

2022年 中国手游行业 研发趋势报告



官方微信: zhituquan

Mobile Game





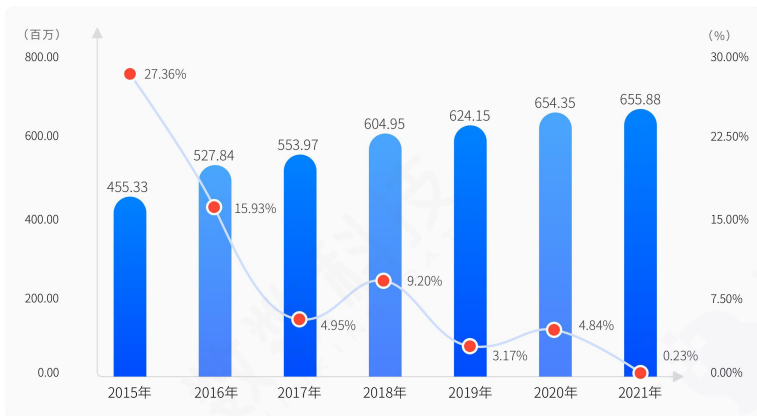
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中国移动游戏用户规模

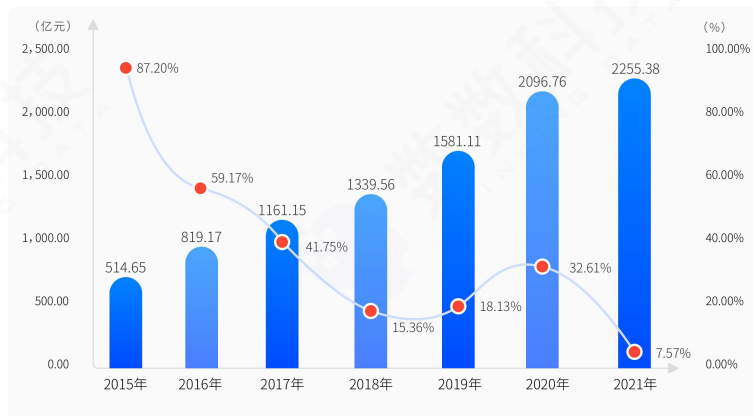
■ 中国移动游戏用户规模 (百万) ● 增长率



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中国移动游戏市场实际销售收入

■ 中国移动游戏市场实际销售收入 (亿元) ● 增长率



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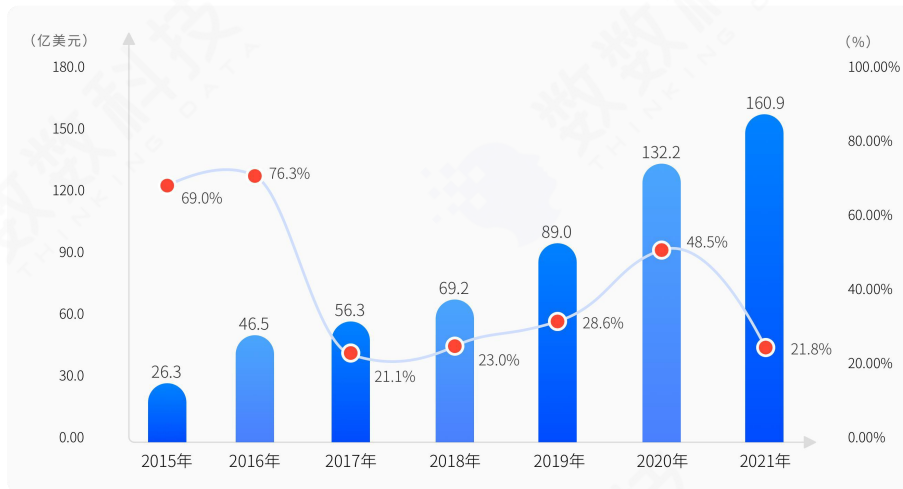
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中国自主研发移动网络游戏海外市场实际销售收入

