



# China Mobile Game Research Report

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Shanghai iResearch Co., Ltd.

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I.

Joyes(<http://game.joyes.com>)

가 (阳光加信)

, , , , , . . . 가 1 , 10387 .

58%가

가

가

47%

, 17%가 1

가

50%

50

1 -3 가

90%

가

50%

(FPS)

45%

(RPG)

76%

68%

(百宝箱)

GPRS

(梦网)

가

가

(梦网)

75%

가

가

가

64%

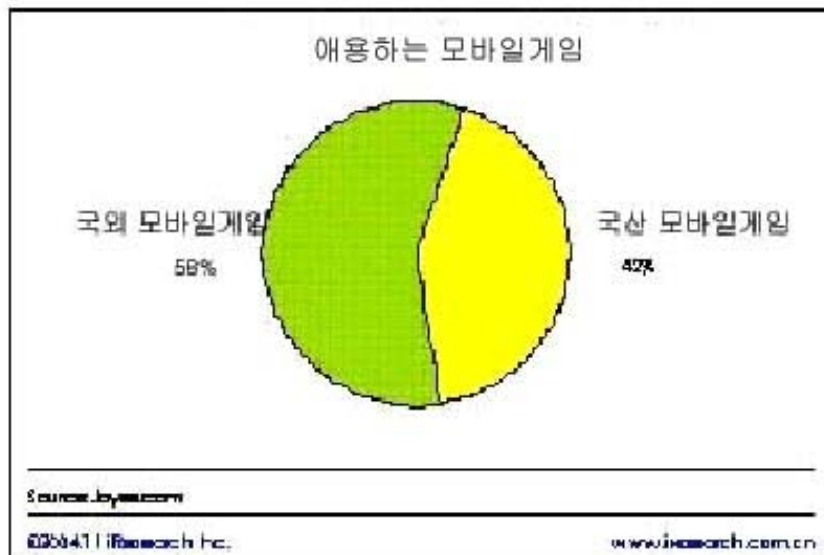
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1.

58%가

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## 2. 1

가

47%

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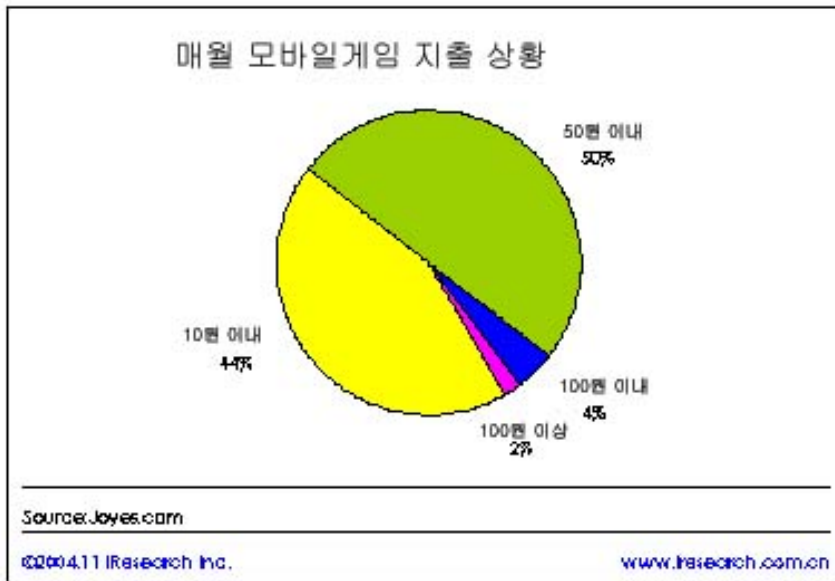
3.

