

中国国际数码互动娱乐展览会

CHINA DIGITAL ENTERTAINMENT EXPO & CONFERENCE

15th

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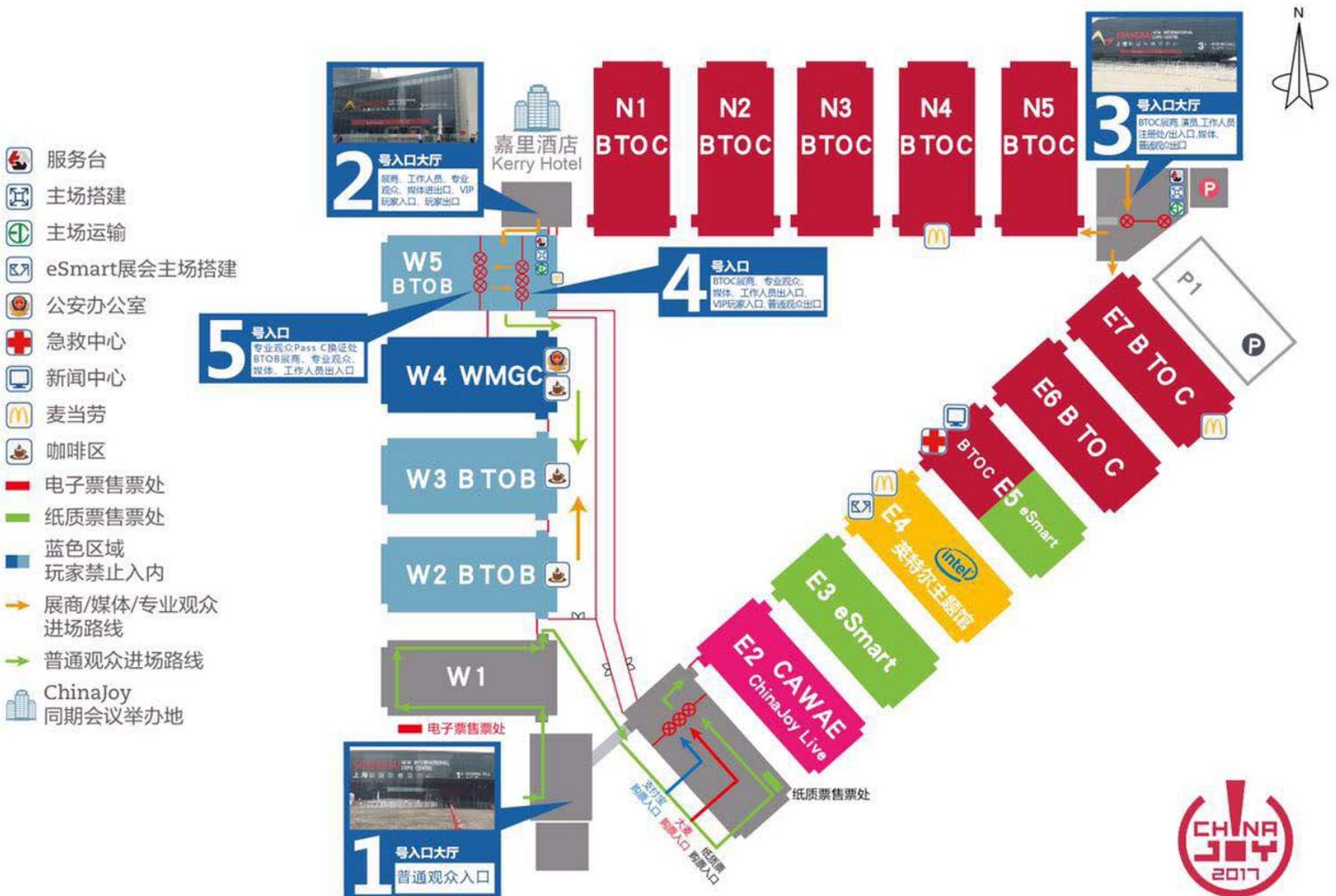
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Part 1

Overview of ChinaJoy 2017

China Digital Entertainment Expo & Conference (ChinaJoy) is a most important pillar of ChinaJoy which is the world's most influential event of digital entertainment industry and is one of the world's top three game shows. It is held in Shanghai annually at the end of each July.

The 15th ChinaJoy was held through July 27 - 30, 2017 at Shanghai New International Expo Center. This ChinaJoy, which coincides with the anniversary celebration of its 15th birthday, has grandly showed the latest achievements made in China's pan-entertainment industry, exhibited outstanding national brands, and enhanced the level of exchanges and cooperation between domestic and overseas peers, providing a vast, professional and authoritative space for Chinese and overseas enterprises, media, professional visitors and millions of game players to conduct international interaction and communication.



