

# **From Web to Mobile**

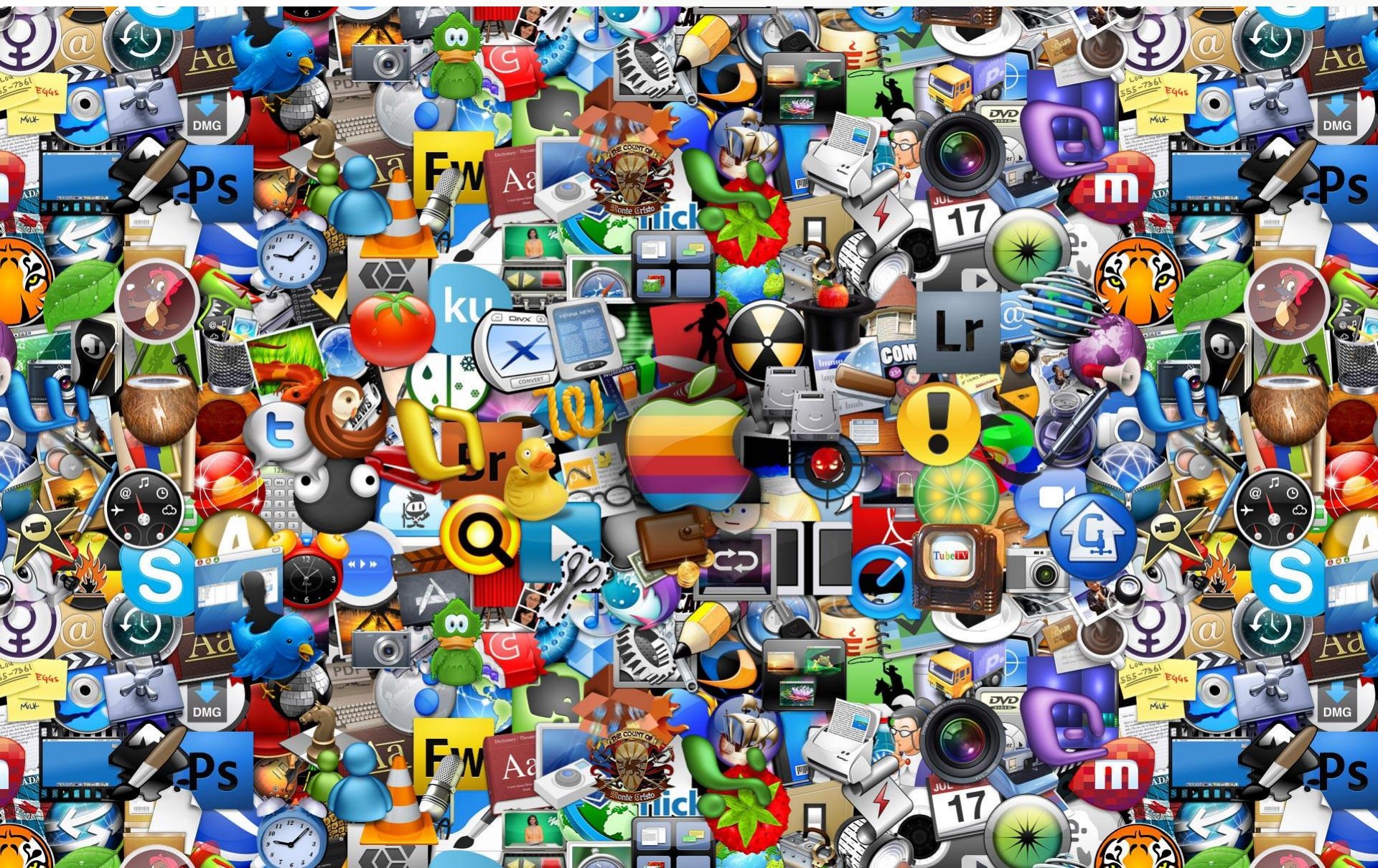
亞洲手游大趨勢

**Benjamin TSENG**

隆中網絡 曾仲銘

**Net Publishing**  
*Your Game Publisher*







# Mobile Internet Ecosystem



**Supercell (芬蘭)**  
Market Cap: US\$3bn  
(2013.10)  
2013 Rev. US\$829m  
2013 NP US\$464m



**King (英國)**  
Market Cap: US\$7.6bn  
(2014.03)  
2013 Rev. US\$1.8b  
2013 NP US\$568m

**Fun**



**GungHo Online (日本)**  
Market Cap: US\$15.1bn  
(2013.05)  
2013 Rev. US\$1.6bn  
2013 NP US\$548m



App Store

**Social**



**Communication**



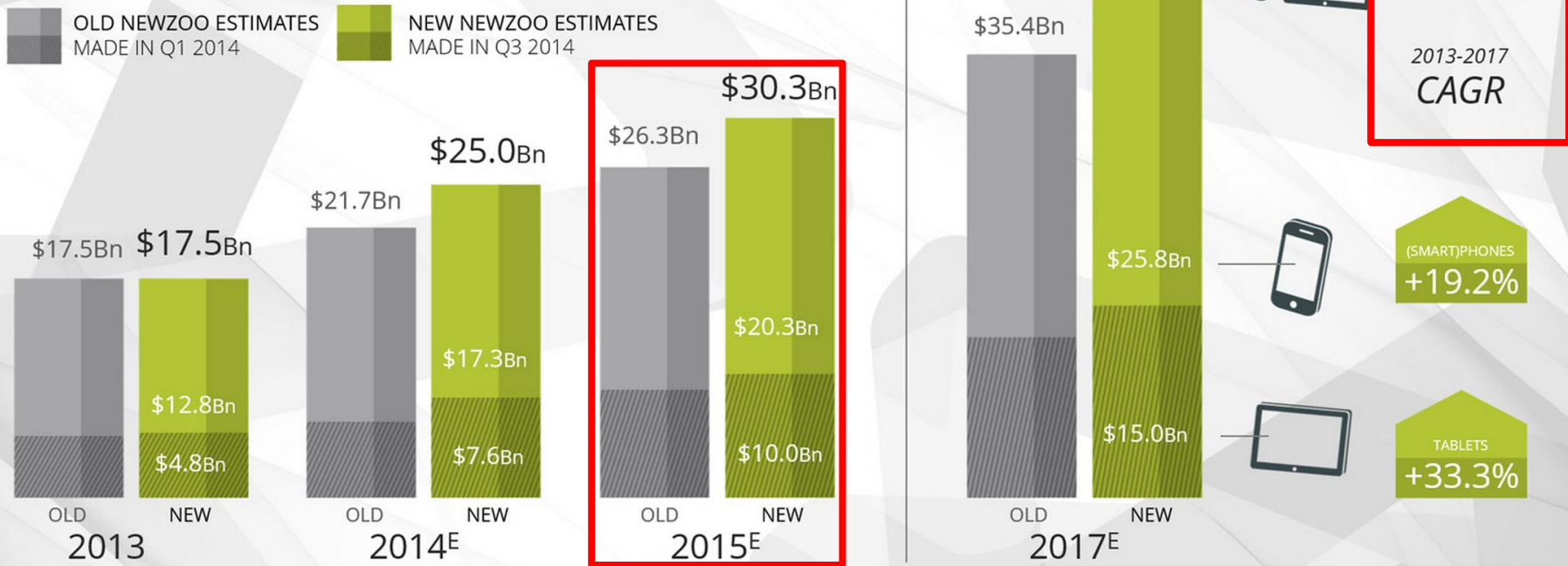
# CAGR 2013-2017 up to 23.5%

## Mobile Games Market Growth Above Expectations

Mature Markets Continue to Grow | Newzoo Releases New Estimates



*Note: As part of the premium subscription to its Global Games Market Report, Newzoo updates clients on segments and regions every quarter based on continuous industry and market analysis. Results for the first nine months of 2014 have led Newzoo to adjust its 2014 full-year forecasts, as well as the projections towards 2017. The figures below provide a summary of the revisions relating to mobile games.*