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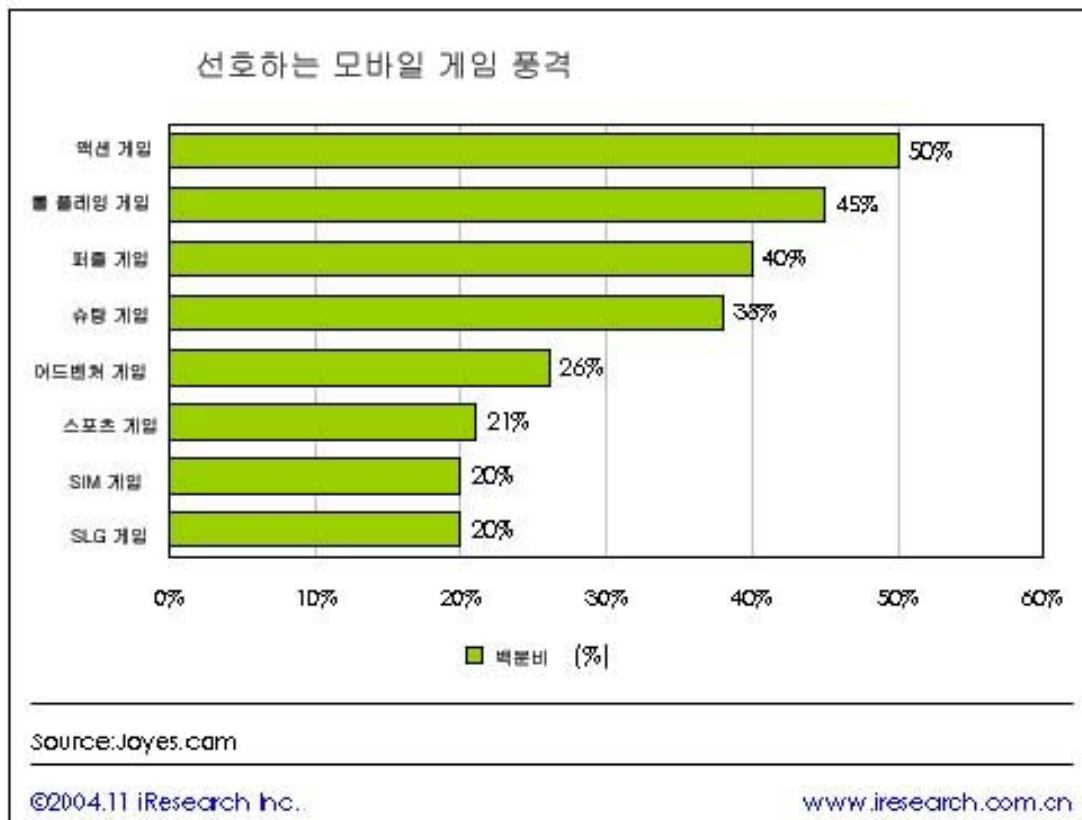
1 - 3 가

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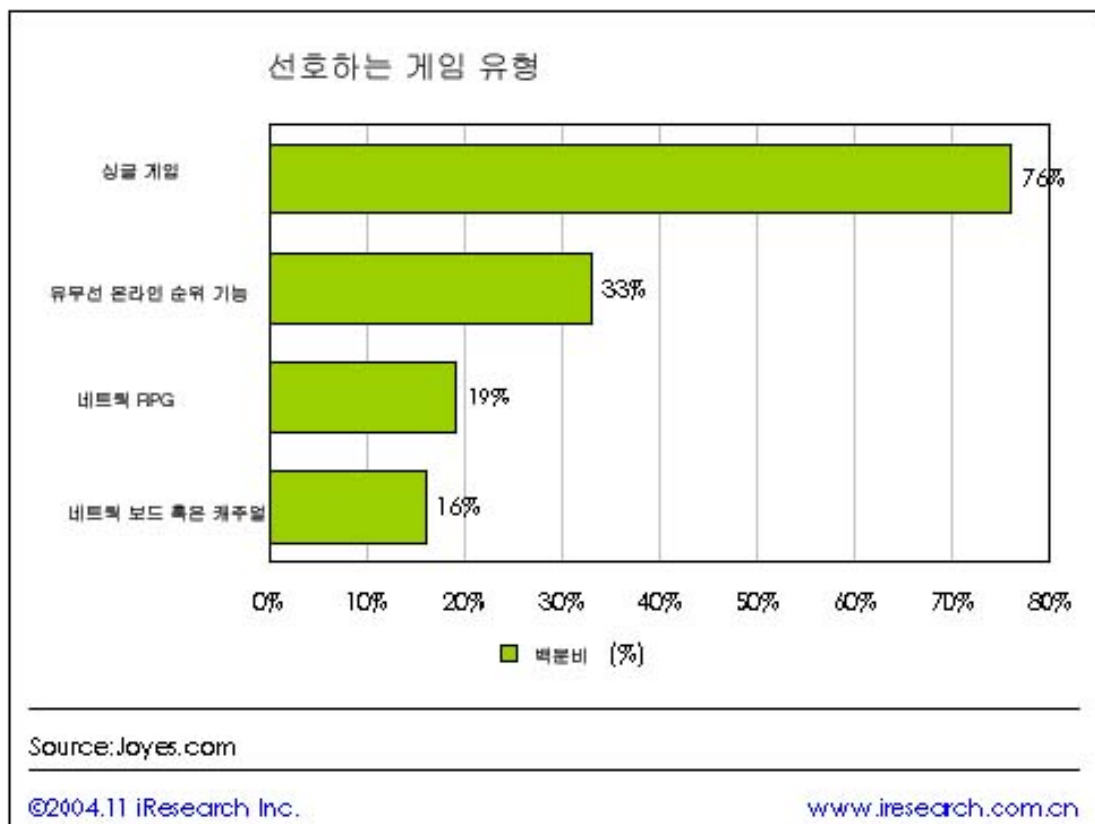
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6.

