

The Chinese Formula to a sustainable blockbuster

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EVP of iDreamSky

Who is iDreamsky?

The largest publishing platform in China
with **120M** MAU and we represent
23% of the market share

Who is iDreamsky?

Publisher for:



IMANGI STUDIOS

KILOO

MINICLIP



UBISOFT®

Disney
Interactive

SEGA®

weme

Content Provider to:



Baidu 百度



中国移动通信
CHINA MOBILE













China
unicom 中国联通



lenovo



The Blockbusters of China

	Logo	Game Name	Developer	Publisher
1		Fruit Ninja	Halfbrick	iDreamSky
2		Subway Surfer	Kiloo	iDreamSky
3		Fishing Joy	Punchbox	Punchbox
4		Temple Run 2	Imangi	iDreamSky
5		Angry Bird	Rovio	N/A
6		Temple Run	Imangi	iDreamSky
7		Protect Carrot	Luobo	Luobo
8		Plants vs. Zombie 2	PopCap	EA China
9		Where is my Water	Disney Interactive	Disney China
10		Fishing Joy	Punchbox	Punchbox

Requirements to be a Blockbuster

- **50 Million RMB (8 Million USD) gross revenue a year**
- **Over 50 Million installs a year**
- **Rank within the Top 10 of all major channels for at least 4 months of the year**



The problems you need to solve!

Bandwidth Challenge

	Salary	5G Data Plan	Percentage
China	US\$656	US\$150 3G	23%
Korea	US\$2903	US\$50 LTE	1.7%
USA	US\$3263	US\$50 4G	1.5%