Part 2

Details of ChinaJoy2017

First, focusing on the pan-entertainment trend, ChinaJoy2017 put effort to build a world top-class entertainment platform for global exchanges and communications

On July 30, 2017, the fifteenth ChinaJoy was successfully concluded in Shanghai. As the most influential global event of pan-entertainment, the 2017 ChinaJoy has fully interpreted the theme of game-oriented, while covering the hot areas of pan-entertainment (including comics and animation, e-Sports, live streaming, internet video & music, e-literature, VR / AR, etc.). During the four days, the event has totally received 342,700 visits, of which, the number in a single day of July 29 reached as high as 121,000, beating the record high of 108,000 single day visits made last year.

In addition to the record-breaking number of visitors, some of other exhibition data of ChinaJoy also showed new highs in the 15 years of the history. The exhibition is held in a total of 15 halls (including 11 B2C halls and 4 B2B halls), with a total booth area of 170,000 square meters, attracting to come nearly a thousand companies at home and abroad, many of which are among the global fortune 500 companies, fully demonstrating ChinaJoy's important position in bridging exchanges and cooperation for Chinese and foreign pan-entertainment companies in the industry. Of the total eleven B2C exhibition halls, the exhibition area increased to 130,000 square meters, and brought in together thousands of the world's top game masterpieces, nearly 300 pan-entertainment industry exhibitors had set up their booth and provided the best opportunity for players to experience new games. What is particularly worth mentioning is that this year, Intel together with many his well-known partners, including Dell, HP, Lenovo, ASUS + IEM(Intel Extreme Masters), has contracted the whole exhibition Halle4, and its booth area is expanded from last year's 1,400 square meters to this year's 12,000 square meters. The Intel's "E4-Intel Gaming Hall" will no doubt create a milestone to usher in a new era of ultimate entertainment. For the celebrating event for ChinaJoy 15-year birthday, Mr. Wang Zhicong, Managing Director of Intel China, said that "ChinaJoy is a very good event that has witnessed the rise of the Chinese game and pan-entertainment industry, and this year there sees a number of new changes - the number of exhibitor companies, the number of international exhibitors, and the diversity are getting higher and higher, and

the show has developed from the initial a relatively simple game-related event, to gradually become a grand 'Technology + Art + Life' event that covers games, pan-entertainment, IP, and cross-sector cooperation that is participated in by lots of tech companies. ChinaJoy represents the new trend of China's industry and consumption upgrading."

In terms of the B2B exhibition, the benefiting effect to participate in is also obvious; overseas enterprises, small and medium enterprises exhibitors have attended enthusiastically. The B2B covers 4 halls this year, with an exhibition area of 40,000 square meters. It brought together over 600 Chinese and foreign exhibitors, including 200+ overseas exhibitors from more than 30 countries and regions, of which, Poland, South Korea, Britain, Malaysia, and Chinese Taiwan participated in the form of pavilions. According to a preliminary statistics, the transaction amount made through negotiations in the B2B platform was over \$ 475 million.

Currently, ChinaJoy has formed a pattern of "pan-entertainment" series that is centered on China Digital Entertainment Expo & Conference as the core, while includes a series of concurrent events of Global Smart Entertainment Hardware Expo (eSmart), and Comic & Animation World Amazing Expo (CAWAE), covering a multiple formats of "pan-entertainment" series such as PC online game, mobile games, console games, e-Sports, comic & animation, film and music, and e-literature. The audience includes gamers, hardware consumers, business executive, technical developers, and industry insiders. Thus, it forms a world's largest exchange and display platform that fuses together global cross-sector digital pan-entertainment elements and covers a full spectrum of the digital entertainment businesses.

Second, focusing on the role as a benchmark of global pan-entertainment industry, the series of conferences pronounced the forefront voices of the Chinese and foreign industry

As the most influential global event in the field of pan-entertainment, ChinaJoy organizer - Howell International Trade Fair Ltd. - by closely observing at this year's high light and the latest trends of pan-entertainment industry, has rebuilt a "3 Conferences + Series Summit" conference structure that includes China Digital Entertainment Congress (CDEC), China Live Streaming Summit, World Mobile Game Conference(WMGC), Global E-sport Industry Summit, eSmart Summit (Global Smart Entertainment Hardware Conference), China Game Developers Conference (CGDC), comprehensively expressing the

whole ecosystems and development trends of the pan-entertainment industry and the industry high light of the year. Of which, the newly added elements such as the China Live Streaming Summit, Global E-sport Industry Summit, and eSmart Summit fully demonstrated that pan-entertainment contents are developed to adapt to the times and represented the mainstream voices of the industry for diversification and healthy development.