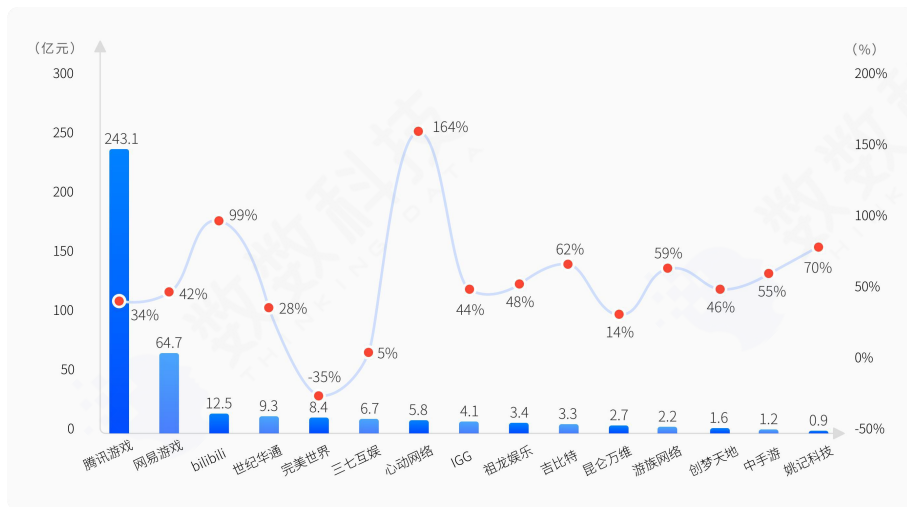
■ 中国自主研发移动网络游戏海外市场实际销售收入（亿美元） ● 增长率



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2021 年上半年中国上市游戏企业研发费用及其变化

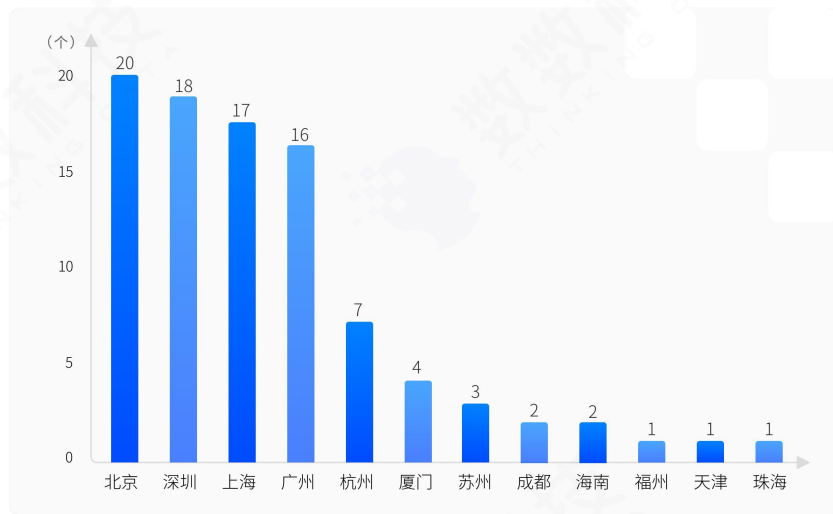
■ 研发费用（亿元） ● 研发费用同比变化





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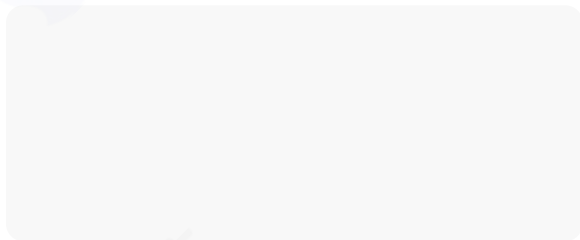
2022 年第一季度 iOS 端畅销榜 TOP100 研发商
所在城市分布



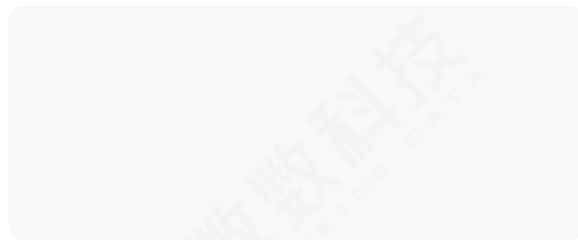
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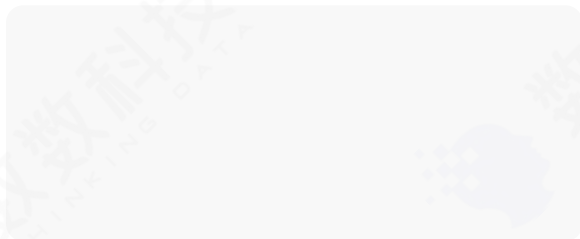
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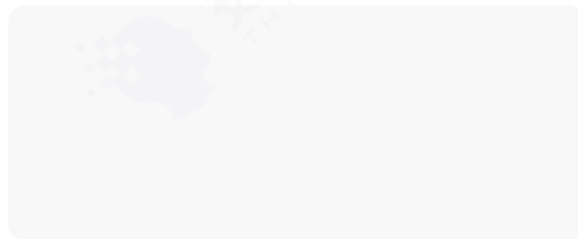
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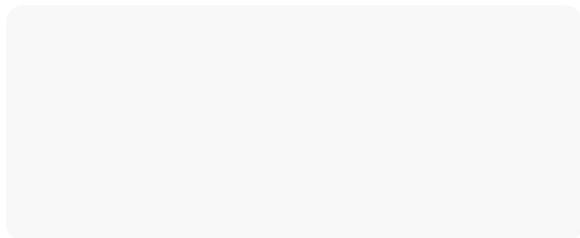
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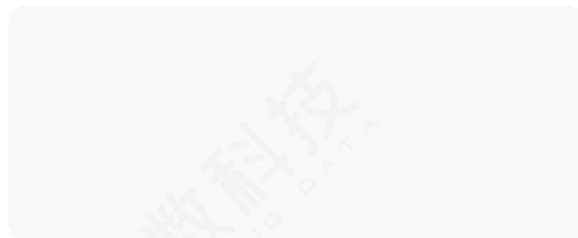
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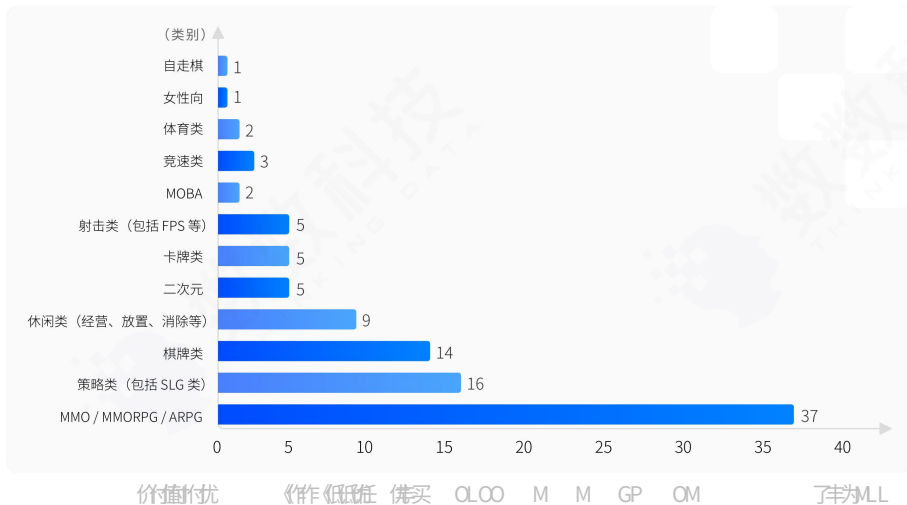
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2022 年第一季度 iOS 端畅销榜 TOP100 研发商
品类数量分布