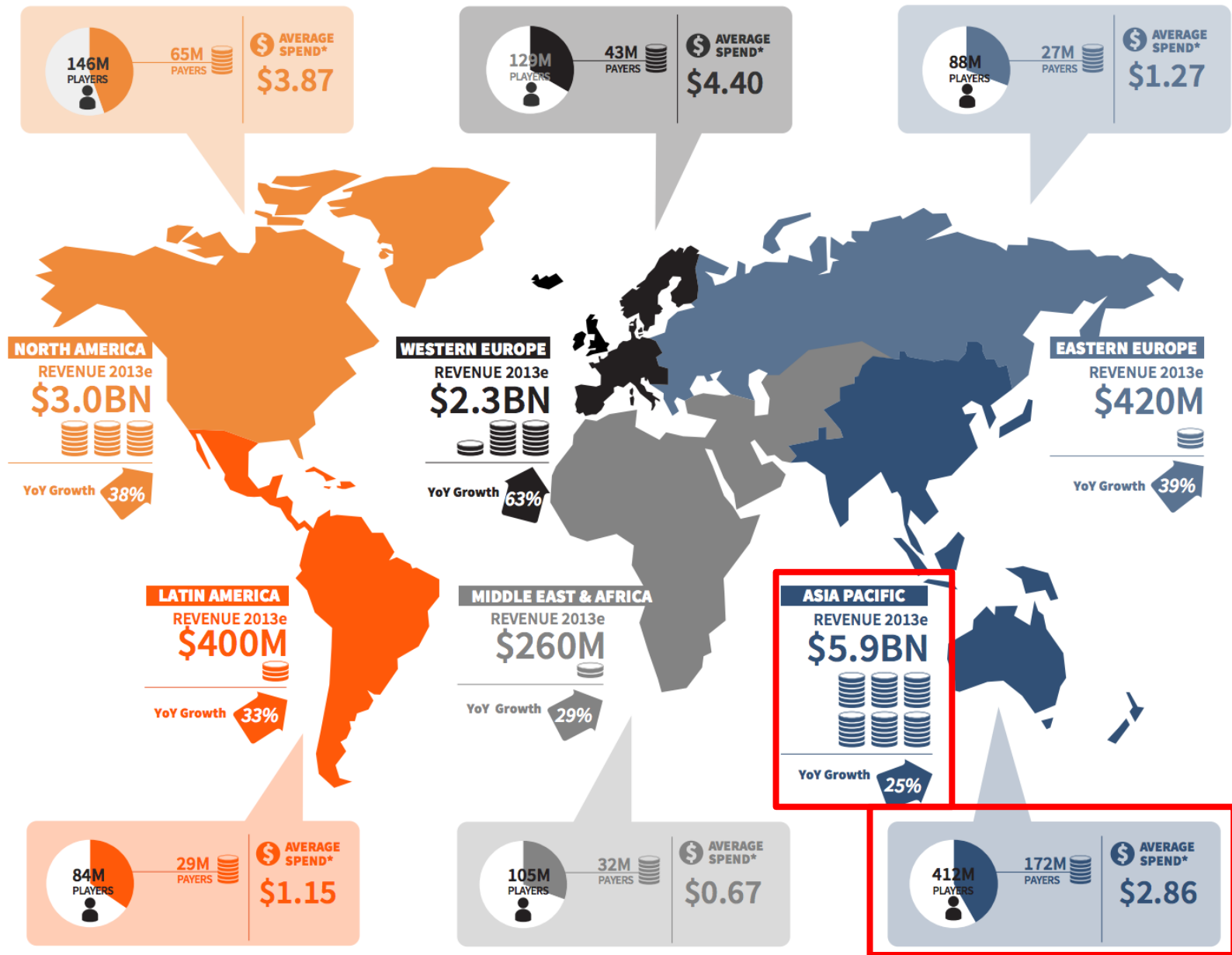


© 2014 Newzoo | October 2014 | Global Games Market Report Premium | [www.newzoo.com/globalreportpremium](http://www.newzoo.com/globalreportpremium)