The series of conferences of China's pan-entertainment industry that is with the benchmark functional significance has been highly interested by the global industry for many years. The series of the conferences in ChinaJoy were continuously innovated in the usual manner: this year, the traditional form of setting themes for the conferences was innovated to the form that sets themes for both the industry and the hot topics so as to comprehensively analyze the pan-entertainment industry and the high light and trends of sub-sectors. The series conferences had invited nearly 200 business leaders from home and abroad who are most representative and appealing in the pan-entertainment industry to gather together to exchange their unique opinions and insights on the industrial development, business forms, work development and other new industry field, so to enable people to share new opportunities of the pan - entertainment industry and jointly cope challenges. This is also the supreme annual "PARTY for Chinese and foreign business leaders from the domestic and global pan-entertainment industry" . The speeches made by big names in Chinese and foreign enterprises represents the voices of the global industry.

The 2017 China Digital Entertainment Congress (CDEC), as the summit conference of ChinaJoy, is themed as "Upgrading of Entertainment Ushers in the Era of New Consumption" this year, revealing the trend of multi-format development of the pan- entertainment, and the trend of new style consumption. The CDEC is re-upgraded once again this year which extended the session from one day to two days, and by centering on the core issue- IP in the pan-entertainment era, it is divided into 2 forums: the summit dialogue and industry dialogue. It set up the theme of: Touch your Spirit and Impress the World; Upgrading of Consumption Ushers in the Era of Quality Multi-media Entertainment; My IP or our IP; Ready for the Boom Season; Next Episode of National Entertainment, and other popular entertainment topics.

At the same time in the concurrent ChinaJoy series of conferences, the 2017 China Live Streaming

Summit, and the 2017 eSmart Summit (Global Smart Entertainment Hardware Conference) were added so to focus on high light and lead new developments of the industry. In addition, while inviting leaders of Intel, NVIDIA, AMD and other cutting-edge technology companies to participate in and give speeches, the 2017 China Live Streaming Summit, and the 2017 eSmart Summit (Global Smart Entertainment Hardware Conference) also added the events of ceremony of relevant awards ("Black Gold Awards " of eSmart Summit, and the "Red Eagle Awards" of China Live Streaming Entertainment Summit), forming a new event organizing pattern of "conference + award". In the 2017 China Game Developers Conference (CGDC), it also newly set up an independent area for gaming experience, to further optimize the business functions of the conference.

Third, passion of carnival for the 15th anniversary celebration, and sharing pan-entertainment in the new era

The year 2017 is the 15th anniversary of ChinaJoy. Centering on this historical moment, ChinaJoy continued the pan-entertainment strategy to promote IP cross-sector cooperation, inter-adaption between video & film and games, inter-adaption between comics & animation and games, and integrate with even more fashion elements. And on the basis of the past, it launched a number of new activities, ranging from online to offline, to further enrich ChinaJoy's pan-entertainment branding activities, and bring more brilliant contents for millions of fans.

As one of the official celebrations of ChinaJoy's 15th anniversary, the ChinaJoy Live Music Carnival (ChinaJoy Live) has become the thematic large-scale music activity ever held in the evenings during ChinaJoy, to bring a beautiful ACG audio and video experience for the fans, and raise the passion and enthusiasm of the youth higher and higher! The ChinaJoy Live first innovatively introduced the model of "Combination of Chinese and foreign" during the two-day performance. It divided the contents into the two sections: "Chinoiserie Night" and "Ballad Night", respectively, that were featured by the artists from China and Japan, and with the games and animation as the theme, brought a music carnival that went through day and night!

In addition, this ChinaJoy added e-Sports competition, intended to promote healthy development of China's e-Sports, and further support and encourage formalness, openness and fair play of the

competition. The preliminary contests were held in May and June in many cities in China. On July 9-10, the semi-finals were carried out in Shangyu, Shaoxing. On July 27-30, the finals were held at the site of ChinaJoy.

At the same time, in considering the geographical factors that results in that some players cannot reach the scene, ChinaJoy by following the principle of "User first and interaction foremost" , had created the CJTV - the exclusive official video channel on the website ofChinaJoy2017, whereby 8 live channels are simultaneously launched for live streaming of a variety of events. Thus it shifted the fun of onsite experiencing at scene to the online, and got together users for precise interaction to influence millions of ChinaJoy fans across the country! During the show, CJTV has provided global fans who could not come to ChinaJoy a new chance for live experiencing, and create an unparalleled online live "feast" ! The five consecutive days on the site, nearly 80 live broadcast seats, and nearly 100 popular hosts have provided a distinctive ChinaJoy with the form of art variety for millions of online viewers!