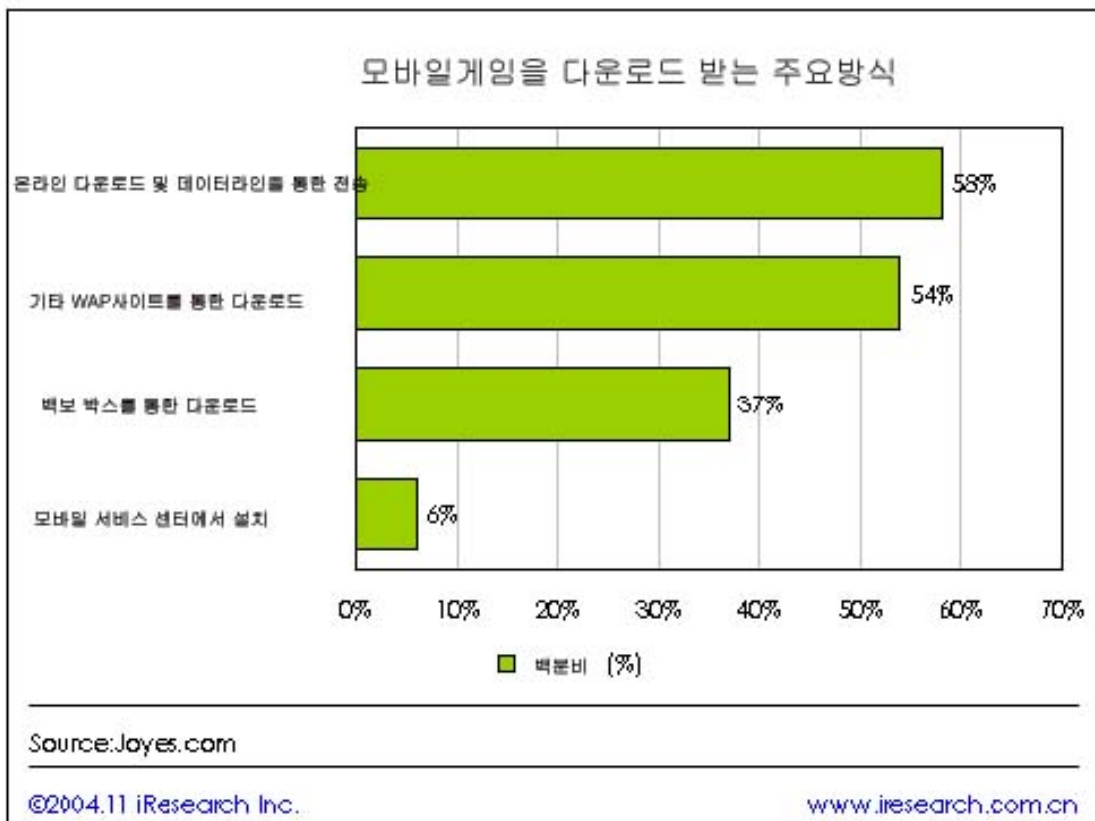
(百宝箱)

GPRS

(梦网)

