

KLASSIKER DER SPIELESGESCHICHTE

CHINA, SÜDKOREA

11. JULI 2013



Top 10 Online Games 2009

1. "World Of Warcraft" by Blizzard Entertainment (U.S.): \$1 billion
2. "Fantasy Westward Journey" by NetEase (China): \$400 million
3. "Perfect World" by Perfect World (China): \$300 million
4. "Lineage I" and "II" by NCsoft (South Korea): \$270 million
5. "Tian Long Ba Bu" by Changyou (China): \$250 million
6. "Aion" by NCsoft (South Korea): \$230 million
7. "MapleStory" by Nexon Corporation (South Korea): \$200 million
8. "ZT Online" by Giant Interactive (China): \$190 million
9. "The World Of Legend" / "Legends Of Mir" by Shanda Interactive Entertainment (China): \$150 million
10. "Final Fantasy XI" by Square Enix (Japan): \$117 million



Top 10 PC-Games in China, June 2013

According to figures from China's Ministry of Culture, online games have become a new engine driving the cultural industry. The number of players in China grew to 324 million, and the market was worth 42.85 billion yuan (\$6.73 billion) by the end of 2011.

1. **League of Legends**. The DOTA-style competitive online game that has been immensely popular worldwide.
2. **DNF** (also called *Dungeon & Fighter*, *Dungeon Fighter Online*, etc.). A Korean-developed (Neople) beat-'em-up game that's pretty old (released back in 2005) but still very popular in China.
3. **CrossFire**. China's version of Counter-Strike (a tactical first-person shooter), another oldie-but-goodie that was actually developed by Korean devs SmileGate and released in 2007.
4. **QQ Speed**. A 2008 racer developed and released by — no big surprise here — Tencent Games.
5. **QQ X5*** (QQ炫舞). A casual dance game also first released by Tencent in 2008.
6. **Dream of the Three Kingdoms** (梦三国). A fantasy battle game developed by Hangzhou-based Electric Soul and released in 2009.
7. **AgainstWar** (逆战). A Tencent-developed online first-person shooter first released in 2011.
8. **NBA2KOL**. As you can probably guess, this is an online basketball game developed by 2K Sports.
9. **Fantasy Journey to the West**. A fantasy RPG developed by Netease and first released all the way back in 2003.
10. **Counter-Strike Online**. The original tactical first-person shooter, popular around the world and still played in China too. Developed by Valve and Nexon, originally released in 2008.

