

Parry Stewart - Sales & Marketing Director of Ennahar Production talks about mobile gaming in China.

BEIJING, CHINA, August 25, 2017 /EINPresswire.com/ -- China has the largest gaming market in the world – and it is booming business. During the Digital China event, a Sino-Dutch initiative focused on Chinese digital innovation, Parry Stewart - Sales & Marketing Director of Ennahar Production, recently discussed the latest developments and opportunities in China's gaming market, that is more and more focused on mobile gaming.

"I love to play games," Parry smilingly starts his talk. Every day after work, he comes home to his favourite PC games. The rise of mobile gaming has now also made it possible to enjoy his games outside of the house. Not many people are that familiar with 'mobile gaming', but without realizing, he says, many of us already are mobile gamers. The remarkable success of mobile games like Candy Crush or Angry Birds has proved that mobile gaming is quickly taking over a huge chunk of the international gaming market.

The US currently has around 139 million mobile gamers. The numbers vary, but according to Parry, China now has approximately 183 million gamers, and it is believed that 71% of the online population of China is an (occasional) online gamer, making it the largest online game market in the world.

One of the key drivers behind this online gaming environment is the fact that China is a mobile-first country. China's average mobile user owns a relatively cheap but high-performance mobile phone, which enables them to play mobile games. As the quality of China's smartphones keeps on rising, so are the possibilities and developments within China's mobile gaming market.

What makes the market so interesting for companies, Mr. Stewart explains, is their audience: "China's mobile gamers are young, mainly living in the first and second-tier cities of China, and half of them are female. Most importantly, they generally are fervent users of QQ, WeChat, and other social media, and like to spend money online as digital consumers who do not mind paying for movies, music, or games."

There are many different ways in which mobile games can bring revenue. There are paid games, or games with in-game payment options where users can generate a new life after they are game over



by paying for it.

But the commercial power of free mobile games also should not be underestimated, Mr. Stewart says: “in-game advertising could earn money in various ways. The social-media-loving audiences of mobile games make them very interesting for brands who can advertise through precise targeting and crossover co-operations.”

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