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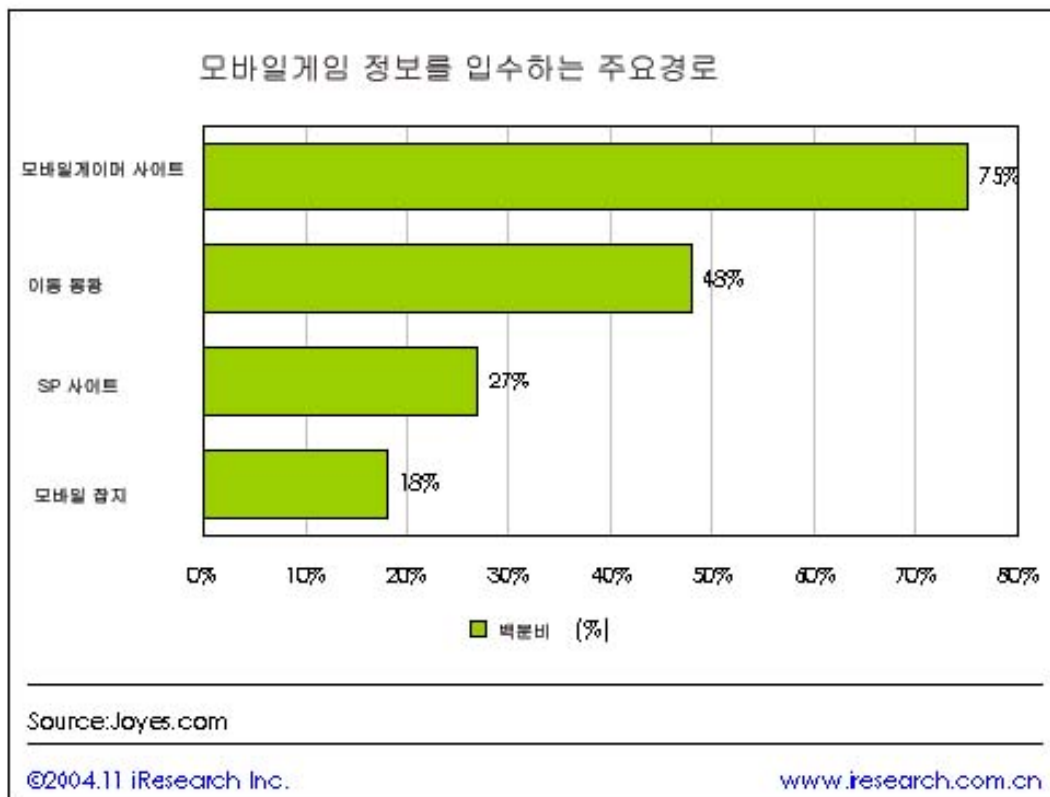


7.

(梦网)