Geographical Challenge



- 1.35 Billion People
- 32 Regions



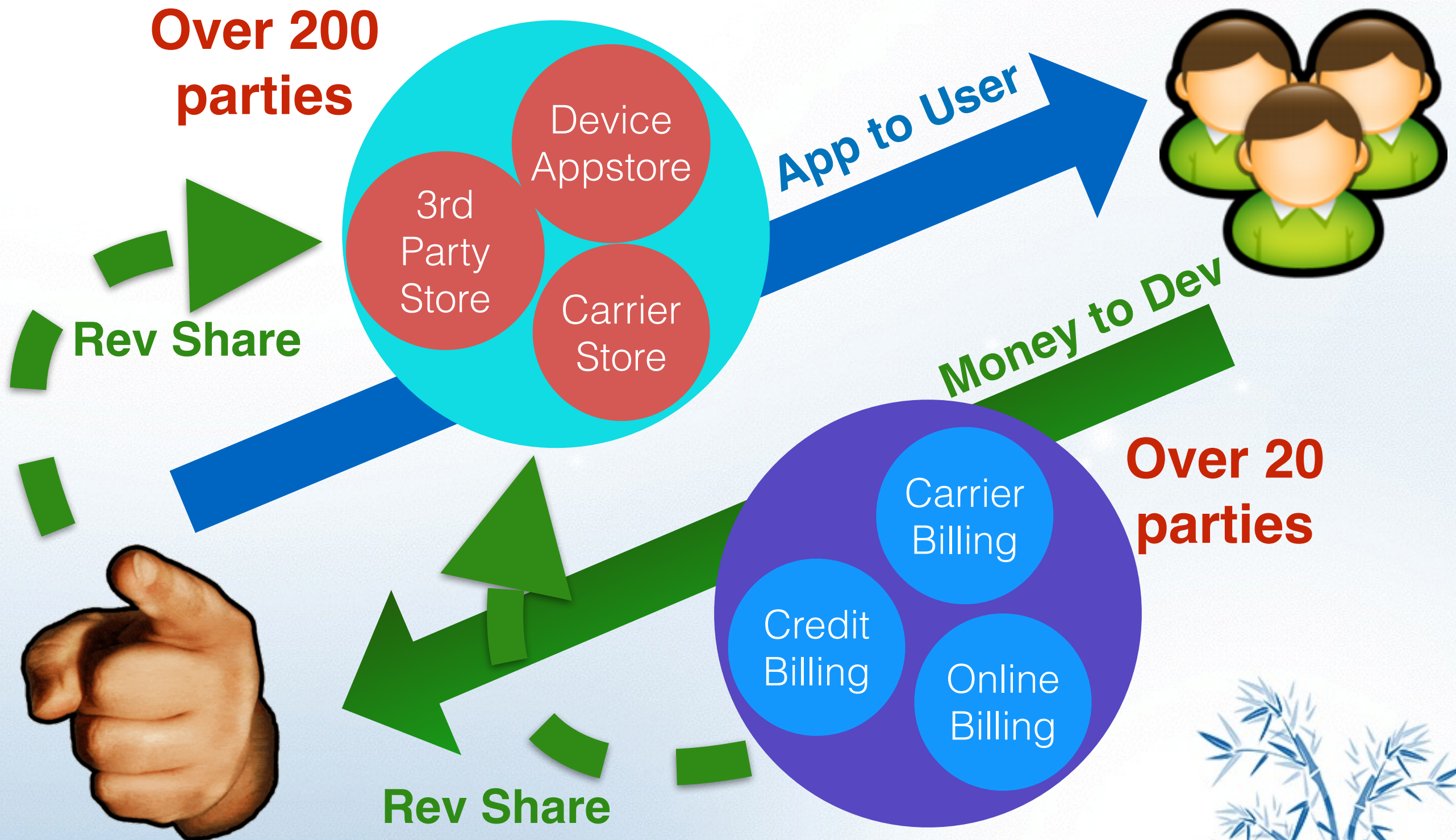
Top 5 Regions by Revenue

	Population	Population %	Revenue %
Guangdou	104,303,132	7.79%	12.47%
Zhenjiang	54,426,891	4.06%	6.2%
Henan	94,023,567	7.02%	6.14%
Sichuan	80,418,200	6.00%	5.17%
Hunan	65,638,722	4.90%	5.11%
Total		29.77%	35.09%

