

Culture Transcends the Ocean: Research on Chinese-style Games as a New Carrier for International Communication of Chinese Culture —Taking the global impact of Black Myth: Wukong as an Example

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Abstract: *In the context of exploring the creative transformation and innovative development of Chinese culture, this paper focuses on how Chinese-style games can help the international dissemination of the "culture +" strategy. Through an in-depth analysis of the current status of Chinese online games going overseas, this paper reveals the competitiveness and cultural influence of domestic games in the global market. This paper specifically analyzes the market size and growth trend of Chinese online games, and elaborates on the distribution of games in overseas markets. Taking "Black Myth: Wukong" as an example, it demonstrates the successful experience of Chinese-style games in cross-cultural communication. This paper proposes strategies and suggestions for Chinese online games going overseas, including clarifying the target market, localizing adjustments, choosing appropriate distribution channels, and formulating effective marketing strategies. In addition, this paper emphasizes the important role of Chinese-style games in inheriting and innovating Chinese culture and promoting the "going out" of culture, and looks forward to the future development trend of Chinese online games going overseas.*

Keywords: Chinese style games, Culture +, Going overseas, Cross-cultural communication.

1. Introduction

With the acceleration of globalization, the competition of cultural soft power is becoming increasingly fierce, becoming an important indicator to measure a country's comprehensive national strength. In this context, how to effectively promote Chinese culture to "go global" and enhance the international community's understanding and recognition of China has become an important issue before us. Online games, as a product of the deep integration of modern technology and culture, have become an important carrier and emerging force of cultural communication with their unique interactivity and broad audience base.

driven by the national policy of promoting the creative transformation and innovative development of China's excellent traditional culture, China's online game industry has flourished, not only occupying an important position in the domestic market, but also showing strong competitiveness and influence on the international stage. Many Chinese-style games have won the love and praise of global players with their unique cultural connotations and exquisite game quality, and have also provided soil for improving user stickiness and expanding development directions [1], becoming an important business card for Chinese culture to "go global".

However, Chinese online games also face many challenges in the process of going overseas, such as cultural differences, market competition, laws and regulations, etc. Therefore, it is of great practical significance and theoretical value to conduct in-depth research on the strategies and practices of Chinese style games going overseas under the background of "double innovation" and explore how they can help the international communication of "culture +".

This paper aims to systematically analyze the current situation, challenges and opportunities of Chinese online games going overseas, and reveal the unique advantages and innovative paths of Chinese style games in cross-cultural communication. At the same time, combined with specific cases, such as "Black Myth: Wukong", in-depth analysis of their successful overseas experience and inspiration, to provide useful reference for the international development of China's game industry. The research in this paper will not only help promote the global dissemination and recognition of Chinese culture, but also provide strong support for Chinese game companies to achieve greater success in the international market. This paper also hopes that through the successful overseas expansion of Chinese style games, it will further promote the dissemination and recognition of Chinese culture on a global scale and enhance China's international cultural influence.

2. Analysis of the Current Situation of Chinese Online Games Going Overseas

2.1 Market Size and Growth

In recent years, the "going global" of domestic games has become a major trend. Games such as "Against the Current" have brought Chinese opera IP symbols to foreign countries, allowing overseas players to experience the charm of the "digital opera garden" [2]. The success of a series of domestic games such as "Genshin Impact" and "Honkai Impact 3: Sky Tracks" in overseas markets has proved that domestic games have strong competitiveness in the international market. These games not only bring rich gaming experiences to players, but also become an important carrier for Chinese culture to "go global".

2023 China Game Industry Report, jointly released by the Game Publishing Working Committee of the China Audio-Video and Digital Publishing Association and the China Game Industry Research Institute, shows that the actual sales revenue of China's self-developed games in the overseas market last year was US\$16.366 billion, and the scale has exceeded RMB 100 billion for five consecutive years. This shows that China's game industry is growing and developing, and it also reflects that the international influence of Chinese culture is increasing. The report also pointed out that although the domestic game market has clearly recovered, the pressure is still great and confidence needs to be boosted; it continues to expand overseas markets, but in an environment of fierce competition, overseas revenue has declined slightly; self-developed products exploring and spreading China's excellent traditional culture have gradually become the mainstream [3].

