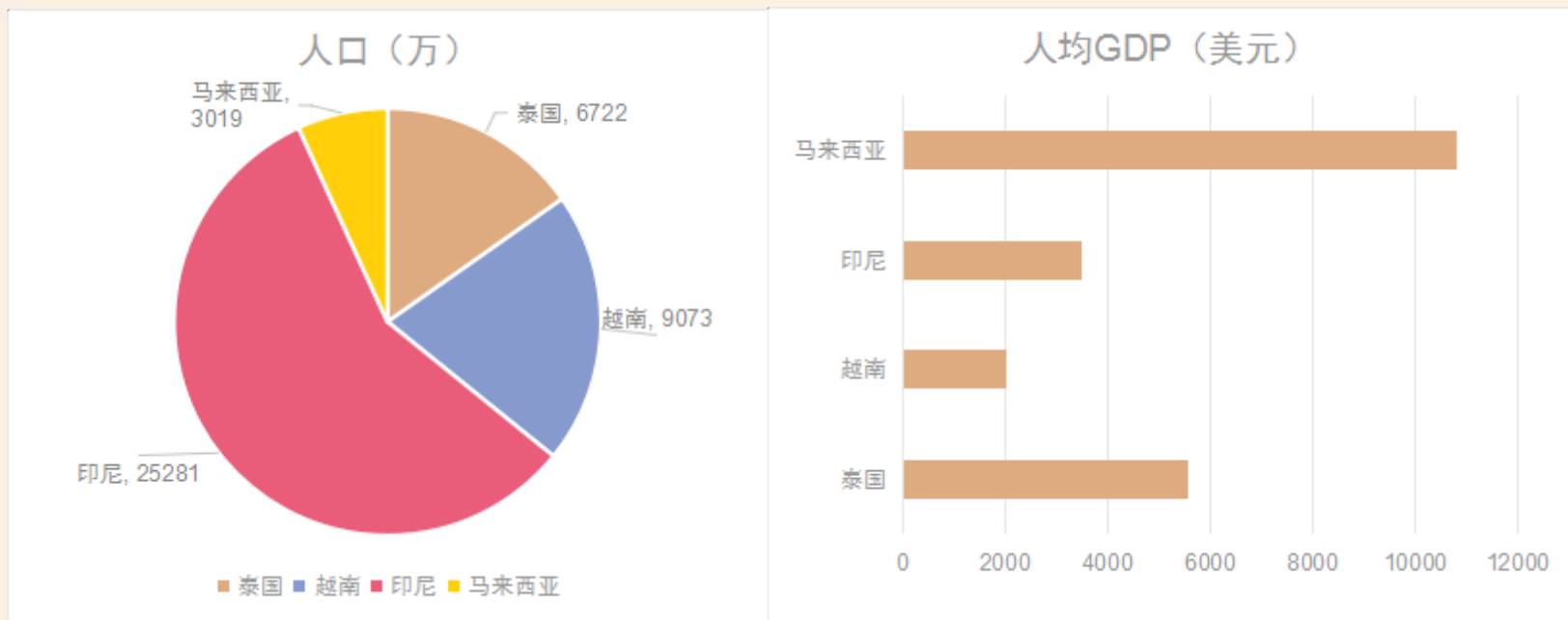




数据看东南亚

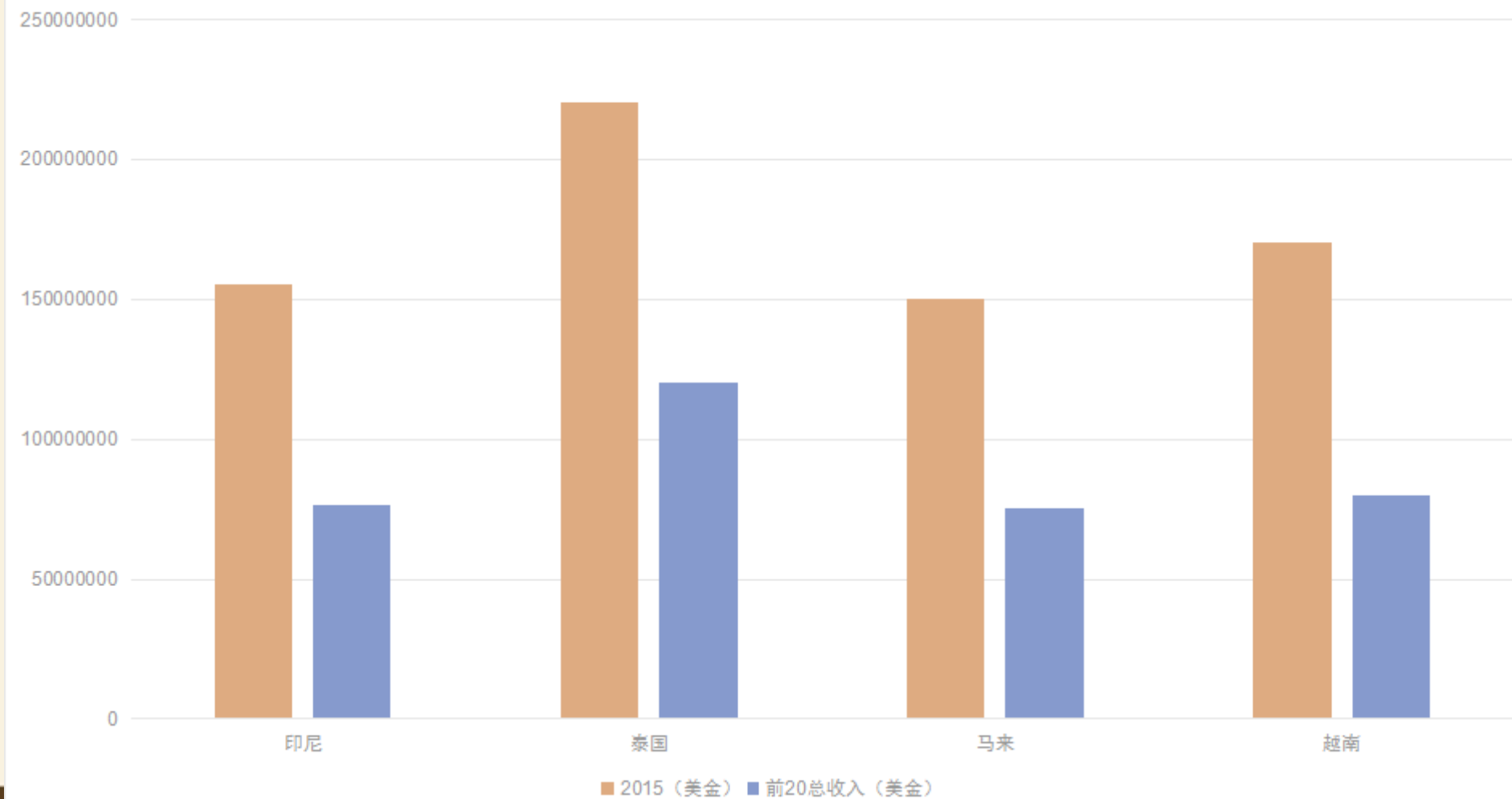
CAMIA 谢建兵

国家概况



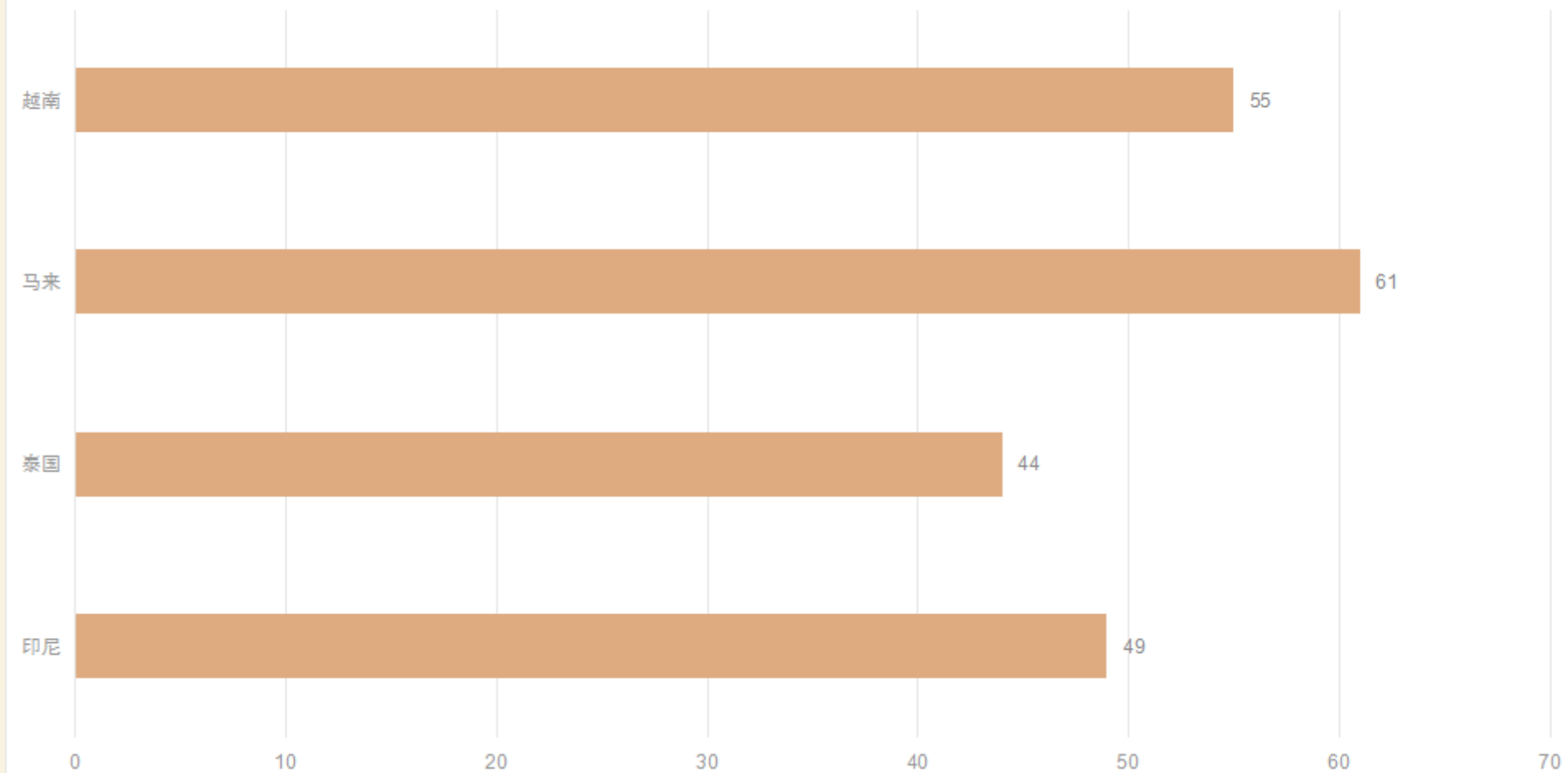
1、东南亚市场有多大？

图表标题

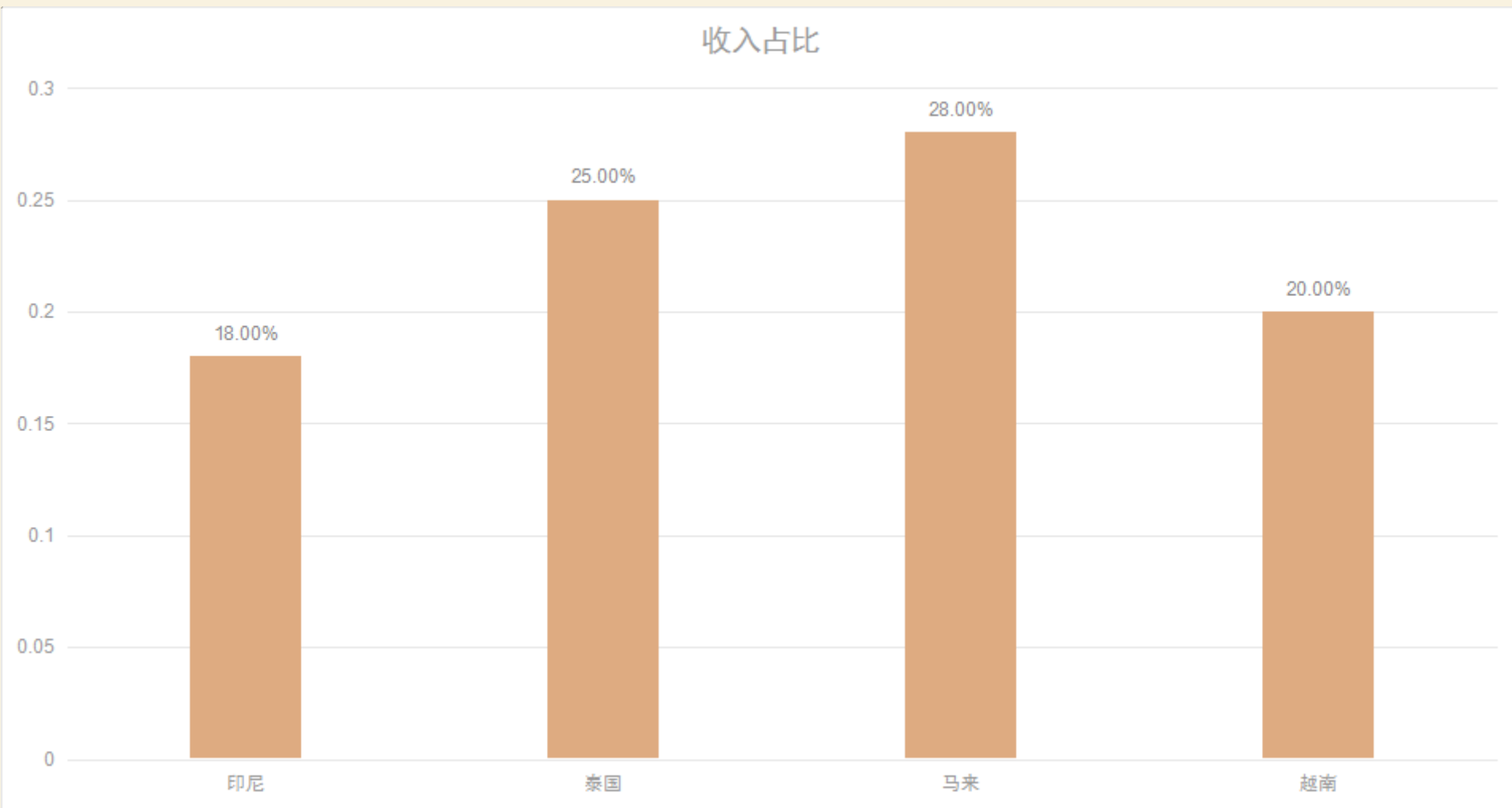


2、东南亚市场的中国企业

中国企业



2、东南亚市场的中国企业



马来		泰国		印尼		越南	
iOS	GP	iOS	GP	iOS	GP	iOS	GP