Distribution in the West



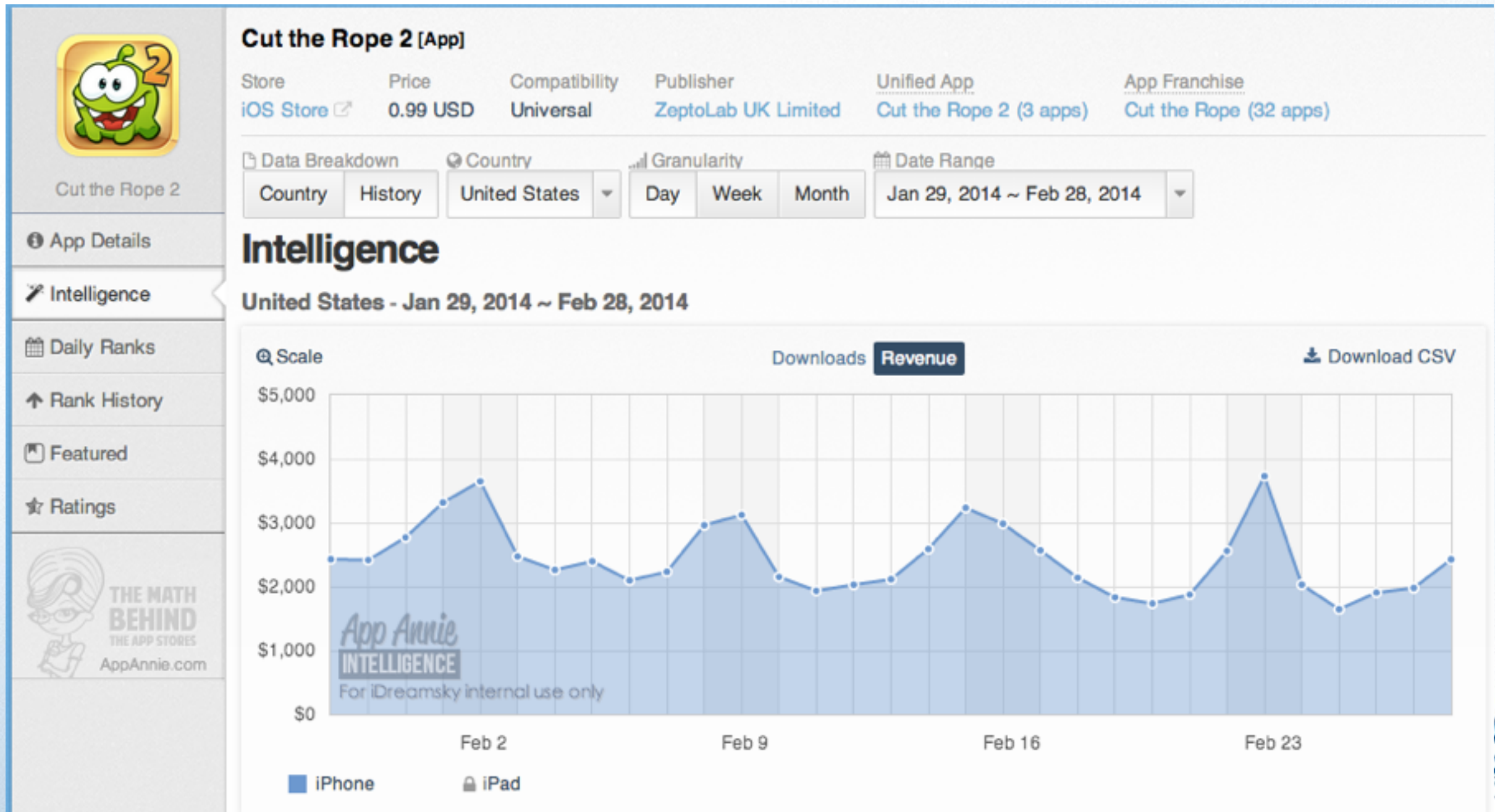
Distribution in China



Western monetization



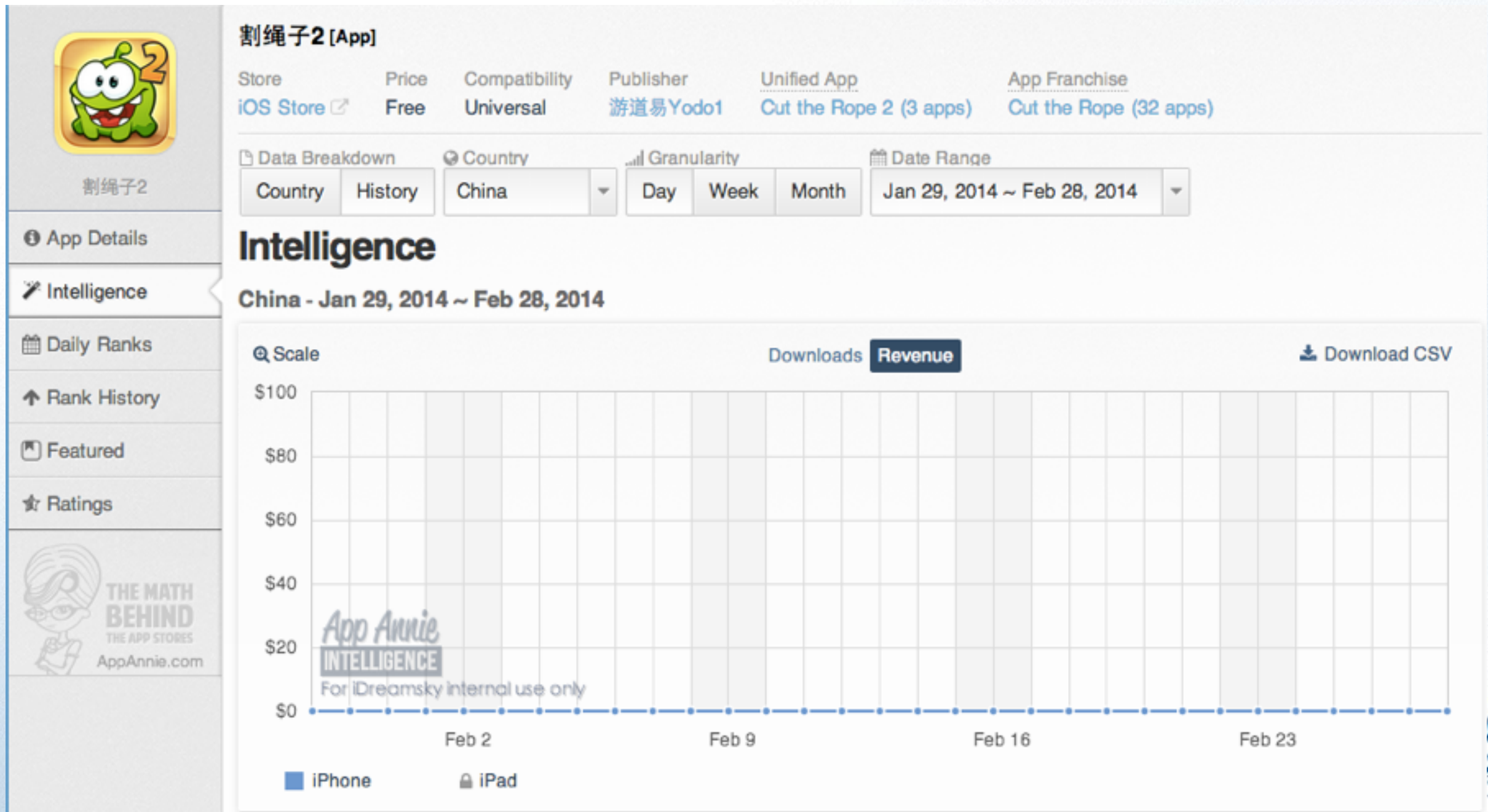
Western monetization



Chinese version of Cut the Rope