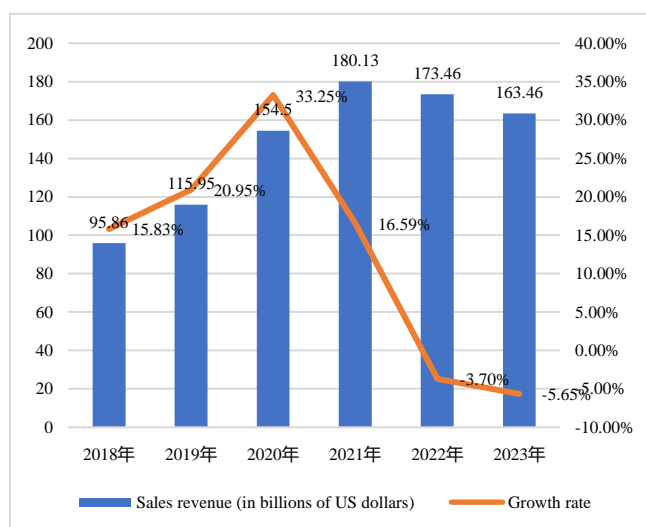


Figure 1: Actual sales revenue of China's self-developed games in overseas markets from 2018 to 2023

Entering 2024, China's online game overseas market continues to show strong growth momentum. Despite the challenges of global economic fluctuations and intensified international market competition, China's game industry still occupies an important position in the global market with its advantages in technological innovation, product development and market operations.

According to industry reports, the scale of China's online game overseas market is expected to expand further in 2024. Considering that the actual sales revenue of China's self-developed games in the overseas market has reached 16.366 billion US dollars in 2023, and has exceeded 100 billion yuan for four consecutive years, although it has decreased by 5.65% year-on-year, the base is still huge, providing a solid foundation for growth in 2024.

Therefore, it is expected that the scale of China's overseas online game market will achieve positive growth in 2024. The specific values may fluctuate due to the market environment and various factors, but the overall trend is positive.

2.2 Distribution of Chinese Games in Overseas Markets

The development momentum of Chinese self-developed games in overseas markets is particularly significant. In 2023,

among the top 100 products in terms of revenue in the world's major overseas mobile game markets, the number of Chinese game products in the US, Japan, South Korea, the UK, and Germany markets all showed an upward trend. Data disclosed by the Sensor Tower Store Intelligence Platform showed that the total revenue of Chinese game manufacturers was US\$ 21.78 billion. Among the top 200 products in terms of revenue in the US, Japan, and South Korea in 2023, the number of Chinese self-developed products accounted for 30 %, 28.5 %, and 35 % respectively [4]. In 2023, the United States and Japan will still be the main mature markets for Chinese mobile games to go overseas, with the US market accounting for 32.51 %, the Japanese market accounting for 18.87 %, and the third-ranked South Korean market accounting for 8.18 %. In addition, the combined market share of Germany, the UK, and Canada reached 9.45 %, an increase of 0.27 % compared with last year.

In 2023, the revenue share of China's self-developed mobile games in overseas emerging markets such as the Middle East and Latin America will increase significantly, increasing by 11.1 % and 6.9 % in the Middle East and Africa and Latin America respectively, but no significant increase has been seen this year.