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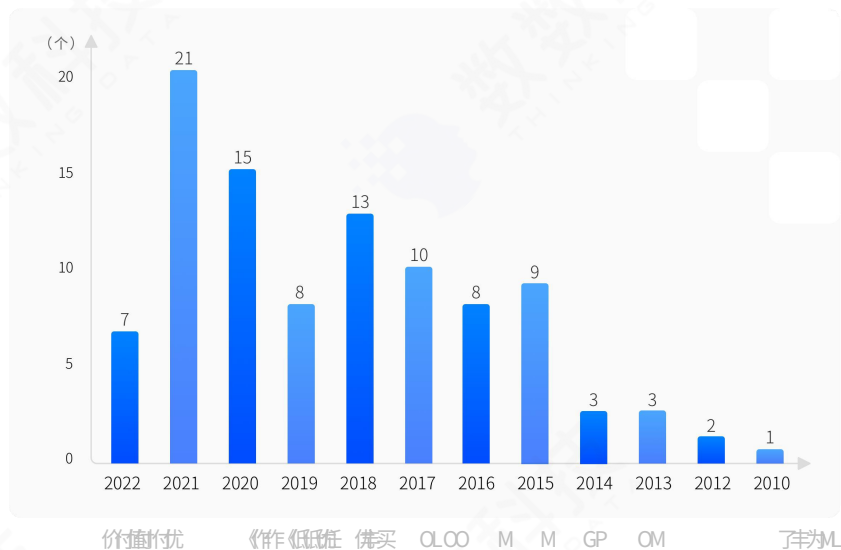
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2022 年第一季度 iOS 端畅销榜 TOP100 游戏
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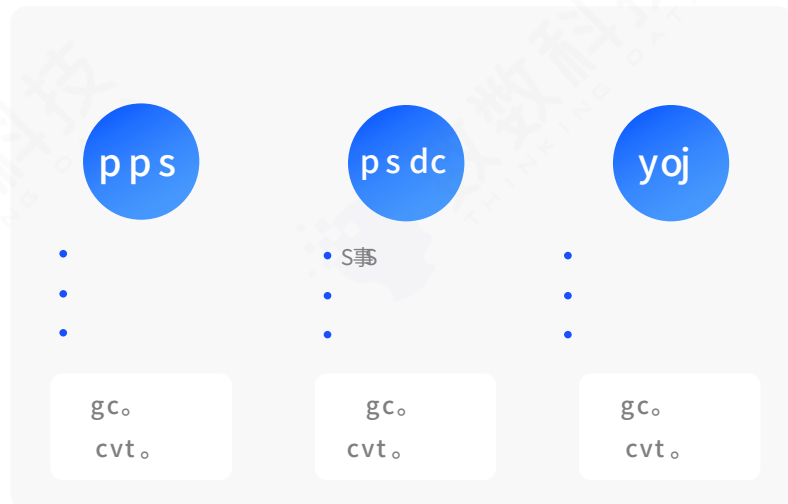
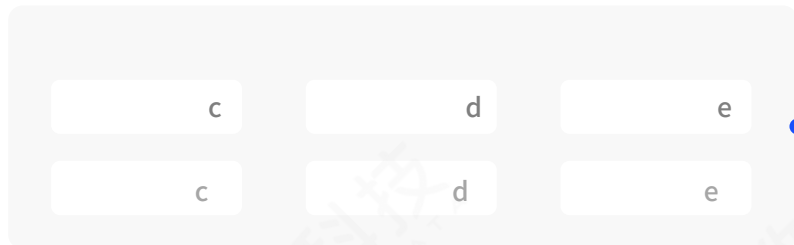