<http://www.techinasia.com/chinas-ten-most-popular-pc-games-june-2013/>

Chinesische Spielefirmen

Tencent 腾讯

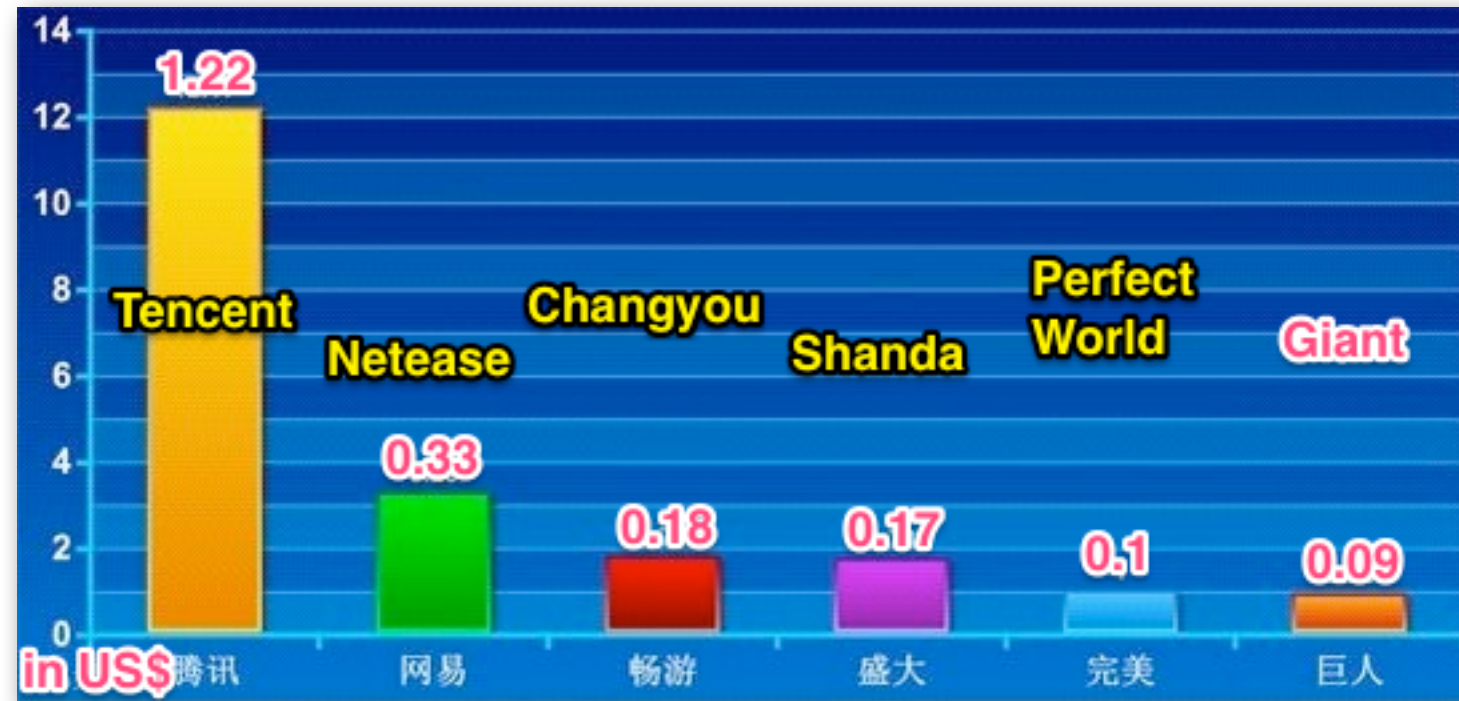
网易 NETEASE
www.163.com

畅游
ChangYou.com

SNDN 盛大网络

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GIANT



<http://www.techinasia.com/china-top-6-gaming-companies-revenues-q1-2013/>



Tencent (QQ, QZone, WeChat, Tencent Games: Dungeon & Fighter, Three Kingdoms)

NetEase (163.com, Fantasy Westward Journey, Westward Journey II)

ChangYou (Dragon Oath)

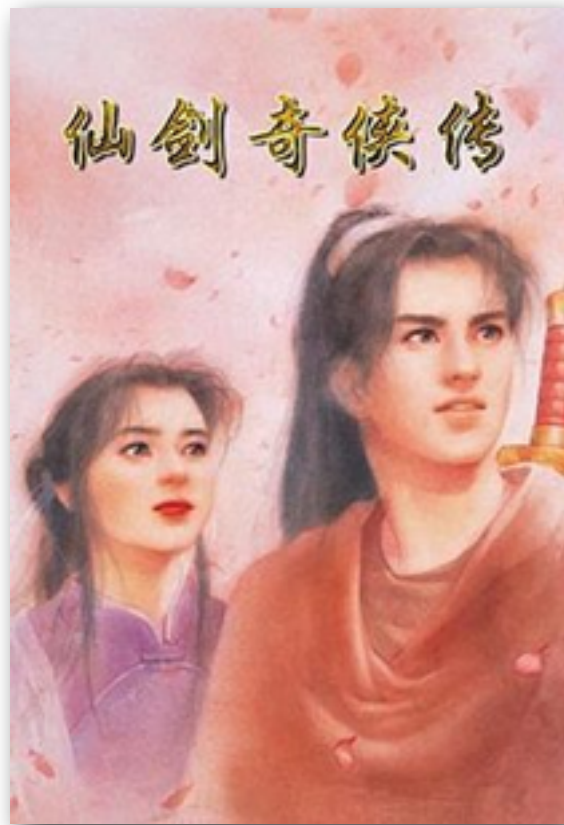
Shanda (The World of Legend, The Age, Magical Land, Lizenzen: Maple Story) : Patriotic Online Games

Perfect World (MMOG Perfect World, DOTA 2, Zhu Xian, Chi Bi, Jade Dynasty, Forsaken World)

Giant Interactive (ZT Online)

The Legend of Sword and Fairy

The Magic Sword and the Chivalrous Youngsters



Softstar Entertainment

PC, Sega Saturn, NES, 1995

Die Reise nach Westen



1984-95



2010



1996



1989



1999



1999



MMORPG



NetEase: Westward Journey



NetEase: Fantasy Westward Journey

Dragon Oath

Tian Long Ba Bu



Perfect World

Perfect World 2006



WoW in China





CrossFire



SmileGate
(Korea), 2007

MOCG

In 2011, there were over 100 million Chinese MMO gamers.



What the hell is Happy Farm, you ask? Why, it's only the Chinese social network farming game that inspired a dozen Facebook clones — the biggest of which, Farmville, has more than 70 million active users. Whether or not social games are the next big thing, Happy Farm's blend of planting, growing and harvesting crops turned out to be the simple game-design formula that had gigantic repercussions.

A number of other games have since used similar game mechanics, such as Sunshine Farm, Happy Farmer, Happy Fishpond, Happy Pig Farm, Farm Town, Country Story, Barn Buddy, Sunshine Ranch, and Happy Harvest, as well as parodies such as Jungle Extreme and Farm Villain.

5 Minutes: Happy Farm, 2008

<http://www.wired.com/gamelife/2009/12/the-15-most-influential-games-of-the-decade/2/>

Chinesische Spielkultur

China is now the world's largest online gaming market, contributing one-third to the global revenue in this sector in 2009, or 56 percent of the Asia Pacific total.