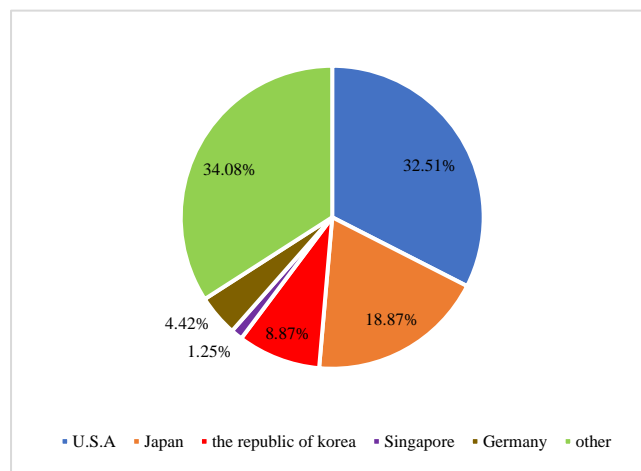


Figure 2: Distribution map of key overseas markets for Chinese games in 2023

2.3 Specific Circumstances and Differences of Individual Markets

2.3.1 Market size and user characteristics

Southeast Asian market: In recent years, it has become an emerging hotspot for Chinese games to go overseas, and is a rapidly growing "blue ocean" market. The region has a high Internet penetration rate and a rapid growth in game users, providing a broad space for the development of Chinese games. Mobile game downloads account for a high proportion, the user base is large and tends to be young, and the Internet penetration rate continues to grow, but there is still room for optimization. There are many casual, puzzle, and action games, but the proportion of new products is low. The downloads and revenue of Chinese games in the Southeast Asian market have maintained rapid growth.

European and American markets: one of the largest game markets in the world, a mature and large market. Chinese games have achieved remarkable results here. There are many

players, console and mobile games are equally popular, there are rich game types, FPS, action games, role-playing games, etc. are popular, and the game production standards are high, focusing on innovation and quality. According to reports, the United States is the largest overseas market for Chinese mobile games, accounting for more than 30%. The European market also shows a steady growth trend, and the market share of Chinese games in the region is increasing year by year.

Japanese and Korean markets: They are important markets for Chinese game exports and are mature markets with fierce competition. The market size is large, but the growth rate is slowing down. Role-playing games occupy an important position. The localization threshold is high, the competition is fierce, and players have strict requirements on game quality and pay attention to game experience and reputation. The game industry in these two countries is developed, the player group is large, and there is a high degree of acceptance of Chinese games. Chinese games have performed particularly well in the Japanese and Korean markets, and many games have long been at the top of the best-selling list.

2.3.2 Game Type Preference

Southeast Asia: Casual, puzzle, and action games are more popular; arcade, puzzle, and simulation are the top three categories in terms of downloads; players are more receptive to novel and interesting gameplay.

Europe and the United States: FPS, action games, role-playing games, etc. are popular; fantasy, war, gangster and other themes are enduring; preference is given to games with high graphics quality and high degree of freedom.

Japan and South Korea: Role-playing games occupy an important position; simulation business games are growing rapidly in the Japanese market; the Korean market prefers heavy games and long-term operating game products.

2.3.3 Cultural Background and Localization Requirements

Southeast Asia: Culture is diverse, including Buddhism, Islam and other religious beliefs. Family values and community ties are close, and interpersonal relationships and social interactions are valued. Religious and politically sensitive content must be avoided, and local players' language habits and cultural preferences must be considered during localization. Social elements are more important in games.

Europe and the United States: Western culture focuses on values such as individualism, freedom, and competition. The game market has a long history and a wide and diverse player base. Game development must conform to the gaming preferences and aesthetic habits of European and American players. Game content must comply with local laws and regulations. The European and American markets focus on game innovation and quality.

Japan and South Korea: Japanese culture is unique, with a focus on details and quality, and high player loyalty. Korean culture focuses on competition and teamwork, and the game market is highly competitive. The Japanese market prefers pixel-style and Q-version style games, and has extremely

high requirements for game art quality. The Korean market prefers heavy games and long-term operating game products, with a high threshold for localization, and requires a deep understanding of the culture and psychological needs of local players.

2.3.4 Business Model and Monetization Methods

Southeast Asia: Mainly free games, monetized through advertising (IAA) and in-app purchases (IAP). Emerging markets such as Indonesia and the Philippines prefer IAA games. The IAA advertising monetization model is relatively common. Indonesia has the highest IAA content in game investment. Some countries such as Singapore and Thailand also have a certain proportion of IAP monetization.

Europe and the United States: Paid games and free games coexist. The business models of console games and mobile games are similar, both focusing on DLC and virtual item sales. Paid downloads, DLC expansion packs, and virtual item sales are the main ways to monetize. Some games also monetize through advertising and subscription models.