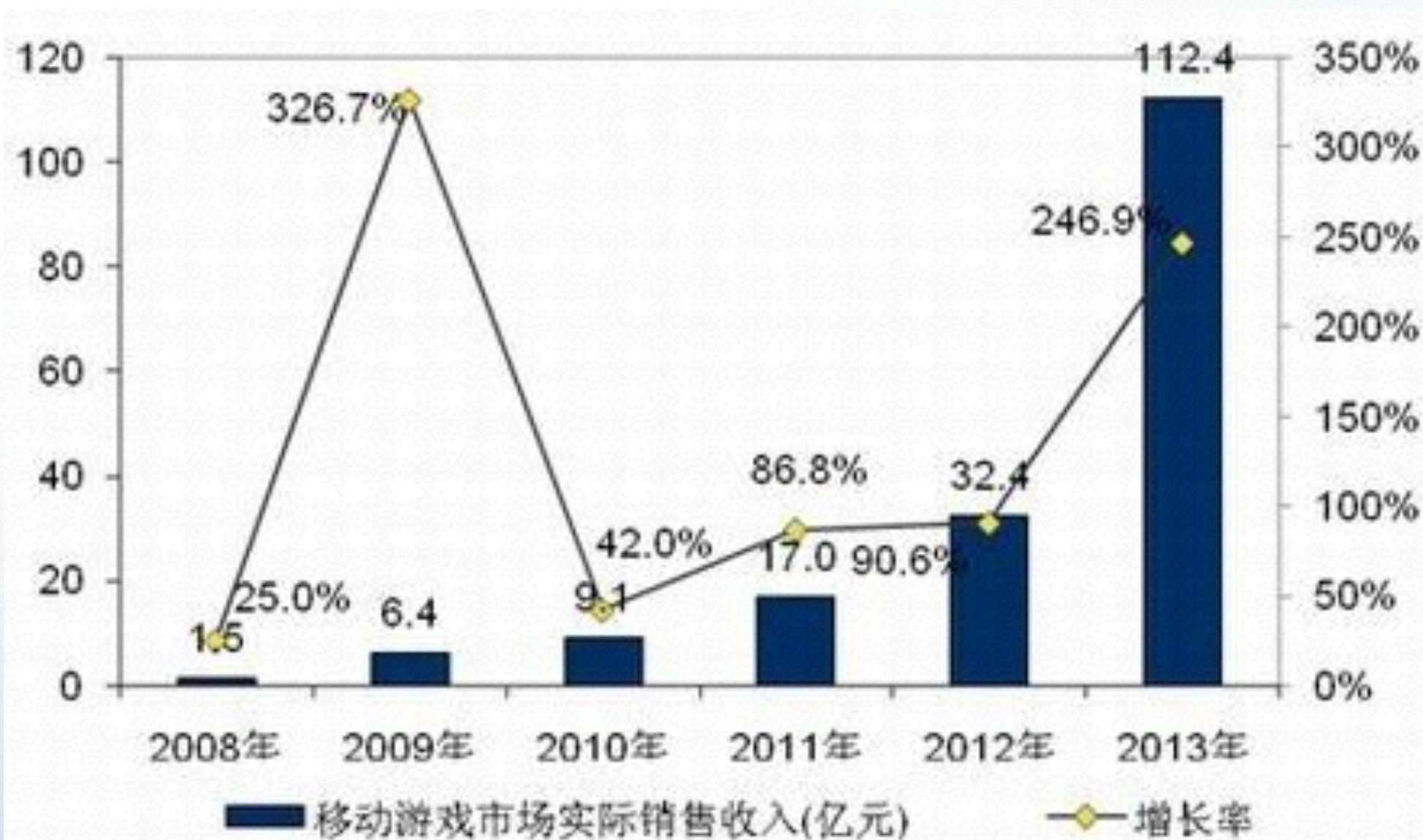
Western monetization model does not work in China



Smart Device Growth Chart in China



Total mobile game revenue in China



数据来源: GPC IDC and CNG

How we tackle these problems for our partners?