EFUN	EFUN	Kunlun	Kunlun	KaiXin	Elex Technology	Elex Technology	IGG
FunPlus	Elex Technology	Elex Technology	Elex Technology	Elex Technology	IGG	uCool	Playshoo
GAME Dreamer	FunPlus	FunPlus	FunPlus	uCool	uCool	IGG	Elex Technology
Digital Sky Entertainment	IGG	GAME Dreamer	EFUN	Digital Sky Entertainment	KaiXin	TrinityGames	uCool
IGG	GAME Dreamer	Boyaa	4399	EFUN	FunPlus	KaiXin	Kunlun
Tencent	Tencent	EFUN	IGG	Aseu game	Ultrapower	Kunlun	Tap4Fun
37Wan	37Wan	CMGE	uCool	Kunlun	EFUN	Digital Sky Entertainment	Elex Technology
Elex Technology	Kunlun	Changicth	Longtu Game	IGG	Aseu game	EFUN	EFUN
Boyaa	Digital Sky Entertainment	Digital Sky Entertainment	Boyaa	FunPlus	Boyaa	Youzu	Shanda
uCool	Mplusfun	GUMP TECH	GAME Dreamer	Boyaa	TopFun	Libii	Boyaa
NGames	NGames	uCool	LONG TECH NETWORK	Tap4Fun	Proficient City	Tap4Fun	Youzu
Xindong Limited	Outblaze	Longtu Game	Alpha Animation	Libii	Kunlun	Elex Technology	Elex Technology