Japan and South Korea: Paid games account for a high proportion, especially RPG and card games. Players have good payment habits and high ARPU values. Paid downloads and in-app purchases are the main monetization methods. Korean players prefer to pay to get effects such as prop upgrades and energy upgrades.

3. Take "Black Myth: Wukong" as an Example to See Chinese Culture Going Overseas

3.1 Overview of Black Myth: Wukong

Black Myth: Wukong is a game developed by Game Science. Black Myth: Wukong is an action role-playing game based on Chinese mythology, produced by the studio Science. The game is positioned as a domestic 3A game. The game world view of Black Myth: Wukong is based on Journey to the West, one of the "Four Great Classics" of Chinese classical novels. In the game, the player will play the role of a "man of destiny". In order to explore the truth of the legend of the past, he will embark on a journey to the west full of dangers and surprises to immerse himself in the wonder and magic of the oriental heroic epic.

By the end of 2022, the two official live demo videos posted on the YouTube account of IGN, the world's largest gaming entertainment media, had been viewed over 10 million times. In 2023, Black Myth: Wukong was exhibited at the Cologne Games Show in Germany, with a waiting time of several hours. Some overseas players were even willing to wait in line for 5 hours just to experience this Chinese game.

It is worth noting that the official release date of Black Myth: Wukong is August 20, 2024. The game has achieved unexpected publicity effects both at home and abroad with only relevant trailers and actual machine operation videos. In June 2024, the official game page of the PSN Mall Hong Kong Service showed that Black Myth: Wukong can be added to the user's wish list. On June 8, Black Myth: Wukong was

released on PS 5/STEAM/EPIC GAMES STORE/WEGAME stores simultaneously opened pre-orders. On the morning of June 9, the physical limited edition of "Black Myth: Wukong" officially opened for pre-order on the e-commerce platform. As of 12:00 noon, the physical collector's edition, which is limited to 10,000 sets and priced at 1,998 yuan, has reached 110,000 reservations; the physical deluxe edition, which is limited to 20,000 sets and priced at 820 yuan, has also reached 83,000 reservations. At 8 pm on June 10, the two physical gift boxes of "Black Myth: Wukong" officially opened for full pre-sale. Only users who made reservations were eligible to purchase, and they were sold out in less than 1 minute. On June 15, after 3 days of pre-sale, the pre-sale amount of Black Myth exceeded 100 million. On June 17, the two physical limited editions of "Black Myth: Wukong" opened the second round of pre-sale on domestic e-commerce platforms, and they were still sold out in seconds like the previous round. As of 21:00 Beijing time on August 23, 2024, the official website of "Black Myth: Wukong" announced that its sales across all platforms have exceeded 10 million copies, with total sales exceeding 2.68 billion yuan, of which about 20% of the players are from overseas. At the same time, the maximum number of online users exceeded 3 million, and the approval rate exceeded 97%.

3.2 The Chinese culture in Black Myth: Wukong

Plot design: The game is based on Journey to the West. The influence of this classic literary work is everywhere, from character settings to storylines, all of which exude the charm of classical culture. Wukong, a legendary figure in Chinese mythology, has become the protagonist of the game. His image, actions and words are full of the characteristics of traditional Chinese culture.

Environmental design: The environmental design in the game is even more brilliant, perfectly combining Chinese classical landscapes with mythological elements. Lingshan, Huaguoshan and other places of the Journey to the West are like a beautiful Chinese painting, allowing players to appreciate China's natural beauty and cultural landscape in the game.

Battle system: In addition, the battle system of the game also incorporates the magic and change elements in Chinese mythology. Players can feel the fantasy and charm of Chinese mythology while wielding the golden hoop. The splendor of the magic and the endless changes make people feel as if they are in a mysterious oriental world.

Background music: The background music in the game is the icing on the cake. The addition of "Cloud Palace Swift Sound", the overture of the 1986 TV series "Journey to the West", injects more Chinese style into the game. The familiar melody seems to bring people back to the world of Journey to the West full of fantasy and adventure.

In the world of Black Myth: Wukong, we seem to be able to travel through time and space, talk to the ancients, and experience those ancient legends and myths firsthand. This is a wonderful journey about Chinese culture, and also a baptism and sublimation of the soul. The high-quality entertainment experience demonstrates the unique value of games in

international communication [5].