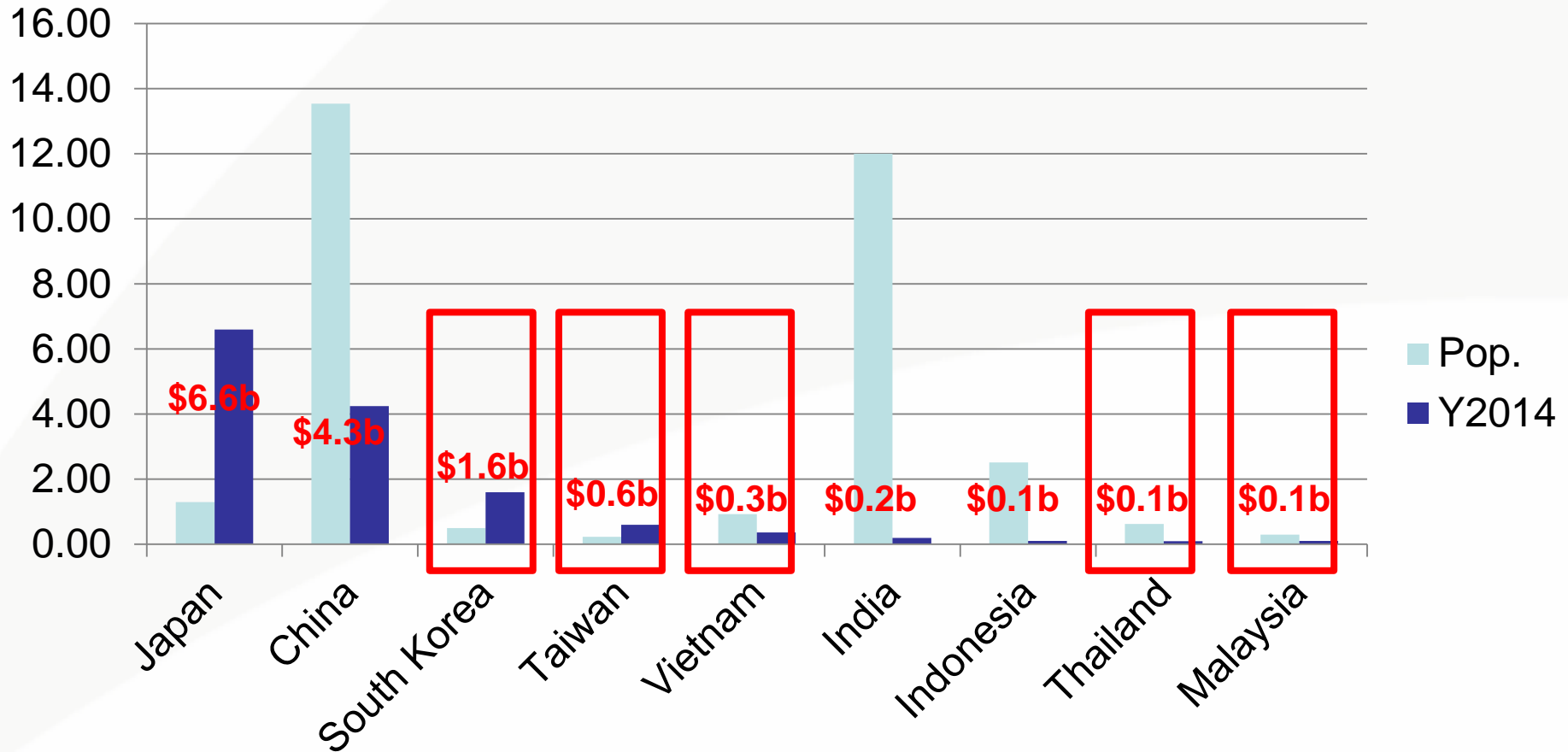
[www.newzoo.com](http://www.newzoo.com)

Via NewZoo, The Global Mobile Games Revenue 2014

# APAC is the biggest mobile games market worldwide



# The Leading App Market in APAC





# Top Grossing Mobile Games in Taiwan





















## 熱門暢銷 iPhone App

付費







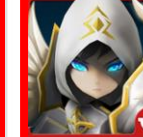

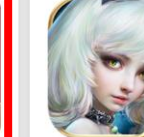
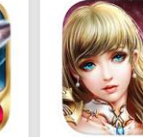