In recent years, live streaming has become a new important way of entertainment experience, and an important part of the pan-entertainment. This year, ChinaJoy organizers also decided to set up a special award and ceremony for the fields of live streaming. Thus, the eLive "Red Eagle Awards" for the live streaming entertainment industry is given born and comes into being. The first Red Eagle Awards ceremony, as an important part of the first China Live Streaming Entertainment Summit, has ushered in more than 100 representatives of domestic and foreign live companies and online popular host representatives to the scene, and by centering on the topics of live platform, live content, broadcasters, and brokerage and training institutions, it has set a total of 11 awards in 4 categories. The selection of the awards has been carried out in mid-June to mid-July, before the online voting was carried out on the eLive official website.

As one of the world's top 500 companies, Intel is deeply involved in this year's ChinaJoy. It is the first ever one exhibitor who opened its own thematic hall in the expo where it integrated domestic and foreign resources to create an exhibition area of high-tech intelligent digital entertainment for players to experience. The 12,000 square meters of the "Intel Gaming Hall" has gathered hundreds of PCs with high-end configurations. Players can at prime time experience Intel's new processor of Intel® Core™ i9

Extreme Edition launched at the 2017 Computex. In the "Intel Gaming Hall" it also held the 11th IEM (Intel Extreme Masters) where 12 top teams from the world were fighting for the honor to become a global IEM star team. At the wonderful night parties for fans, Intel has used the AR (augmented reality) technologies to build a virtual full-range Intel venue at ChinaJoy to provide 360-degree real experience for the millions of players. In the "Intel Gaming Hall" people can also experience products of Lenovo, Dell, HP, ASUS and other partners.

Fourth, supporting security measures were upgraded, and measures to promote healthy development of entertainment industry was deployed

In order to hold a stable, smooth and safe expo, this year ChinaJoy Organizing Committee has taken a series of new initiatives to further standardize the order at the scene, to strengthen the exhibition security, and to further improve the exhibition on-site services. All of these have provided a higher quality exhibition for all exhibitors, industry practitioners, media reporters and millions of players to enjoy.

At the flourishing age, the 15th ChinaJoy2017 has brought a bright summer for the industry practitioners, and also provided a grand pan-entertainment carnival for the global players and audience! The eyes of the world's pan-entertainment industry once again focused on the beautiful Shanghai, to enjoy the charm of ChinaJoy2017.

Fifth, as an international cooperation platform, the B2B has once again facilitated the demand of the business

ChinaJoy B2B Area brings together enterprise brands, products, technologies, capital into one, and is only open to the game industry practitioners or professionals. It creates a series of integrated business services for the industry, and continuously promotes communication and cooperation between domestic and foreign game enterprises through services of product show, online matching, on-site negotiation and investment searching, highlighting ChinaJoy' s role and function in leading and driving development of the industry. Currently, the B2B as an event for professional exhibition and on-site business negotiation is with most comprehensive strength, most complete range of exhibitors, largest exhibition area, and largest audience base in Asia. It is an overweight professional business platform for

copyright transactions, copyright cooperation, joint development, joint operations and other business for the Chinese game industry, and it is with a full-featured online business services system to support exhibitors and business visitors for online and offline business interaction.

The B2B of ChinaJoy2017 covers four exhibition halls of W2, W3, W4, and W5, and attracted exhibitors from more than 30 countries and regions such as USA, Canada, Poland, Czech Republic, Russia, Japan, South Korea, Singapore, Malaysia, Vietnam, India, Indonesia, UK, France, Germany, Netherlands, Italy, Turkey, Chinese Taiwan and Hong Kong to bring their latest products and technologies for display. The exhibitors of Poland, South Korea, Britain, Malaysia, and Taiwan took part in the form of pavilions, and total space of B2B with an exhibition area reaching as high as 40,000 square meters. The number of the B2B exhibitors in ChinaJoy2017 was more than 600, of which, over 200 are overseas enterprises that further enhanced the internationalization level of the show, especially the good cooperation carried out between China and overseas countries and have made ChinaJoy a true international cooperation platform.