3.3 Analysis of the Reasons for the Popularity of "Black Myth: Wukong"

The popularity of Black Myth: Wukong is no accident. It is a major breakthrough in the cross-cultural communication and export of Chinese games. The success of this game not only demonstrates the strength of the Chinese game industry, but also reflects the unique charm and influence of Chinese culture on a global scale.

3.3.1 Combining mythological elements with modern game design concepts

Black Myth: Wukong skillfully combines Chinese mythological elements with modern game design concepts. Inspired by the ancient Chinese masterpiece Journey to the West, the game reinterprets the classic character of Sun Wukong and injects modern aesthetics and gameplay design. In terms of character setting, scene construction, and storyline, the game fully demonstrates the charm of traditional Chinese culture while retaining the fun and challenge of modern games. This design concept that combines the past and the present has not only attracted the attention of domestic players, but also aroused a strong interest in Chinese traditional culture among foreign players.

During the creation process, the game developers deeply explored the multiple personalities and rich experiences of the character of Sun Wukong, and vividly presented them to the players through modern game technology. Players play the role of Sun Wukong in the game and experience his adventure journey. This immersive game experience allows players to have a deeper understanding of the charm of ancient Chinese mythology.

3.3.2 High - quality gaming experience

Game experience is one of the key factors for the success of a game. Black Myth: Wukong has reached a very high level in terms of picture rendering, sound design, game mechanics, etc. The exquisite pictures and realistic sound effects create a grand mythological world for players, while the rich game mechanics and challenging levels allow players to continuously gain a sense of accomplishment and satisfaction in the game. In addition, the game also focuses on the emotional connection between players and game characters. Through rich plots and character interactions, players can understand the characters and stories in the game more deeply, thereby enhancing the appeal and stickiness of the game. This high-quality game experience has made Black Myth: Wukong win extremely high praise and reputation both at home and abroad.

3.3.3 Effective cross - cultural communication strategies

Black Myth: Wukong has also done a great job in cross-cultural communication. Through international marketing and promotion strategies, the game has successfully brought traditional Chinese cultural elements to global players. In terms of game promotion, the developers made full use of social media and online gaming platforms,

released multi-language game introductions and promotional videos, and attracted a large number of foreign players.

At the same time, the game has also been very meticulous in localization. In order to allow foreign players to better understand the game content and cultural background, the game provides multi-language support and detailed explanations and annotations of the cultural elements in the game. This thoughtful design has greatly reduced the cultural barriers, allowing more foreign players to deeply experience and understand the Chinese culture conveyed by the game.

3.3.4 The unique charm of Chinese culture

The success of Black Myth: Wukong also benefits from the unique charm of Chinese culture. The game incorporates a large number of traditional Chinese cultural elements, such as Taoist thought, classical mythology, traditional music, landscape painting, traditional music, etc., which add a deep cultural heritage to the game. This kind of cultural output not only enriches the connotation of the game, but also allows more people to appreciate the profoundness and unique charm of Chinese culture through the game.

Moreover, as a classic character in ancient Chinese mythology, Sun Wukong is highly famous and influential. He is deeply rooted in people's hearts with his brave, wise and rebellious image. Black Myth: Wukong reinterprets this character through modern game technology, allowing more players to feel the unique charm of Chinese culture. This not only enhances the international influence of China's game industry, but also opens up a new way for the global dissemination of Chinese culture. The overseas expansion path of this developer not only reflects the international competitiveness of China's original digital cultural products, but more importantly, it has explored a way for overseas users to easily understand and accept Chinese culture [6].

4. Strategic Recommendations for Chinese Online Games Going Overseas

4.1 Overseas Expansion Strategy

4.1.1 Market diversification strategy

Before launching a game overseas, game companies should conduct market research to identify the target market they want to enter. This includes understanding the culture, language, game preferences, and relevant laws and regulations of the target market, as well as building a user profile of the target market, including the user's age, gender, interests, hobbies, and consumption habits, to ensure that the game product can meet the needs and preferences of local players.