Konsolen-Verbot

<http://www.engadget.com/2013/01/30/china-console-ban/>

»Feedback regarding the launch of special operation on video game arcades« (Konsolen-Verbot, 2000)

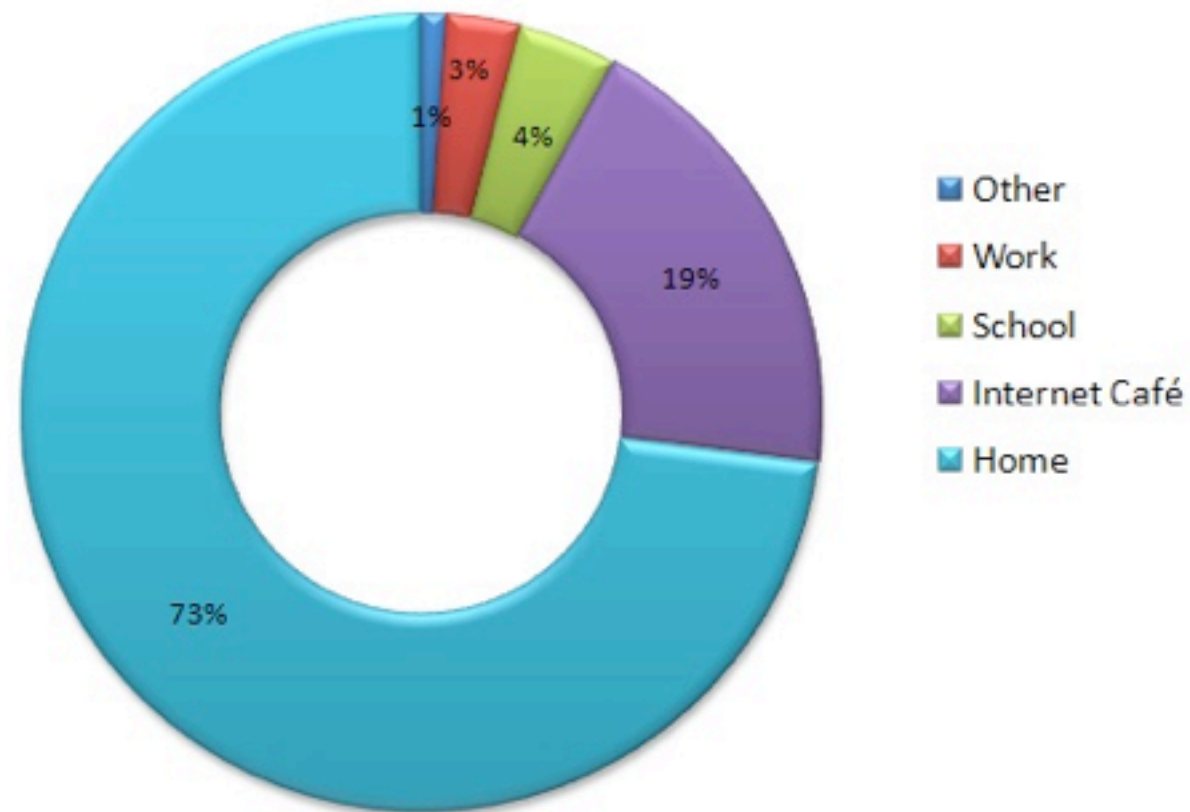
"Consoles have been banned in China since the year 2000," Lisa Hanson from market researcher Niko Partners tells Kotaku. "The government thought that was the best way to protect Chinese youth from wasting their minds on video games, after a parental outcry." The following year, online gaming exploded, and the market size hit \$100 million. So the ban, Hanson says, "didn't stop the 'problem'."



<http://www.joystiq.com/2013/01/30/more-on-chinas-console-ban-and-why-its-not-exactly-a-ban/>