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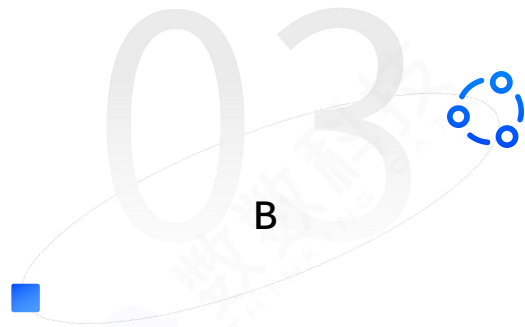
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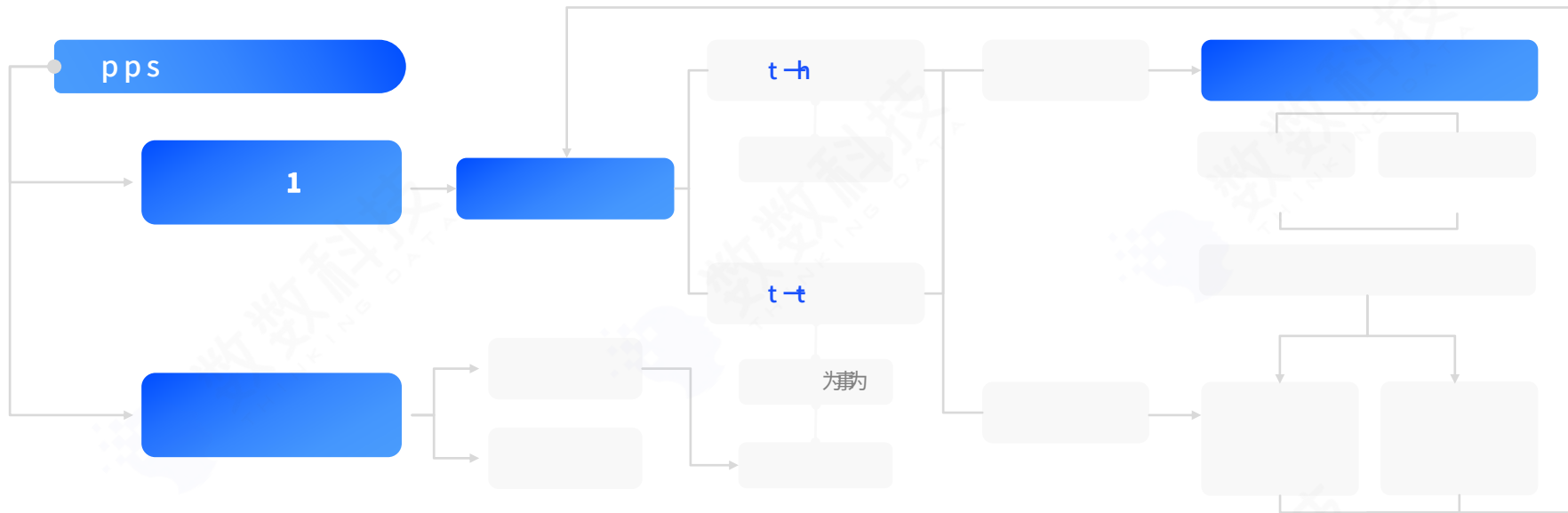
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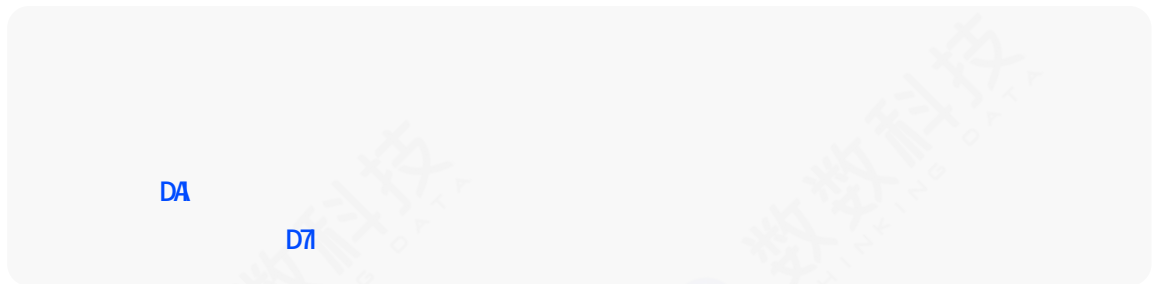
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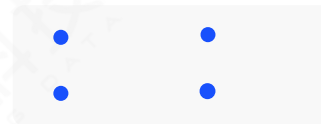
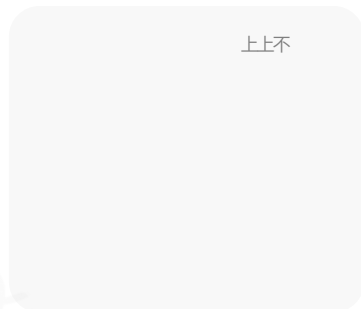
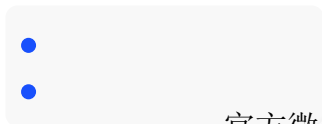
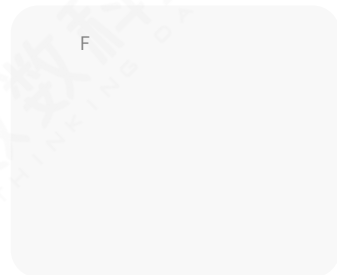
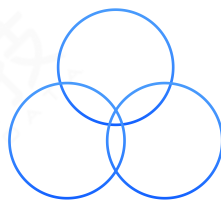
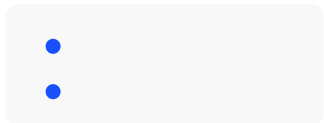
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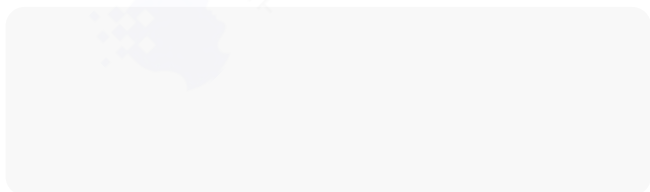
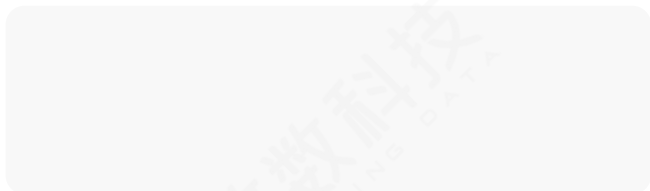