3、游戏偏好分析

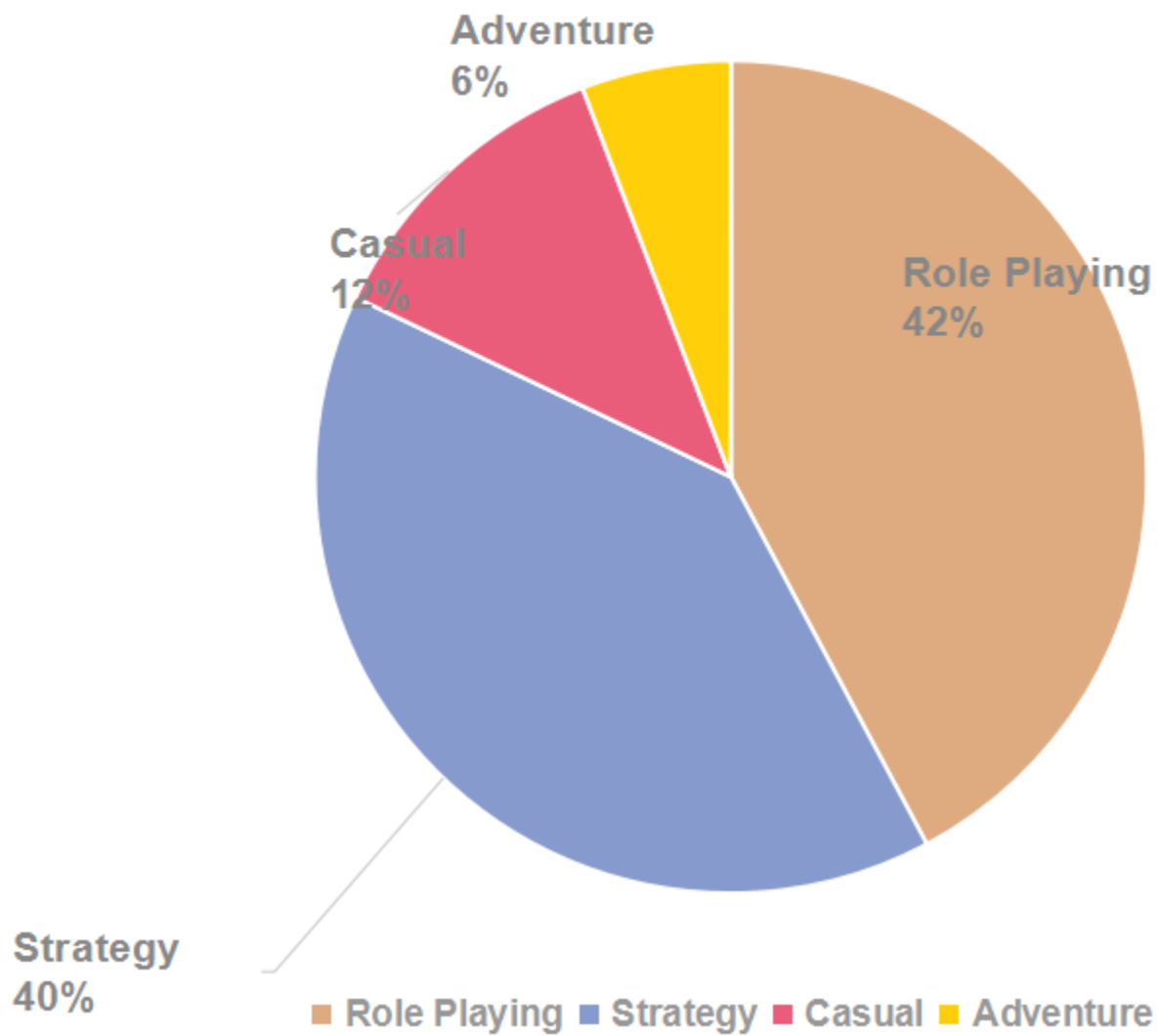


畅销榜游戏分析 (越南)