Roles of each party

• Developer's Role

- Provide Source Code
- Tech & Creative Guidance & Approval

• iDreamsky's Role

- Optimization for China
- Localization Development
- All local SDKs integration
- Distribution
- Marketing
- Pay Developer

Our Technical Solutions

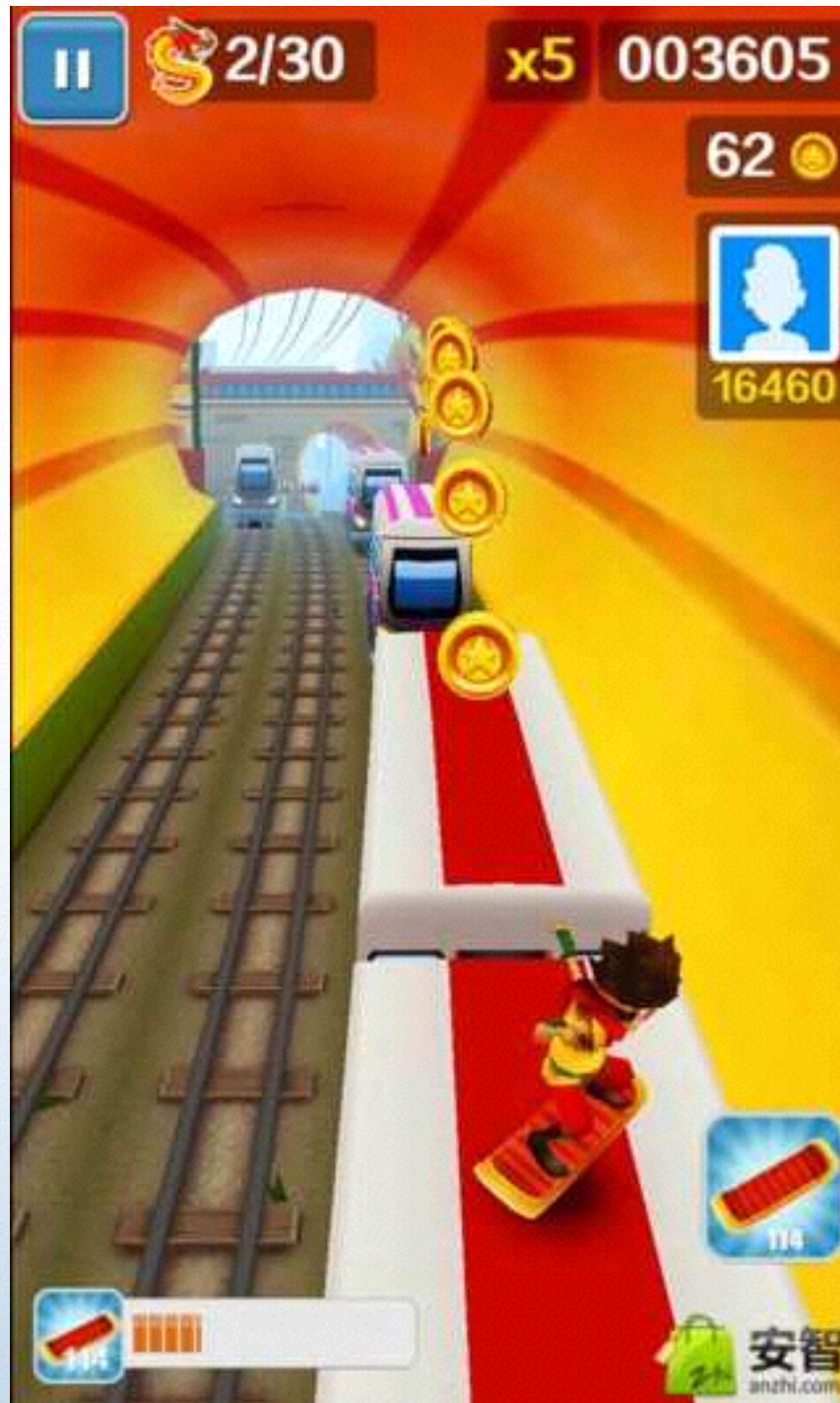
	Original Client Size	Optimized
Temple Run 2	35M	18M
Subway Surfer	34M	17M
Fruit Ninja	35M	17M
Sonic Dash	57M	27.8M
Every Day Bubble	37M	12M

