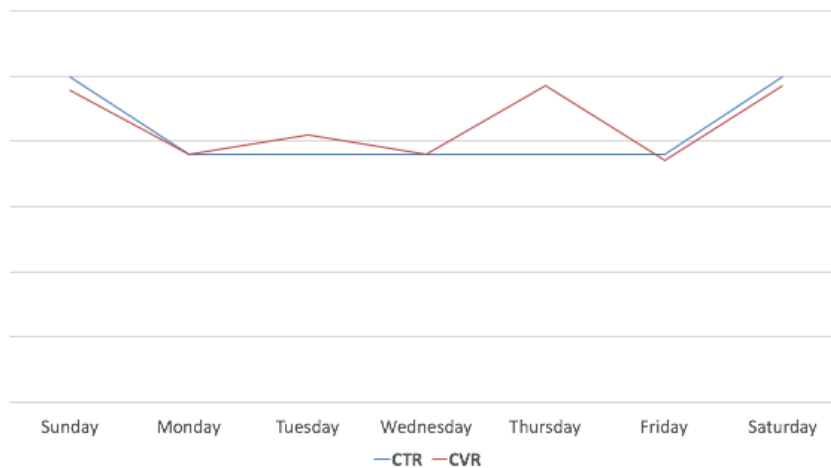
- Primary focus is driving traffic to the advertiser's website and conversion funnel.
- Images and advertising copy are compiled in a way that replicates in-app news content to enhance engagement rates



✚ Deliver the message at the right time.

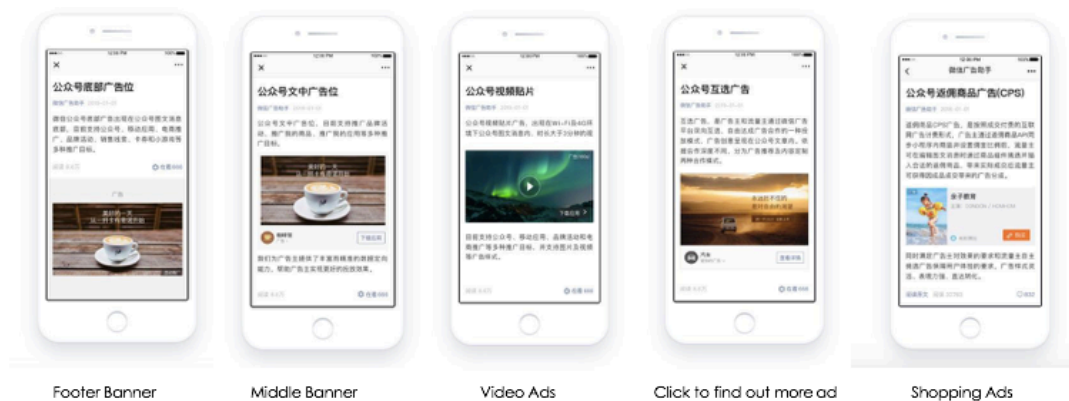
Native Advertising Gaming Conversions are highest on weekends and Thursdays

CTR & CVR by Day of Week, Gaming



4.4 Social Media

WeChat banner ad formats



iPinYou recommendations

- Understand the legal and platform regulations.

As a leading platform, advertisement on WeChat needs to follow certain rules like never use superlative adjectives, no false/misleading ads, and no guarantee in the description of the product.

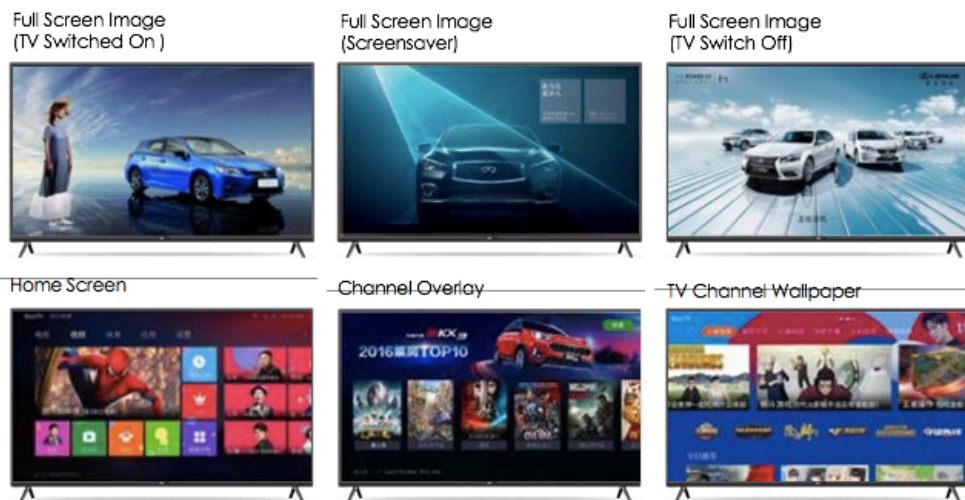
✚ A well-designed creative can be applied to all major ads formats



4.5 OTT

OTT ad formats

- TV switched on/off	- Screen saver
- Home screen	- Channel overlay
- TV channel wall paper	



iPinYou recommendations

- Take advantage of cross-channel retargeting

OTT advertising allows you to retarget through web and mobile traffic to complete the cross-channel marketing loop. With iPinYou's ID Onboarding Capabilities, Home OTT Devices can be connected and matched **across home, personal and outdoor scenarios**.