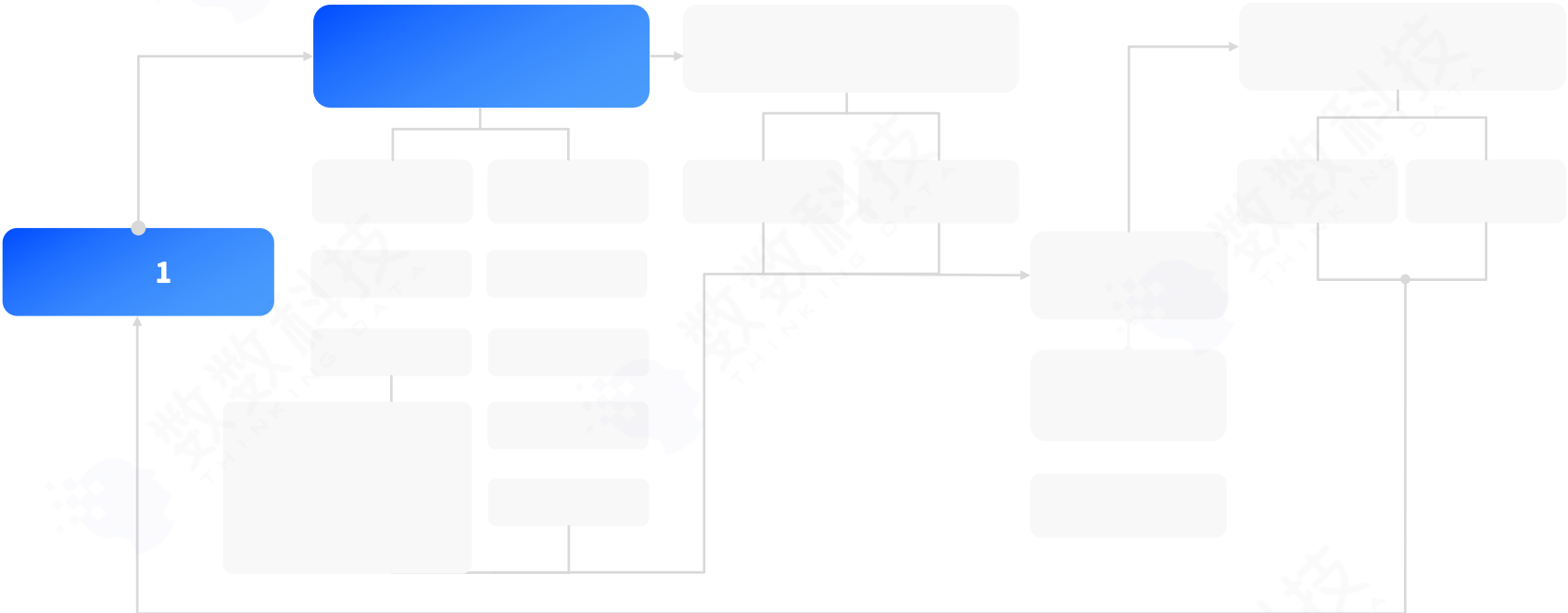
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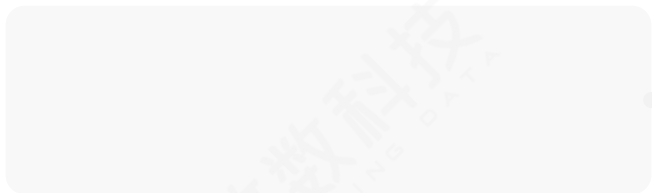
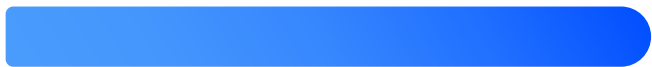
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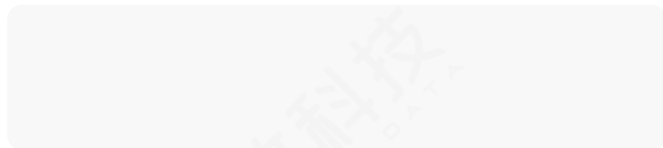
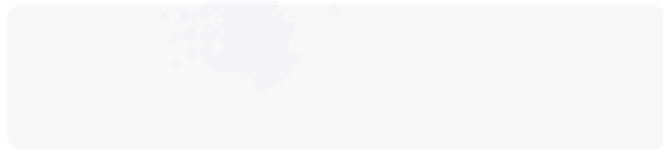
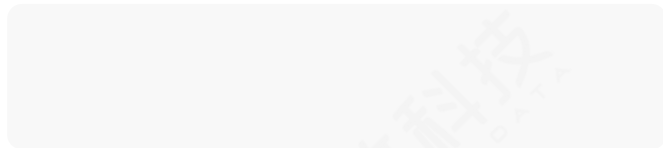
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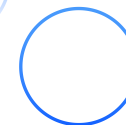
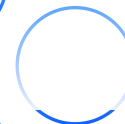