Culturization



- Creative Guidance for Dev
- UI and UX optimization
- Difficulties adjustment
- Technical optimization

Subtle UI Difference



Chinese Holiday Content





iDreamsky's Distribution

- **2 Games officially announced to be released on WeChat in 2014**
- **3 Apps ranked top 10 in all major Appstores in China**
- **Top 3 Revenue generator for China Mobile, China Unicom and China Telecom in 2013 in Games.**

Our Monetization



Alibaba adaptation



1 Week
Notice



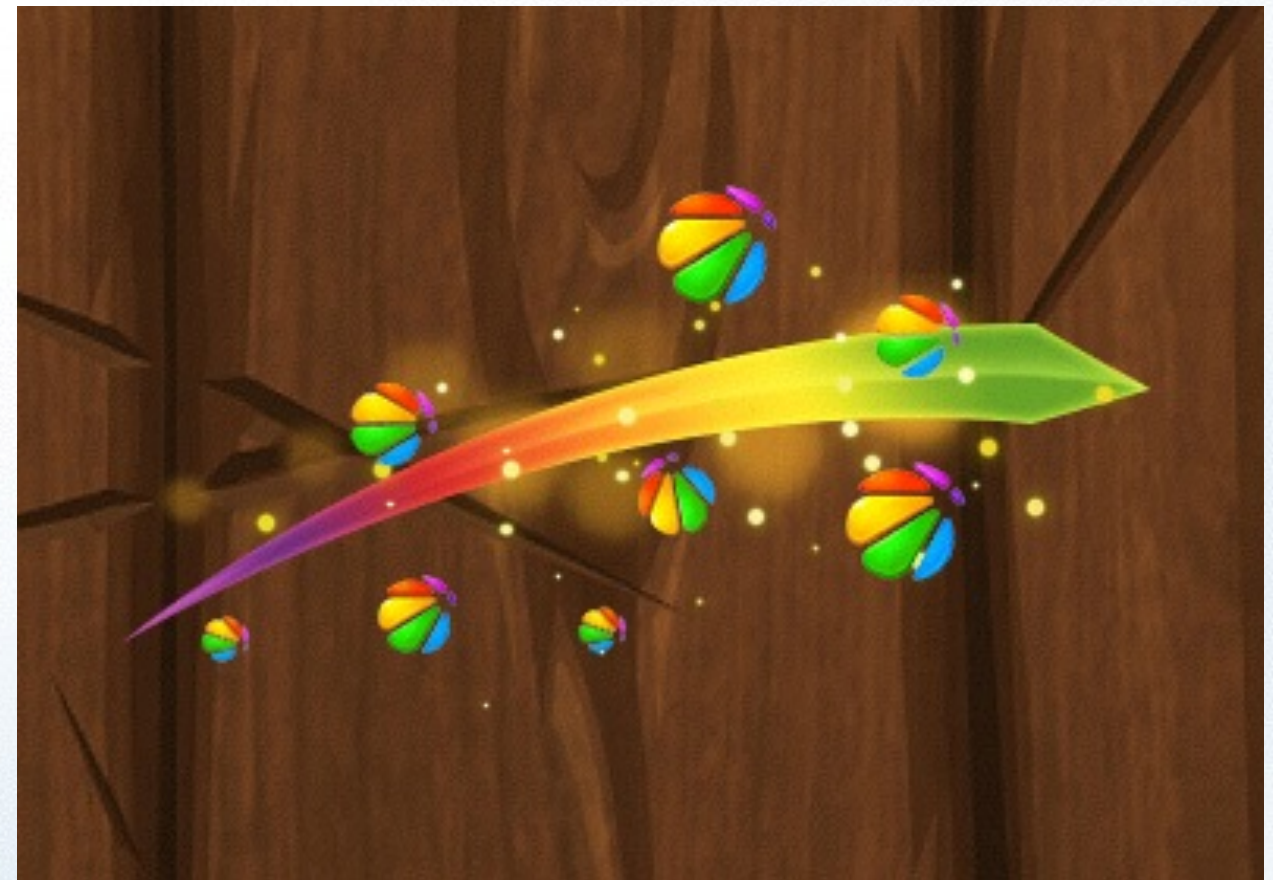
Baidu Championship adaptation



3 Days
Notice



360 Chinese New Year adaptation



1 Week Notice



Q&A

Ask question to get a free gift from us!

Thank you!
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