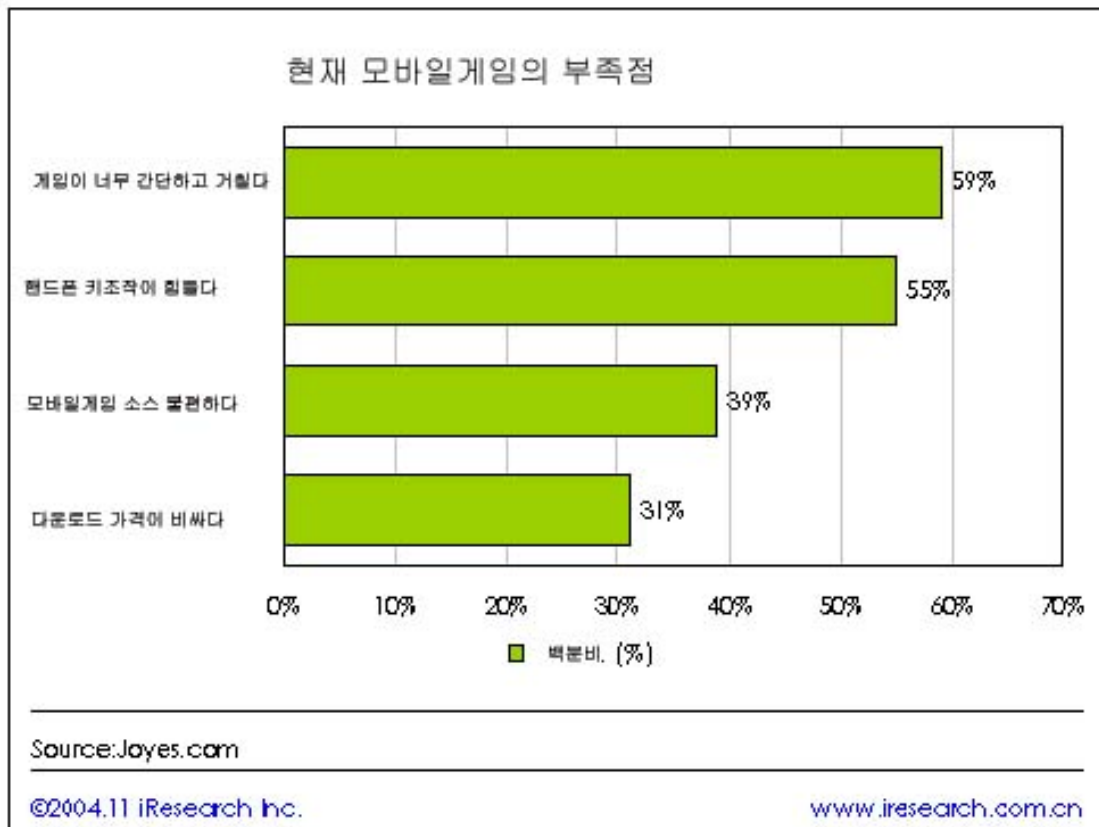
75%

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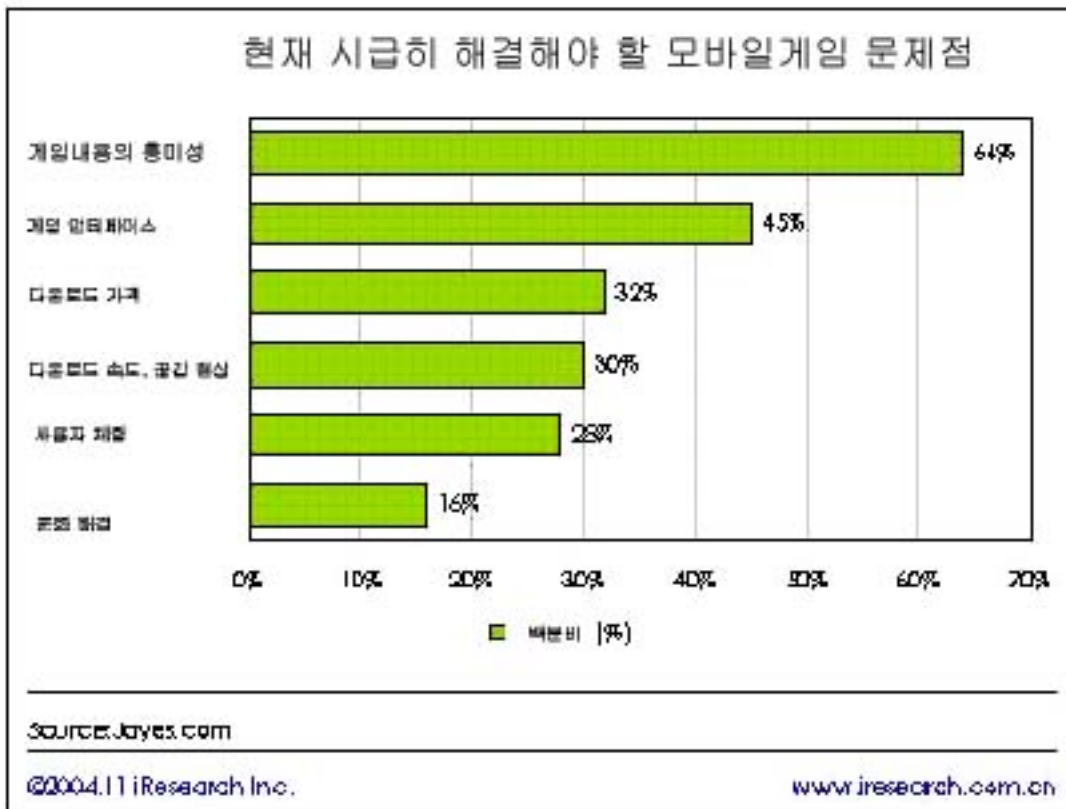
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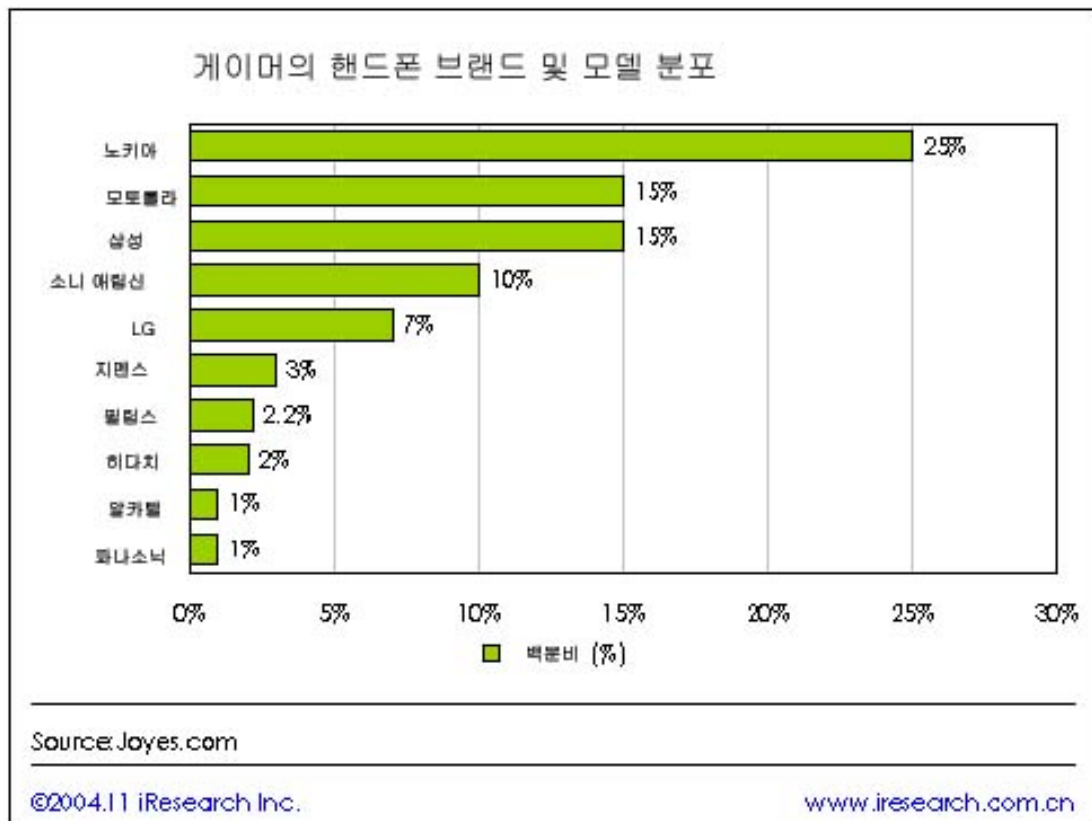
9.