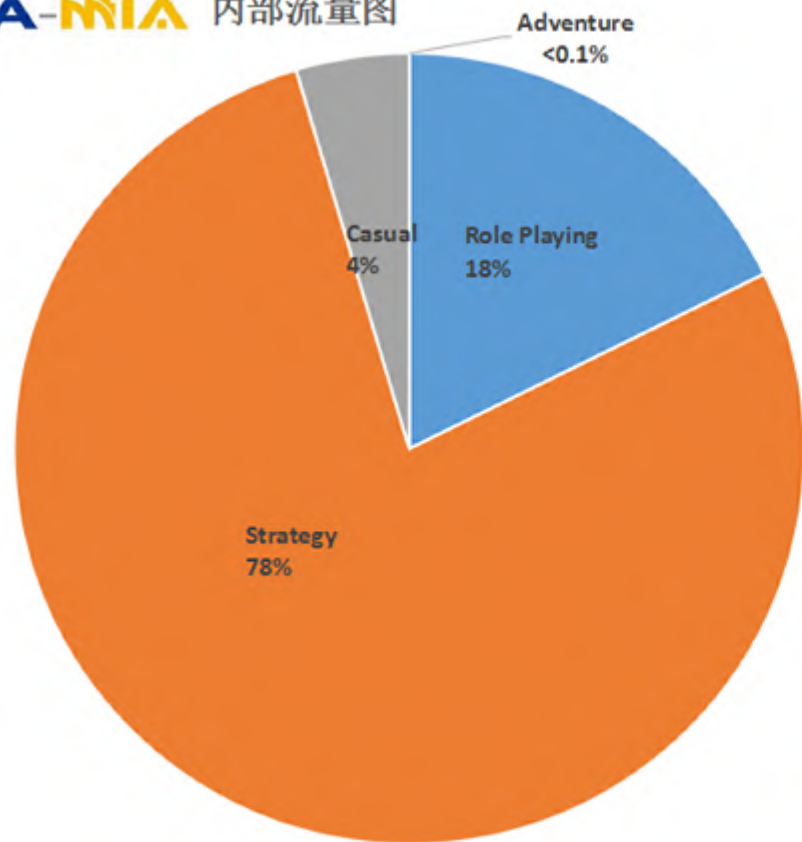
CAMIA指数 | 越南GP畅销游戏Top20下载&流量指数和

游戏类别	游戏名称	下载指数和	流量指数和	
			GP内部	外部
Role Playing	①MU Origin - VN ④Summoners War ⑦Thiên Long Bát Bộ 3D ⑬Heroes Charge ⑭Loạn Đấu Tây Du - Moba Thực ⑮Seven Knights ⑯MARVEL Future Fight ⑰Quý Hầu Vương HD ⑱Galaxy Legend ⑲Battle Alert : War of Tanks ⑳Age of Warring Empire	6.81	4.50	169.15
Strategy	②Clash of Clans ③Clash of Kings ⑤Castle Clash: Đế Chế Anh Hùng ⑥Game of War - Fire Age ⑧Boom Beach ⑨Castle Clash: Age of Legends ⑪Clash of Lords 2	6.44	19.73	150.87
Casual	⑩Hay Day	1.95	1.17	42.85
Adventure	⑫Magic Age-3D	0.94	0.00	0.00

越南GP畅销游戏Top20下载量分布图
(按游戏类型分)