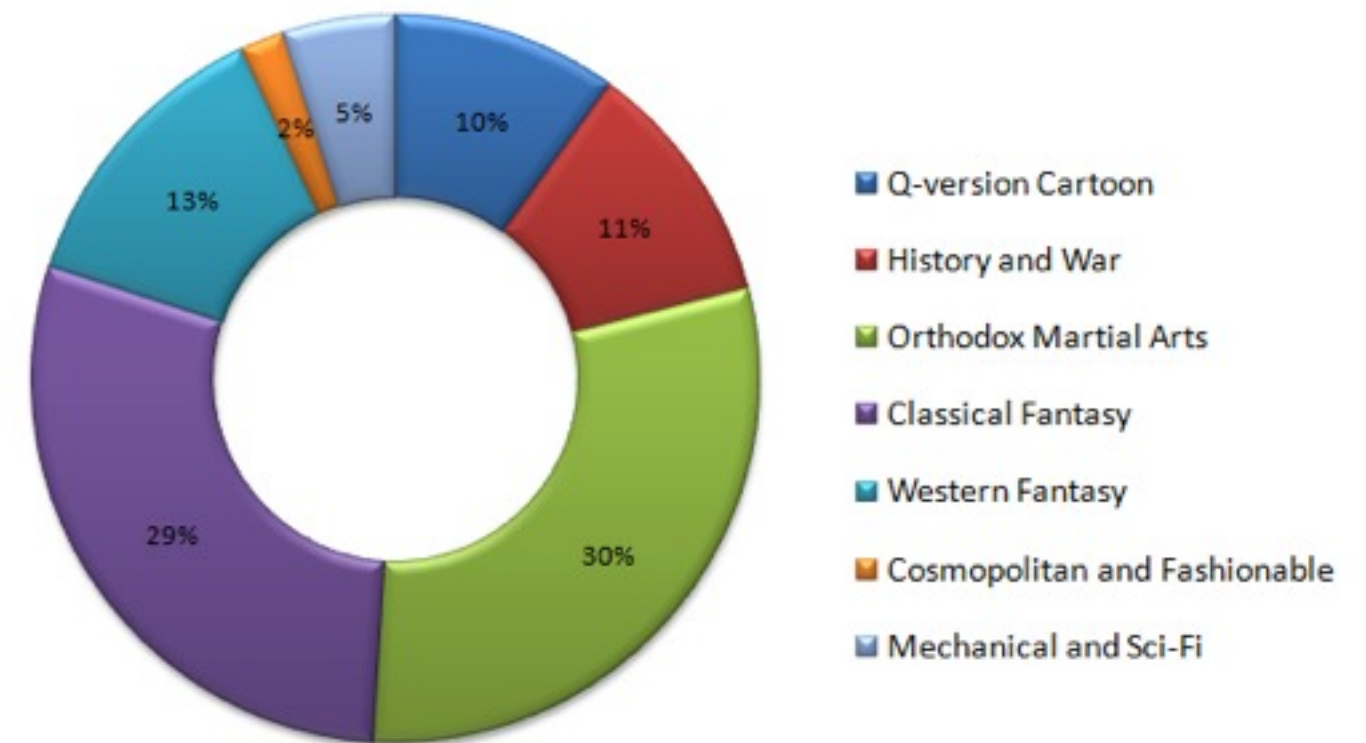
Chines Online Game Users

Chinese Online Game User Report: Main Places of Distribution



Data Source: Enfodesk Analasys Think Tank -- 17173 joint research
© 易观智库2012
Translation by Johanna Armstrong

Chinese Online Game User Report: Graphic Style Preference



Data Source: Enfodesk Analasys Think Tank -- 17173 joint research
© 易观智库2012
Translation by Johanna Armstrong

Durchsetzung des Verbots



<http://www.youtube.com/watch?v=t8zVzws3lIY>



iQue



iQue 3DS XL

新上市!

KIRF – Keepin' It Real Fake



Eedo: eBox



Winner

Wii-Klone



Vii



Wü



Home Video Game Cafés

<http://www.narinari.com/Nd/20100313242.html>



Software-Piraterie

“Manufacturers shouldn’t go into China with a packaged retail model,” said Niko Partners’ Hanson. “They would need to reinvent themselves with a digital model,” she said, which would cut down on pirates’ ability to copy and share games.



Chinese Online Market



<http://www.youtube.com/watch?v=mavFmZOMhr8>



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HOT SELLERS

World of Warcraft US

World of Warcraft EU

Guild Wars 2 US

Guild Wars 2 EU

Diablo 3 US

Diablo 3 EU

Diablo 3 ASIA

Final Fantasy XI

Rift Online US

Rift Online EU

Star Wars - The Old Republic US

Star Wars - The Old Republic EU

CHOOSE YOUR GAME

Age Of Conan US

Age Of Conan EU

Age Of Empires Online

Aion Online US

Aion Online EU

Cabal Online US

Cabal Online EU

DC Universe Online (PC)

Diablo 3 US

Diablo 3 EU

Diablo 3 ASIA

Dragon Nest US

Dragon Nest SEA

Dungeons and Dragons Online

Dungeon Fighter Online

Eve Online

EverQuest

EverQuest 2

Fallen Earth

Final Fantasy XI

Final Fantasy XIV

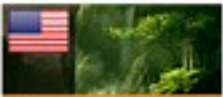
Guild Wars

CONQUER PANDARIA!