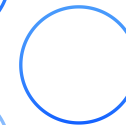
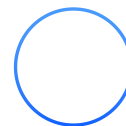
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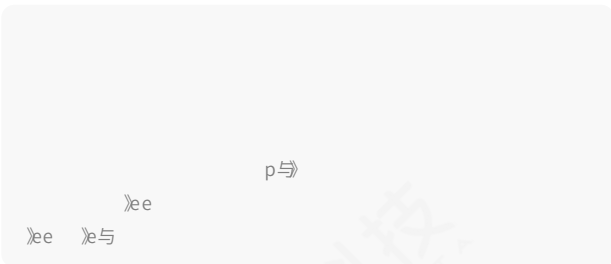
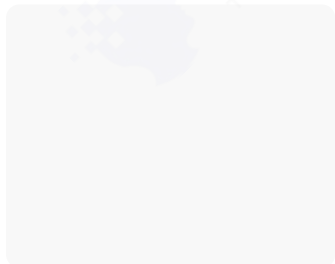
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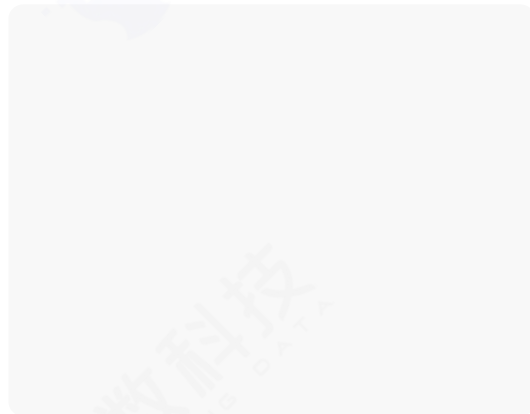
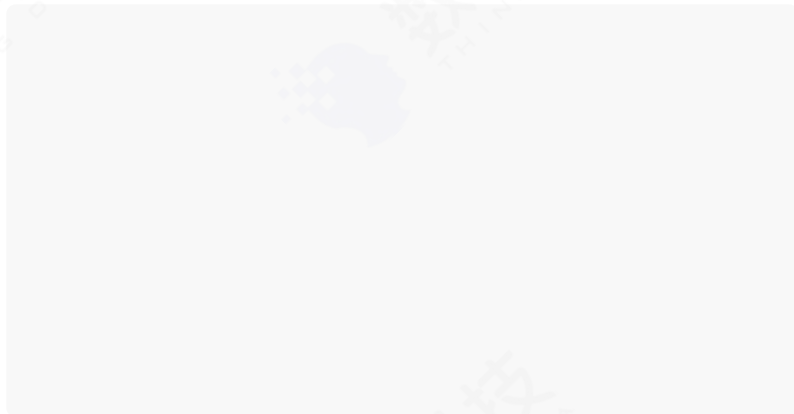
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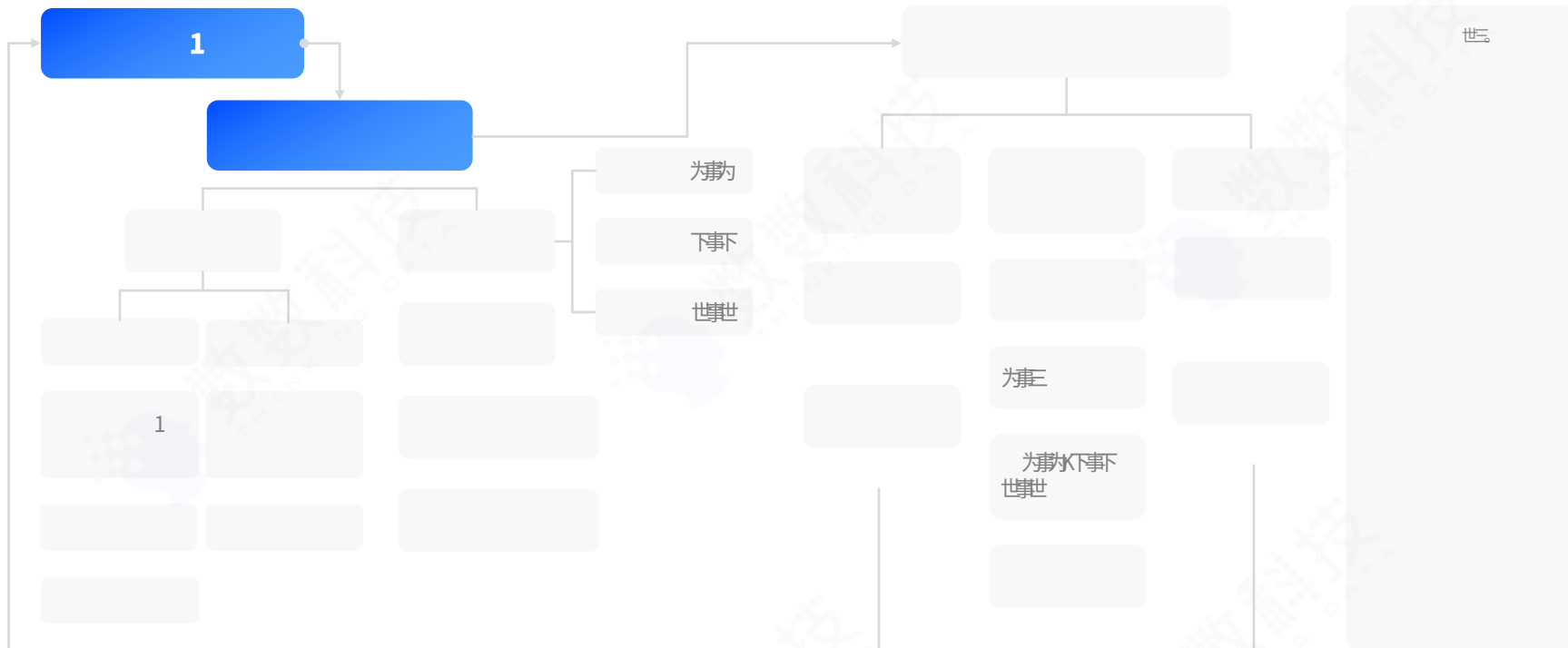