(A) The exhibitors of cross-sector of entertainment field have come making debut at the B2B exhibition, with a great deal of popular IPs shown at the booths

Since 2014 onwards, the term "pan-entertainment" began coming into sight, and later on was included and highlighted in reports of the Ministry of Culture, the State Administration of Press Publication, Radio, Film and Television (SARFT) and other government agencies. "Pan entertainment" has been recognized by the industry as "one of the eight trends in the development of the Internet". In line with the status of pan-entertainment development, this year, the theme of ChinaJoy is set as "pan-entertainment". The major exhibitors were all with the theme of cross-sector and cross-platform pan-entertainment to promote their IP products.

Wanda Cinema has made the debut in the show for the first time with a variety of great IP products/projects brought in. The proposition of Wanda which owns a large film and television resources

and physical venues is to build an IP ecosystem on the basis of inter-adaption between films and games. The flagship products that Wanda showed on the booth is the mobile version of the game "The Legend of The Condor Heroes", while showcasing its strategy of pan-entertainment marketing, and its ambition for all-round development.

E-muse, an agent of all-round animation copyrights from Taiwan, also carried a large number of well-known IP products to the ChinaJoy2017. In mainland China, E-muse has more than 120 animation IP copyrights, of which some are classical works that have a lot of animation fans, for example, "HUNTER×HUNTER", "Attack on Titan ", "FAIRY TAIL", "Natsume's Book of Friends", "Black Butler" and other classic works. The E-muse booth highlights its advantages in IP copyright. The panel design for hot animations such as "Hoozuki no Reitetsu", "Danganronpa" and others are very popular, very eye-catching.

Sony, which brought in the show the "Dynasty Warriors 9", was eagerly expected by a large number of old players, this year its booth flagship show is new VR technologies. With the advantages of VR technology, Sony proposed the strategy of "China Hero Project" at the press conference this year, indicating its ambitions to accelerate its expansion in the Chinese market. In the future, Sony performance in China console game market will be even highly anticipated.

H&R Games, which takes the inter-adaption between film and game as the main selling point, showed at the prominent position of the booth promoting its top IP work "The Lost Tomb" which has been hot in recent years. The film and TV series of "The Lost Tomb" has achieved a huge commercial success, and its mobile game version is highly anticipated. This year, the key display of the H&R Games is the concept of 4D pan-entertainment marketing which it is said it was developed by its own. In addition, its new works of "The Glory of Tang Dynasty" , and "High Aspirations" are also worthy of attention.

The ChinaJoy2017 provide a high-quality display platform for many enterprises, of which, many are major operators who are re-oriented to cross-sector development. Nowadays at a time with

popularization of entertainment platforms and fragmentation of entertainment time of players, the pan-entertainment based marketing strategy is a common direction being adopted for operation of major manufacturers. The exhibitors appearing in the B2B zone included not only mobile game companies such as Jinke Entertainment culture Co., LTD which is known for its work of Tom Cat, but also included cross-sector integrating exhibitors such as Sogou and Wanda on the same stage. With the influence of ChinaJoy platform, the major exhibitors hope to take advantages in the future pan-entertainment competition, and take the lead in the industry development.

(B) The B2B online business matching platform to facilitate business development of exhibitors

The B2B online matching platform of ChinaJoy is an online business exchange platform set up as a byproduct of ChinaJoy B2B Showcase and aimed to enhancing and promoting interaction and exchanges between exhibitors, game businesses, and professional visitors. The Platform brings together China and the world's leading game developers, operators, investors and industry chain-related enterprises, as well as thousands of small and medium-sized game companies and business representatives from around the world. Based on the principle of real name registration, it has created a large reservoir that recorded information of enterprises, projects (products) and supply and demand that are most complete and comprehensive, so to provide the latest and most complete data of the industry and trade for enterprises and professionals alike.

ChinaJoy B2B online platform includes information of thousands of game companies, their projects, product information and details, and provides search service of detailed classification-based information of business supply and demand for platform users. In addition to help exhibitors find a large number of potential partners, during the show, the platform also provides online invitation and matching service for users in the B2B area. By offering invitations online in advance, it provides users opportunities of one-on-one face-to-face negotiation with persons responsible of intent exhibiting companies. The exhibitors and business visitors at the B2B can log on the website of integrated business platform, and fill

in and improve enterprise information, so that global game companies and trade visitors can easily understand their business needs, thus bringing more development opportunities and business partners for each other.

Data statistics of the BTOB Area of ChinaJoy 2017

Time Visits to the site: 59,816

Number of business meetings during the
exhibition: 7,600

Number of cooperation intentions: 820+

Number of products for intention
cooperation: 1,300+

Number of on-site signings: 370+

The maximum amount of a single transaction:
\$ 75 million

The total amount of intent transactions onsite:
\$ 475 million