With Max Stats, Weapons, Armor and Rare Items

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Featured games:



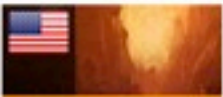
WORLD OF WARCRAFT

WoW Gold US



WORLD OF WARCRAFT

WoW Gold EU



GUILD WARS 2

Guild Wars 2 Gold US



GUILD WARS 2

Guild Wars 2 Gold EU



DIABLO 3

Diablo 3 Gold US



DIABLO 3

Diablo 3 Gold EU



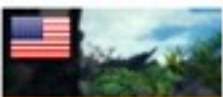
DIABLO 3

Diablo 3 Gold ASIA



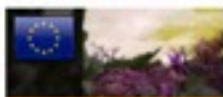
FINAL FANTASY XI

FFXI Gil



RIFT

Rift Platinum US



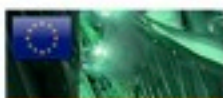
RIFT

Rift Platinum EU



STAR WARS

SWTOR Credits US



STAR WARS

SWTOR Credits EU

CONTACT US 24/7

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Passwort vergessen?

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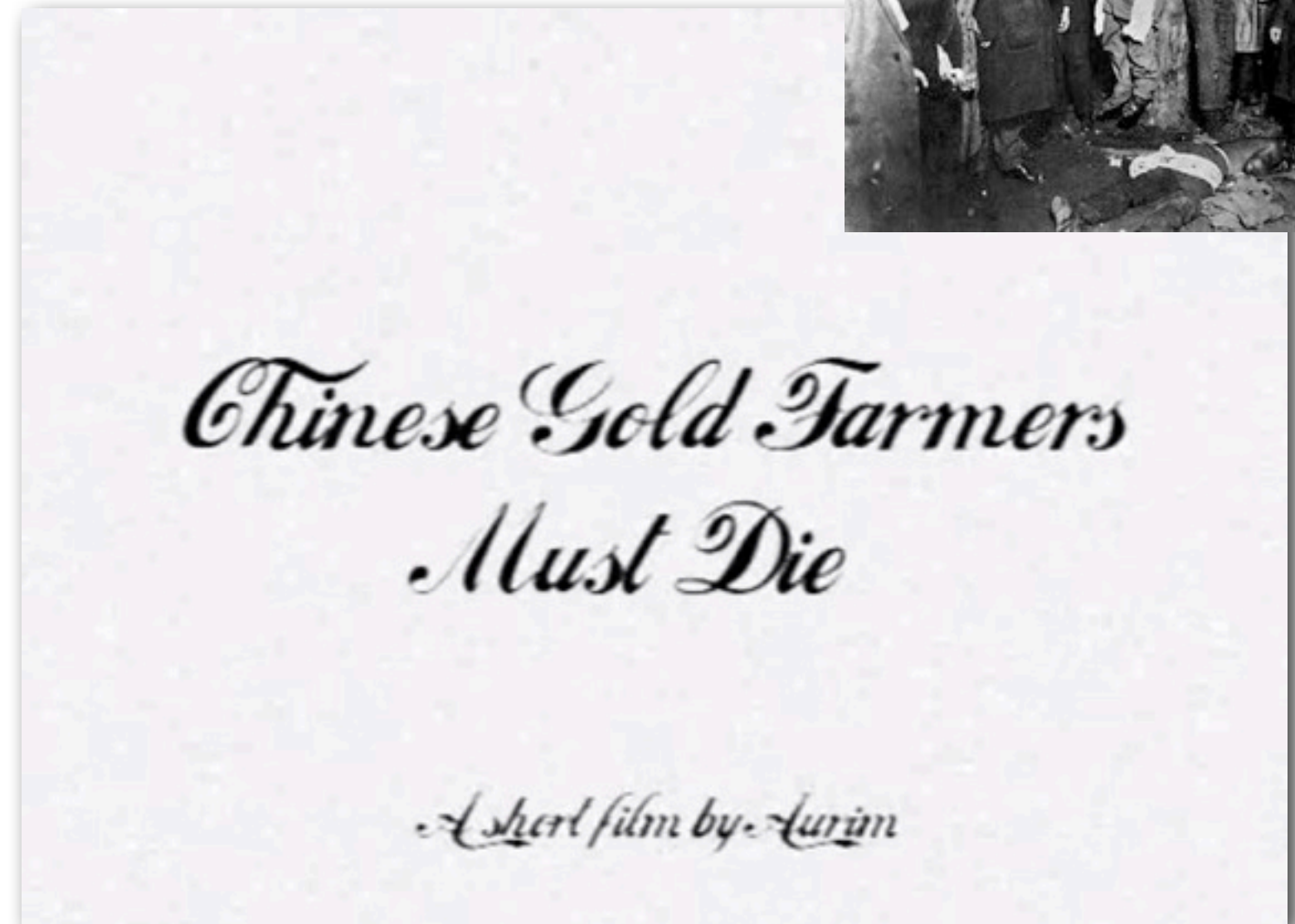
IGE.com - WoW Gold - GW2 C