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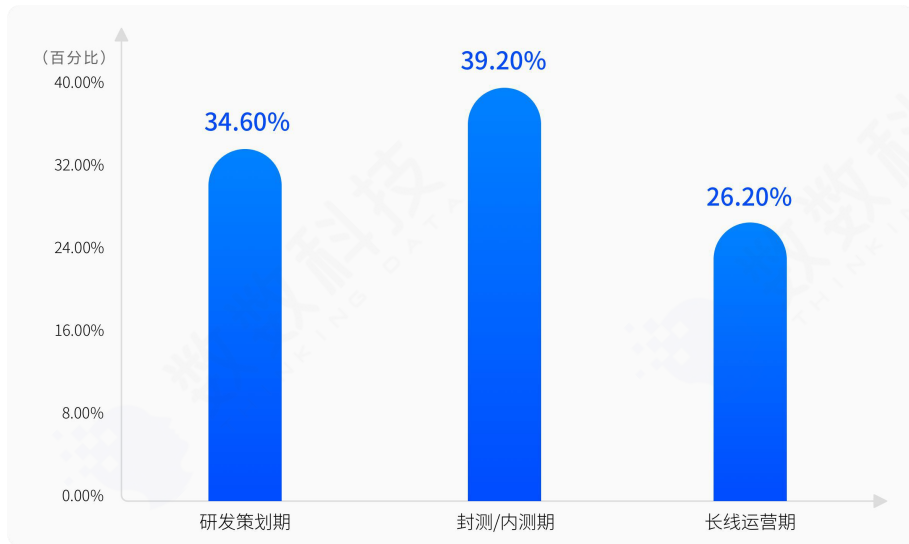
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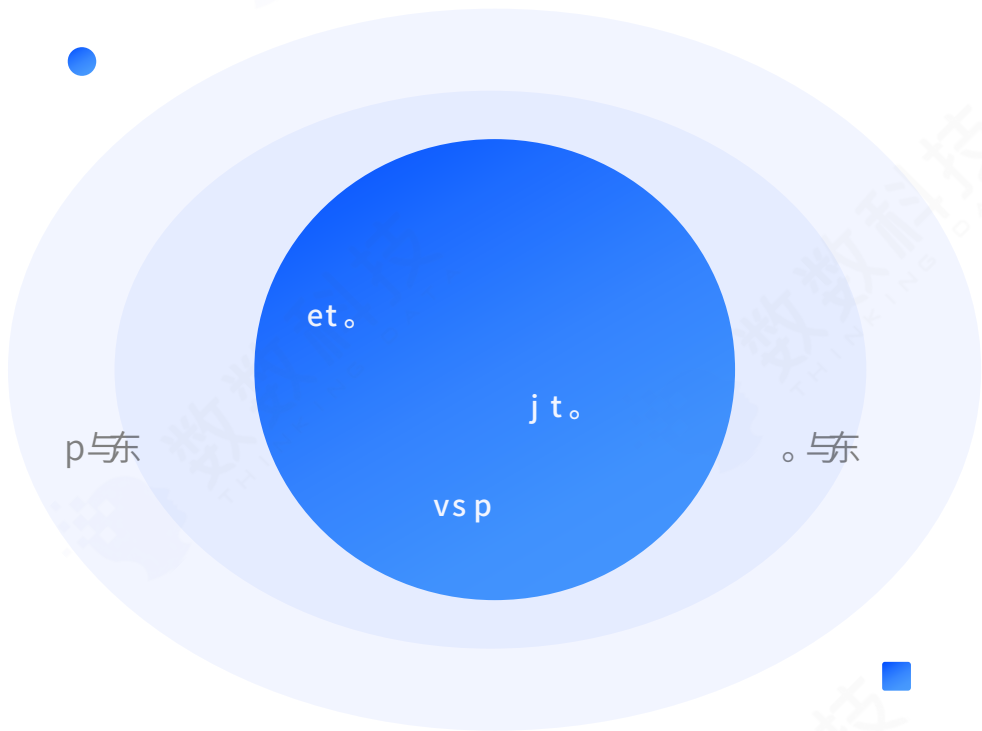
您所在的游戏项目在哪一阶段开始使用数据分析？