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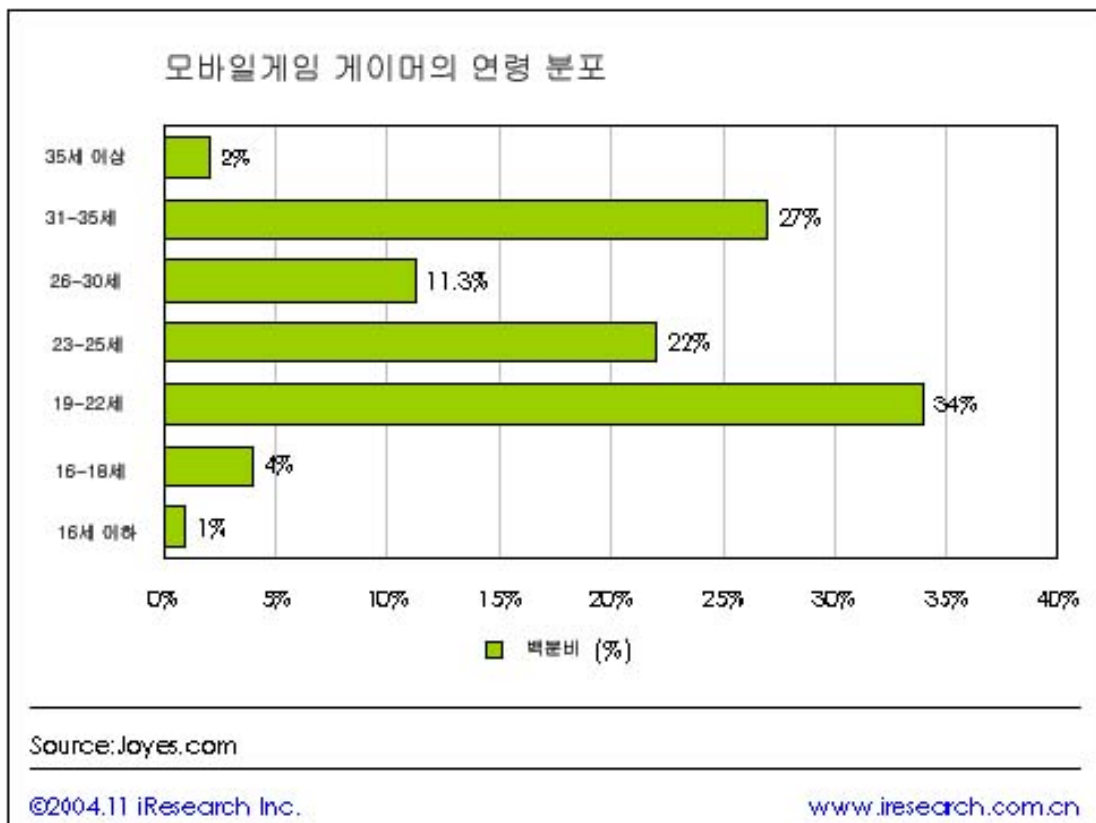
10.

3100 가



11.