Real Money Traders aka Chinese Gold Farmer

<http://www.ige.com/>



<https://www.youtube.com/watch?v=q3cmCKjPLR8&list=PLE22AD078941FB287&index=1>



<https://www.youtube.com/watch?v=Tt08MtZRhrq>

Online- und Spielsucht

<http://www.engadget.com/tag/InternetAddiction,china/>



June 8, 2010 at 7:32AM

Chinese addicts escape from Internet 'boot camp,' invade Farmville



November 5, 2009 at 5:28AM

China bans corporal punishment in internet rehab, UK and USA open up their own clinics



July 14, 2009 at 9:38PM

China bans electro-shock for treating Internet addicts, far too late to help McMurphy



November 10, 2008 at 9:11AM

Internet addiction defined in China, entire Engadget staff now officially certifiable



February 23, 2007 at 1:02PM

Chinese clinic treats teen internet addicts with hypnosis, shock therapy

Top 10 PC-Games in Korea, May 2013

<http://www.techinasia.com/korea-top-10-popular-pc-games-2013/>

1. League of Legends
2. Sudden Attack
3. FIFA Online 3
4. Aion Online
5. Blade & Soul
6. Starcraft
7. Lineage
8. Warcraft 3
9. Cyphers
10. Diablo 3



Rollenspiele aus Südkorea



Sonnori: Astonishia Story (1994)

Gravity: Ragnarok Online (2002)

Nexon: Nexus: The Kingdom of the Winds (1996),
MapleStory (2002), Sudden Attack

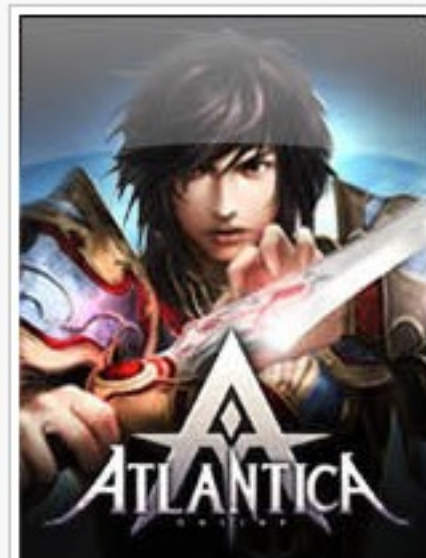
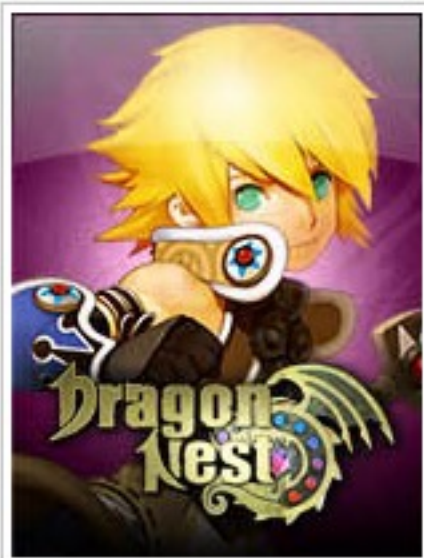


NCSOFT: Lineage, Lineage II, AION, GuildWars (2005),
Guild Wars II (2012), Blade & Soul

Neople: Cyphers (2011)