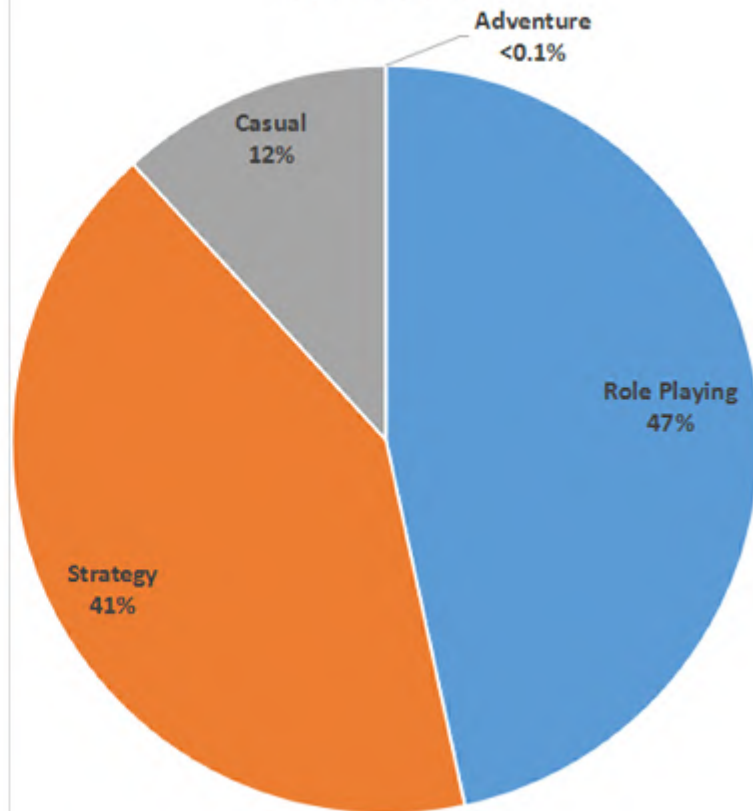


CA-MIA 内部流量图



■ Role Playing ■ Strategy ■ Casual ■ Adventure

外部流量图



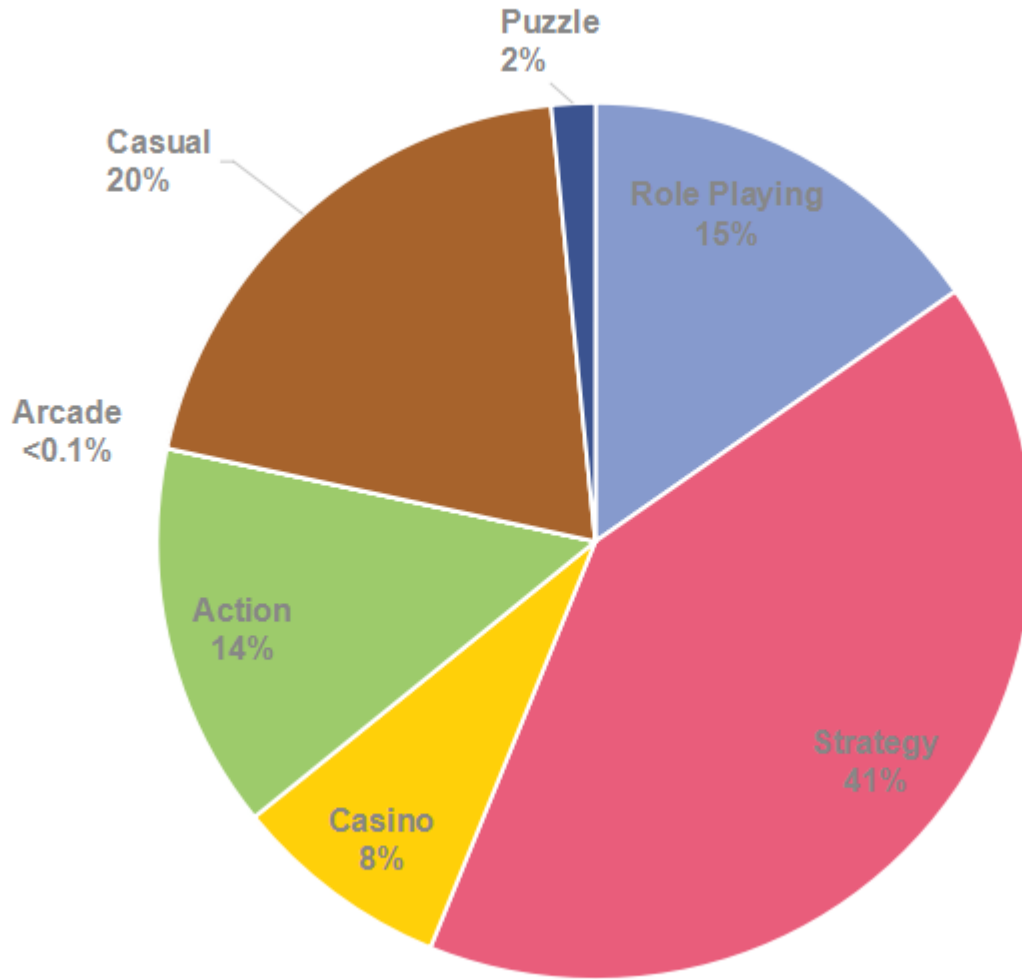
■ Role Playing ■ Strategy ■ Casual ■ Adventure