Through data analysis tools, we can deeply understand user behavior patterns, optimize in-game activities, promotion strategies and user retention strategies. At the same time, we should strengthen interaction and communication with players, collect feedback in a timely manner and adjust product strategies. For example, the globalization strategy, high-quality content and refined operation of "Genshin Impact" have achieved great success worldwide, and its total

revenue reached 2.7 billion US dollars in 2022, which is mainly due to its globalization strategy and high-quality game content. The game not only strives to be international in storytelling, character design and art style, but also attracts the attention of global players through multi-language support and cross-platform compatibility. "Genshin Impact" continues to launch new characters, new maps and new gameplay, keeping the game fresh and active. This long-term operation strategy enables the game to continue to attract players and retain them. Therefore, Chinese online games going overseas need to pay attention to the continuous update and long-term operation of the game, and enhance the stickiness and loyalty of players by continuously providing new game content and gameplay.

4.1.2 Localization strategy

For different target markets, game companies need to make appropriate localized adjustments to game content, including language translation, cultural adaptation, etc. This will help improve the acceptance and competitiveness of games in local markets.

In the process of developing emerging markets, localization strategies are particularly important. Chinese game companies need to have a deep understanding of local culture, user habits and market environment, and make targeted adjustments to game content, interface design, language translation and other aspects to improve user experience and satisfaction. This includes localization of game content, accuracy of language translation, and marketing strategies that meet local market needs. At the same time, they should strengthen communication and cooperation with local partners to jointly promote the localization process of game products.

4.1.3 Culture + IP strategy

Using Chinese mythology, legends, classical novels and other classics as the background for game creation or as elements in the game, attract overseas players, thereby gaining an advantage in the overseas market and promoting cultural exports. Expand diversified categories and IP development, and meet the needs of different players through game products with different themes and different gameplay. At the same time, actively acquire global IP and expand diversified categories to enhance the international influence and market competitiveness of the game [7]. Extending the communication chain to multiple channels such as literature, film and television, animation, culture and tourism has magnified the cross-cultural communication value of the game. Therefore, when cultural products go overseas, they must be rooted in the soil of Chinese culture and absorb the "cultural genes" with universal emotions, so that overseas audiences can achieve the transition from "symbolic identification" to "emotional identification" [8].

4.1.4 Brand internationalization strategy

In the context of globalization, Chinese game companies should focus on the construction of international brands. They should enhance brand awareness and influence by participating in international game exhibitions and cooperating with well-known overseas game companies. At

the same time, they should strengthen the dissemination and promotion of brand culture so that more overseas players can understand and identify with Chinese game brands. In July 2022, the Ministry of Commerce and 27 other departments jointly issued the "Opinions on Promoting the High-Quality Development of Foreign Cultural Trade", pointing out the need to strengthen international brand building and cultivate a number of internationally renowned brands in the fields of games and other fields. The openness of the policy provides strong guarantees and support for Chinese game companies to explore overseas markets and actively spread Chinese culture [9].

4.2 Suggestions for Going Abroad

4.2.1 Using new technologies to improve gaming experience

Technological innovation is the key to improving the competitiveness of game products. Chinese game companies need to pay close attention to the latest developments in global science and technology, and actively introduce emerging technologies such as generative artificial intelligence (AIGC), virtual reality technology (VR / AR), and new generation game engine technology to enhance the expressiveness, interactivity, and immersion of game products. Through technological innovation, we can continuously meet users' demand for high-quality gaming experience and enhance user stickiness.

Generative Artificial Intelligence (AIGC): Use AIGC technology to improve the efficiency and quality of game content creation, and provide players with a more personalized and diversified gaming experience.

Virtual reality technology (VR/AR): With the popularization of VR / AR technology, Chinese game companies should actively explore its application in the gaming field to provide players with a more immersive gaming experience.

For example, *Black Myth: Wukong* pursues high quality in terms of game graphics, sound effects, and plot, and adopts a new generation of game engine technology to bring players an immersive gaming experience. This pursuit of high quality makes the game more competitive in the international market. At the same time, with Sun Wukong in traditional Chinese culture as the protagonist, this classic character is reinterpreted through modern game technology and narrative methods. This cultural innovation has not only attracted the attention of domestic players, but also aroused the interest of international players. Chinese online games going overseas need to deeply tap into traditional cultural resources, integrate Chinese cultural elements into games through international expressions, and enhance the cultural appeal and competitiveness of games.