Nexon

Desktop Games

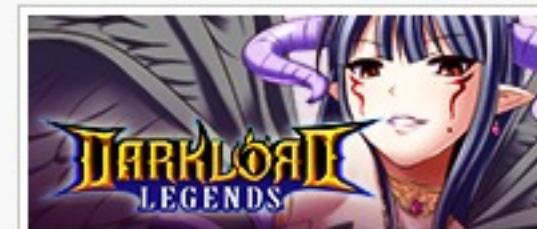


Web Games



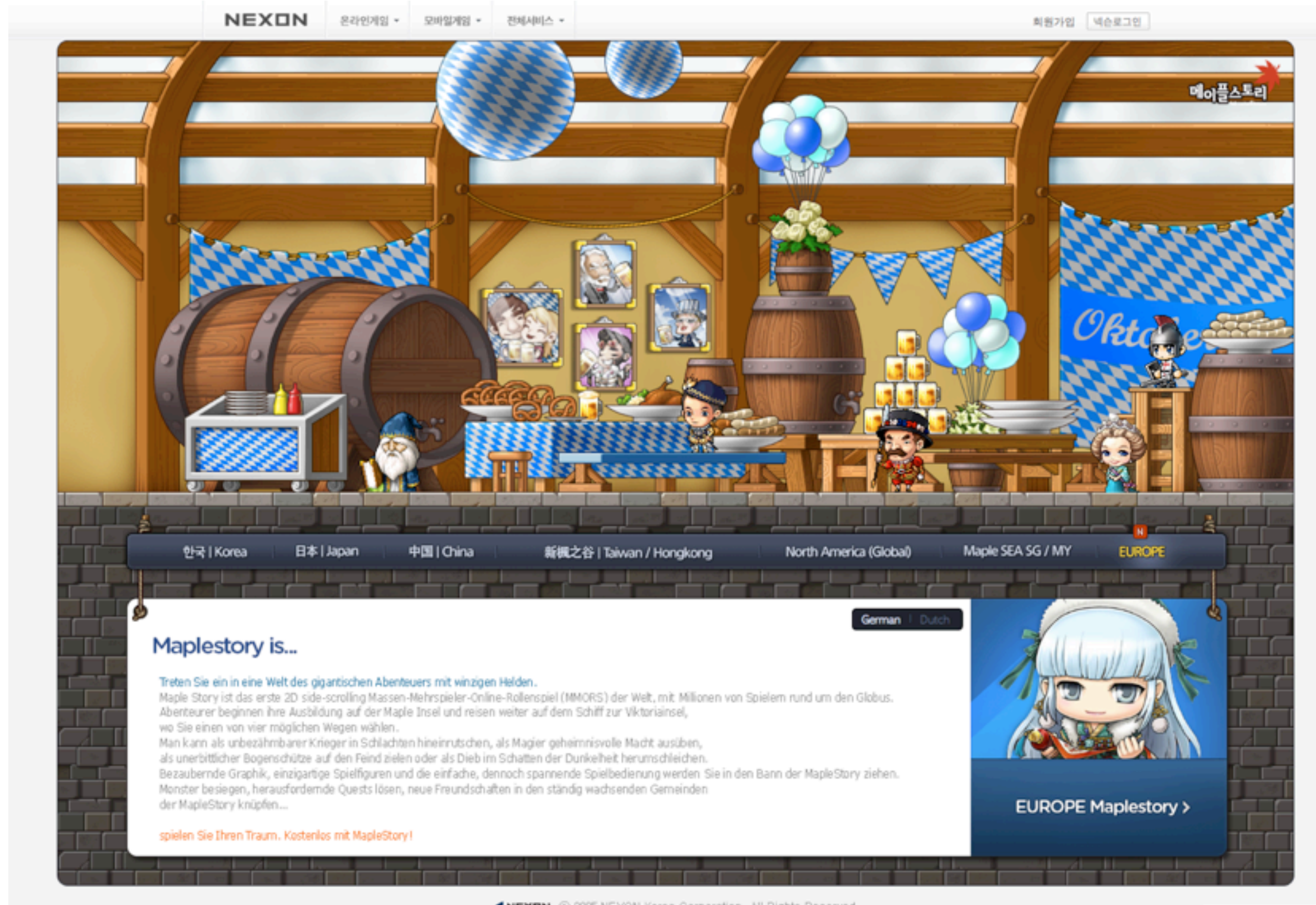
[See All Web Games >](#)

Mobile Games



[See All Mobile Games >](#)

Maplestory



http://www.maplestory.com/global_eu.html

AION: The Tower of Eternity



Blade & Soul



Blade & Soul

Südkoreanische Spielkultur

Online-Spiele in Südkorea

In South Korea, Japanese-made consoles were never banned, but import duties on them made the consoles prohibitively expensive during a critical period of the 1990s. Just as significant, perhaps, were the early wiring of South Korea for high-speed Internet, which encouraged multiplayer gaming, and that country's high urban population density, which made finding like-minded gamers at suitable skill levels easier.

<http://www.pcworld.com/article/2036844/why-gamers-in-asia-are-the-worlds-best-esport-athletes.html>



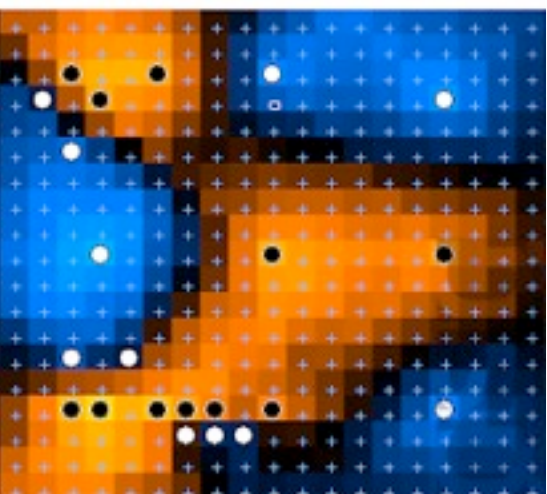
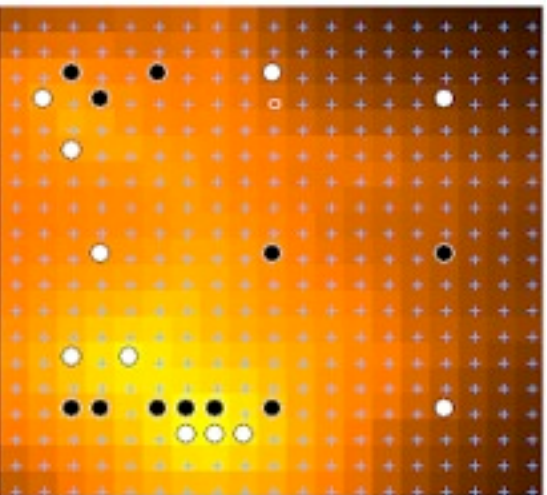
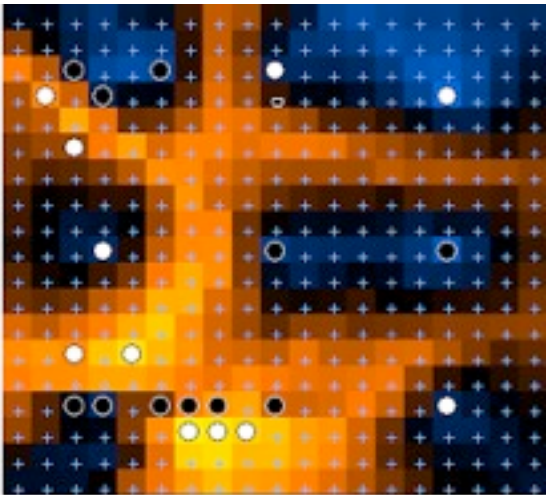
PC Bang