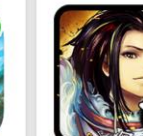


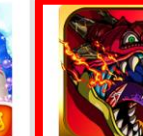
免費

暢銷排行

遊戲 ▾

 <p>1. 神魔之塔 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>2. LINE 旅遊大亨 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>3. 霹靂江湖 遊戲</p> <p>取得 ▾</p> <p>App 內購買</p>	 <p>4. 刀塔傳奇 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>5. 太極熊貓-蔡依 林力薦 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>6. 雷霆戰機-浩角 翔起時尚推薦 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>7. 魔靈召喚: 天空 之役 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>8. 女神聯盟手遊 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>9. Efun-神鵬俠侶- 金庸武俠正版授權 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>10. LINE 跑跑薑 餅人 遊戲</p> <p>取得 ▾</p> <p>App 內購買</p>
 <p>11. 帝國艦隊-王 者崛起 遊戲</p> <p>取得 ▾</p> <p>App 內購買</p>	 <p>12. 開心水族箱 遊戲</p> <p>取得 ▾</p> <p>App 內購買</p>	 <p>13. LINE Pokopang-波兔... 遊戲</p> <p>取得 ▾</p> <p>App 內購買</p>	 <p>14. 雄霸天地 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>15. LINE: Disney Tsum Tsum 遊戲</p> <p>取得 ▾</p> <p>App 內購買</p>	 <p>16. Clash of Clans 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>17. 一統天下IV 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>18. 臥虎藏龍 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>	 <p>19. LINE Rangers 遊戲</p> <p>取得 ▾</p> <p>App 內購買</p>	 <p>20. 龍族撲克 遊戲</p> <p>下載 ▾</p> <p>App 內購買</p>

## 遊戲類最賣座項目

 <p>1. LINE 旅遊大亨 LINE Corporation</p> <p>★★★★★ 免費</p>	 <p>2. 刀塔傳奇 LemonGame 樂檬線上</p> <p>★★★★★ 免費</p>	 <p>3. 霹靂江湖 唯品數位娛樂股份有限</p> <p>★★★★★ 免費</p>	 <p>4. 太極熊貓-蔡依林 力薦</p> <p>★★★★★ 免費</p>	 <p>5. 雷霆戰機-浩角 翔起時尚推薦 Garena Games Online</p> <p>★★★★★ 免費</p>	 <p>6. 神魔之塔 Mad Head Limited</p> <p>★★★★★ 免費</p>	 <p>7. 魔靈召喚: 天空之 役 om2uS</p> <p>★★★★★ 免費</p>	 <p>8. 部落衝突 (Clash Royale) Supercell</p> <p>★★★★★ 免費</p>	 <p>9. 決戰神魔(天使公 司) IWPLAY WORLD</p> <p>★★★★★ 免費</p>	 <p>10. LINE 戰神黎明 efun遊戲平台1</p> <p>★★★★★ 免費</p>
 <p>11. 列王的紛爭 (Clash Royale) Elex Inc</p> <p>★★★★★ 免費</p>	 <p>12. 帝國戰爭 (Age of Empires) Elex</p> <p>★★★★★ 免費</p>	 <p>13. LINE 跑跑薑餅人 LINE Corporation</p> <p>★★★★★ 免費</p>	 <p>14. 女神聯盟手遊 艾肯娛樂股份有限公司</p> <p>★★★★★ 免費</p>	 <p>15. Candy Crush Saga King</p> <p>★★★★★ 免費</p>	 <p>16. LINE 騎馬打仗 Game Dreamer Limited</p> <p>★★★★★ 免費</p>	 <p>17. 神劍浪客 Kimi Entertainment</p> <p>★★★★★ 免費</p>	 <p>18. LINE Pokopoki LINE Corporation</p> <p>★★★★★ 免費</p>	 <p>19. Candy Crush Soda King</p> <p>★★★★★ 免費</p>	 <p>20. 龍族撲克 MIMIGI</p> <p>★★★★★ 免費</p>

Company  
Founder and CEO  
Found

Net Publishing Corp. Ltd.  
Benjamin TSENG  
Dec, 2010

## Brief

Net Publishing (<http://www.pubgame.tw> & <http://www.efunfun.com> ) is specialized in **Mobile and Web social games** publishing service. Our major business is to publish provisioned game services in **Taiwan/ Hong Kong and Southeast Asia market** and bring Taiwan game developers into global market as well. We have offices in **Taipei, Hong Kong, Guangzhou, Bangkok and Hu-Chi-Minh** and can help our game partner marketing, provision and monetize their game services in local market in no time.





# The leading data-driven publishing platform in SEA