4.2.2 Strengthening copyright protection

In the process of going overseas, game companies should establish a strong awareness of copyright protection and incorporate copyright protection into an important part of the company's development strategy. Establish a sound copyright management system, including copyright registration, authorization and licensing, infringement monitoring, and

rights protection litigation. Through institutionalized management, ensure that companies can effectively protect their own copyrights in the process of game going overseas. Use advanced technical means to strengthen copyright protection, such as digital watermarks and encryption technology. These technical means can effectively prevent game works from being pirated and illegally disseminated, and protect the legitimate rights and interests of enterprises. At the same time, promote exchanges and cooperation with other countries in the field of cultural industries, and sign bilateral or multilateral copyright protection agreements. This will help strengthen the copyright protection of Chinese game works in overseas markets and provide stronger legal support for game going overseas.

4.2.3 Refined Operation

In the process of going overseas, game companies should establish a strong awareness of copyright protection and incorporate copyright protection into an important part of the company's development strategy. Establish a sound copyright management system, including copyright registration, authorization and licensing, infringement monitoring, and rights protection litigation. Through institutionalized management, ensure that companies can effectively protect their own copyrights in the process of game going overseas. Use advanced technical means to strengthen copyright protection, such as digital watermarks and encryption technology. These technical means can effectively prevent game works from being pirated and illegally disseminated, and protect the legitimate rights and interests of enterprises. At the same time, promote exchanges and cooperation with other countries in the field of cultural industries, and sign bilateral or multilateral copyright protection agreements. This will help strengthen the copyright protection of Chinese game works in overseas markets and provide stronger legal support for game going overseas.

4.2.4 Establish a good community environment

In the process of going overseas, game companies should establish a strong awareness of copyright protection and incorporate copyright protection into an important part of the company's development strategy. Establish a sound copyright management system, including copyright registration, authorization and licensing, infringement monitoring, and rights protection litigation. Through institutionalized management, ensure that companies can effectively protect their own copyrights in the process of game going overseas. Use advanced technical means to strengthen copyright protection, such as digital watermarks and encryption technology. These technical means can effectively prevent game works from being pirated and illegally disseminated, and protect the legitimate rights and interests of enterprises. At the same time, promote exchanges and cooperation with other countries in the field of cultural industries, and sign bilateral or multilateral copyright protection agreements. This will help strengthen the copyright protection of Chinese game works in overseas markets and provide stronger legal support for game going overseas.

4.2.5 Continuously optimize the gaming experience and innovate gameplay

Based on the feedback and data analysis of overseas players, we will continue to optimize the gaming experience. This includes improving game performance, optimizing the user interface, enriching game content, etc., to meet the ever-changing needs of overseas players. In the process of going overseas, Chinese game companies need to establish the concept of sustainable development and long-termism. Instead of simply pursuing short-term profits and market share growth, they should focus on improving product quality, enhancing user stickiness, and shaping brand image. Through continuous product optimization, service quality improvement, and brand building, we can achieve long-term and stable development of the company.

Mini games, due to their lightweight and easy-to-use features, have become an important means of attracting new users and improving user stickiness. Chinese game companies should pay attention to the development trend of the mini game market and launch mini game products with innovative gameplay and unique themes. At the same time, hybrid casual games, by integrating multiple gameplay and elements, can improve user retention and willingness to pay, and should also become the focus of Chinese game companies. Game experience, exchange strategies, etc. At the same time, violations should be dealt with in a timely manner to maintain the order and fairness of the community.

4.2.6 Choose the right distribution channel

Before entering a new market, game companies should look for appropriate distribution and promotion channels, such as app stores, media public accounts, etc., to ensure that the game can successfully reach the target players. With the help of self-built or third-party platforms, game products can be directly introduced to overseas markets. This method can save the cost of intermediate links, but requires companies to have strong marketing and operation capabilities. For example, Google Play, App Store, witch, YouTube Gaming, etc.

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