»More than 20 percent
of Korean adults know
how to play go«

Go





<http://www.aimag2013.org/en/schedule/bySport/?SportCode=ES>

http://en.wikipedia.org/wiki/2013_Asian_Indoor_and_Martial_Arts_Games



E-Sport

Im Jahr 2007 wurde E-Sport erstmals Bestandteil der Asian Indoor Games in Macau. Medaillen konnten in den Disziplinen NBA Live, Need for Speed und FIFA vergeben werden. In einer früheren Ankündigung waren sechs Wettbewerbe und das Spiel Winning Eleven für die Asien Indoor Games vorgesehen.[14] Auch bei den Asian Indoor Games 2009 in Hanoi war E-Sport erneut Wettkampfsport.[15] Mit Counter-Strike, Starcraft: Broodwar und DotA Allstars wurden 2009 erstmals Spiele, die keine reale Sportart simulieren, Disziplin bei den Asian Indoor Games. E-Sport wird nach der Zusammenlegung der Asian Indoor Games und Asian Martial Art Games ebenfalls Bestandteil der Asian Indoor & Martial Arts Games, die 2013 erstmals im südkoreanischen Incheon ausgetragen werden.[16]



In Südkorea wurden über 200.000 Arbeitsplätze geschaffen, die mit E-Sport in Verbindung stehen[20] und über 10 Millionen Südkoreaner beteiligen sich am E-Sport.[21] Finalspleie der größten StarCraft-Ligen ziehen in Südkorea bis zu 100.000 Zuschauer an.[22]

In China ist E-Sport bereits seit dem 28. November 2003 durch die All China Sports Federation (ACSF) und dem China Olympic Committee (COC) anerkannt.[62]

StarCraft Professional



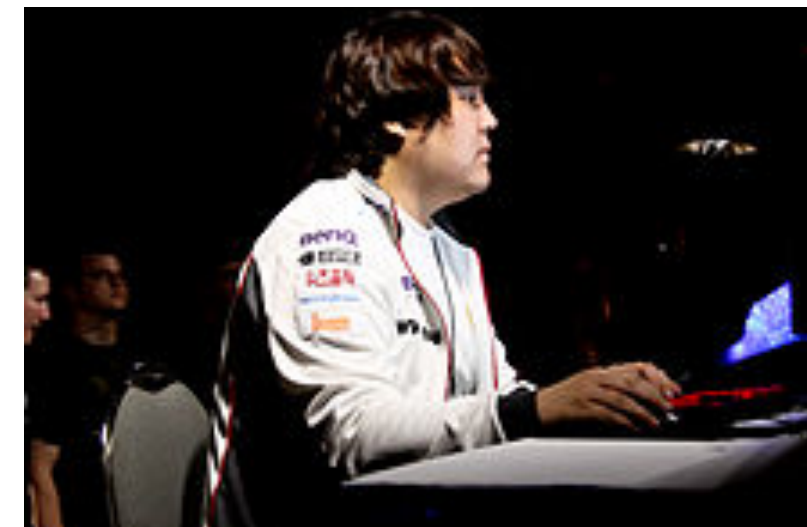
Lee Jae-Dong



Lim Yo-Hwan



Choi Yeon-Sung



Park Sung-Joon

E-Sport-Channels

Notable English-speaking YouTube commentators include Day9, KlazartSC,[\[6\]](#) Diggity,[\[7\]](#) Moletrap,[\[8\]](#) NukeTheStars,[\[9\]](#) and Rise.[\[10\]](#)

OnGameNet



MBCGame