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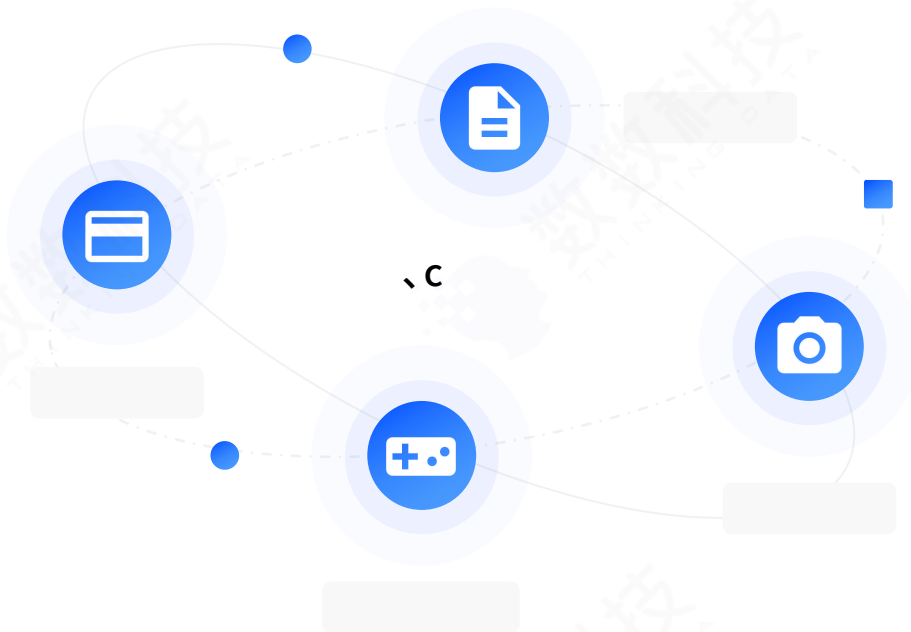


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THANK YOU



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