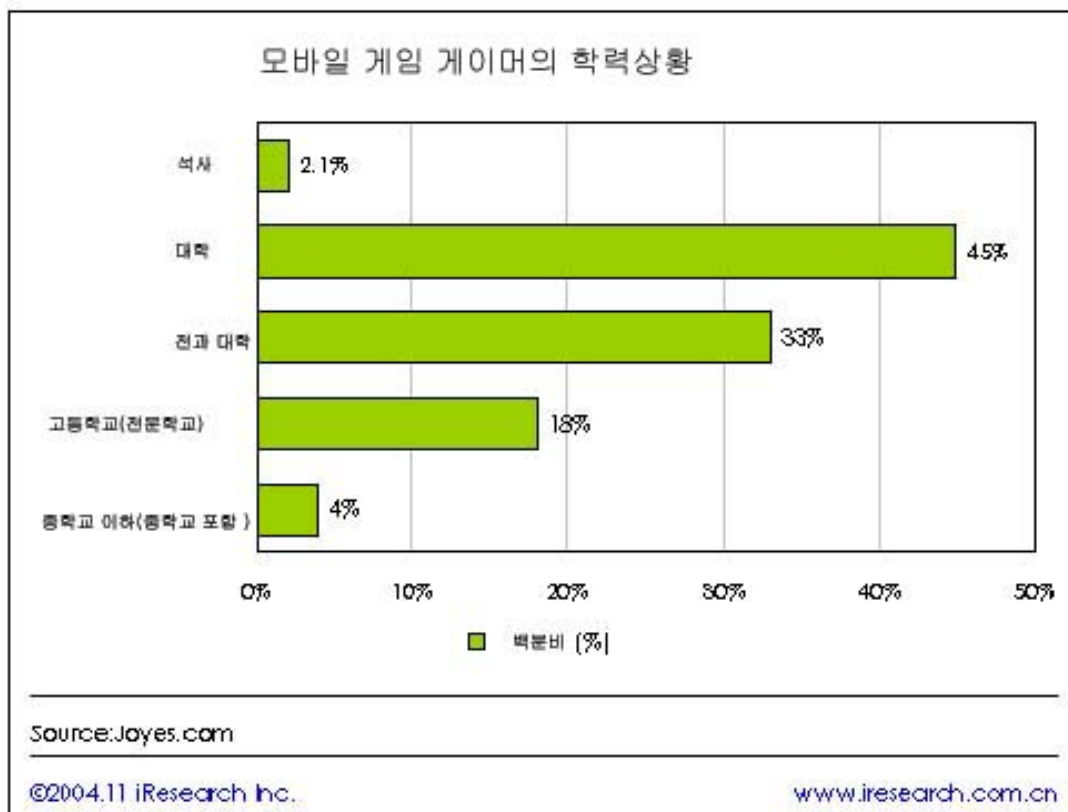
19-35 가  
19-22 가 34% , 31-35  
가 27% .





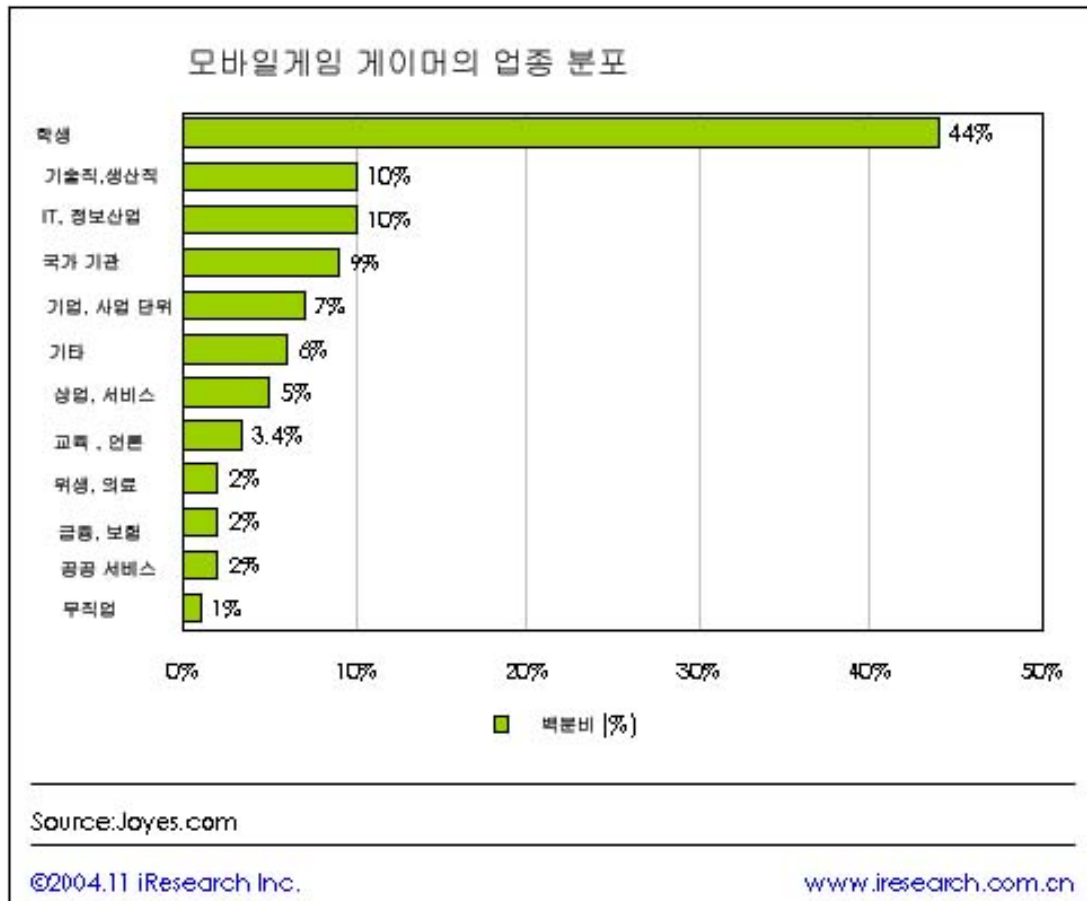
12.

, ( ) 18%,  
33%  
45%



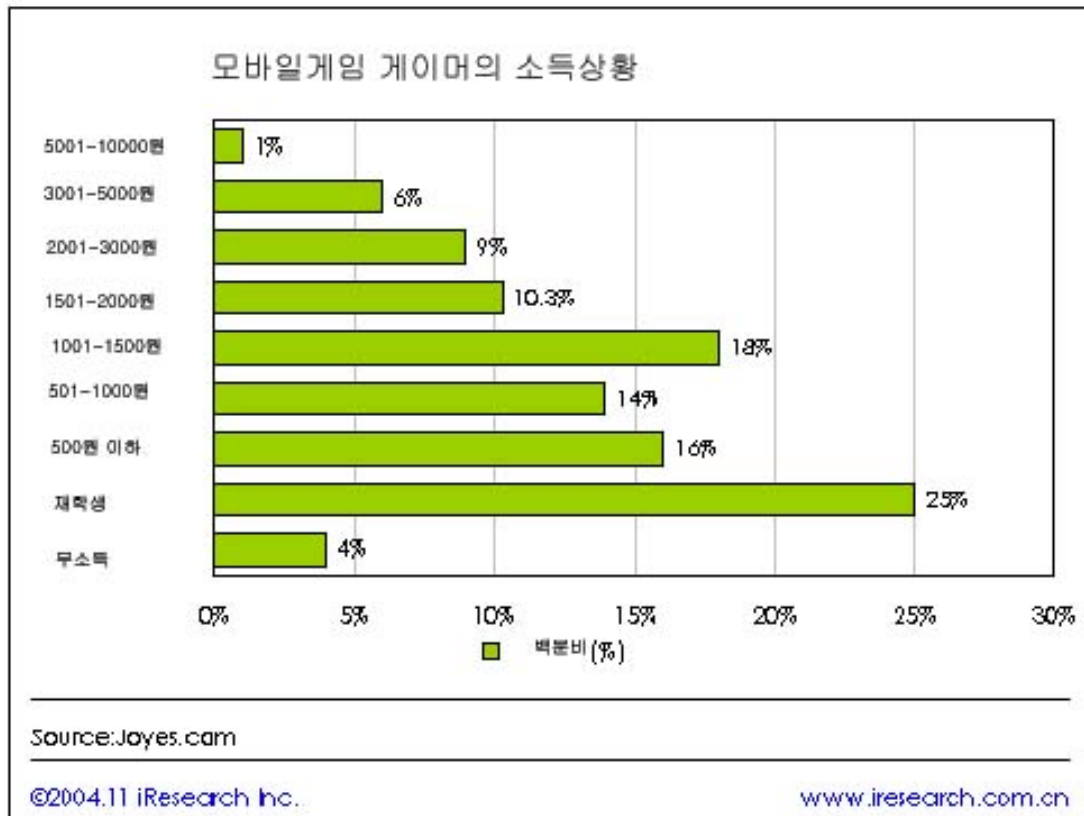
13.

44%



14.

가 , , 1000  
59% . 1000—3000  
37.3%, 3000 7% .



## II.

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:

iResearch

: 80 210

: 200030

: (021)64381678 , 64699956

: (021)64699956

iResearch

: 88 SOHO D 2913

: 100022

: 010-85804143 , 85806810 , 85800987

: [www.iresearch.com.cn](http://www.iresearch.com.cn)

/ :  
( )

: (021) 64381678

Email: [henry@iresearch.com.cn](mailto:henry@iresearch.com.cn)