畅销榜游戏分析 (马来)

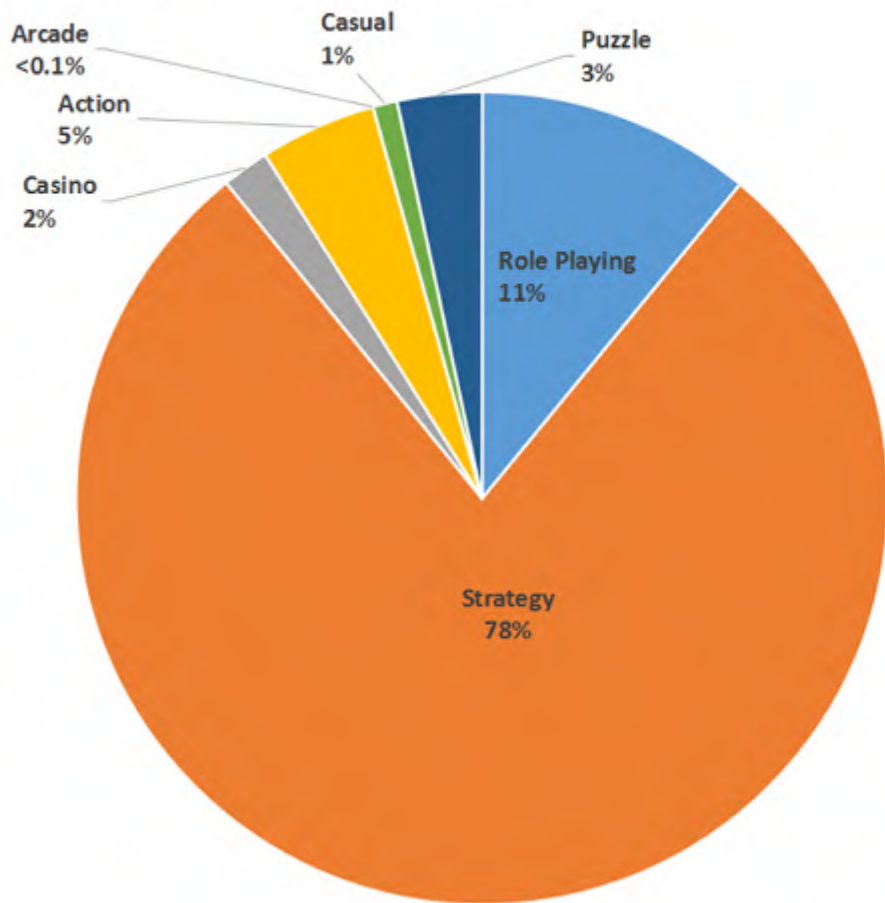
CAMIA指数 | 马来GP畅销游戏Top20下载&流量指数和 (按游戏类型分)

游戏类别	游戏名称	下载指数和	流量指数和	
			GP内部	外部
Role Playing	⑥ Magic Rush: Heroes ⑧ 有殺氣童話-糖妹Bob搞怪配音 ⑨ Summoners War ⑫ 少年三國志 ⑮ 群雄霸业-世界王者争霸赛 为国家而战 ⑲ 天龙八部3D-Efun金庸正版授权手游	4.44	14.57	4.34
Strategy	① Clash of Clans ② Clash of Kings ⑤ Last Empire-War Z ⑩ Castle Clash: Age of Legends	11.81	104.13	46.28
Casino	④ Slotomania - Free Casino Slots ⑦ FaFaFa - Real Casino Slots ⑬ Zynga Poker - Texas Holdem ⑰ Full House Casino- Lucky Slots	2.33	2.51	1.34
Action	⑪ Dot Arena ⑭ League of Immortals - Warfare ⑳ Crisis Action	4.12	6.17	4.39
Arcade	⑱ 媚姬Online-跨服争霸	0.00	0.00	0.00
Casual	⑯ Candy Crush Saga	5.78	1.29	2.62
Puzzle	③ 神魔之塔	0.47	4.48	1.30

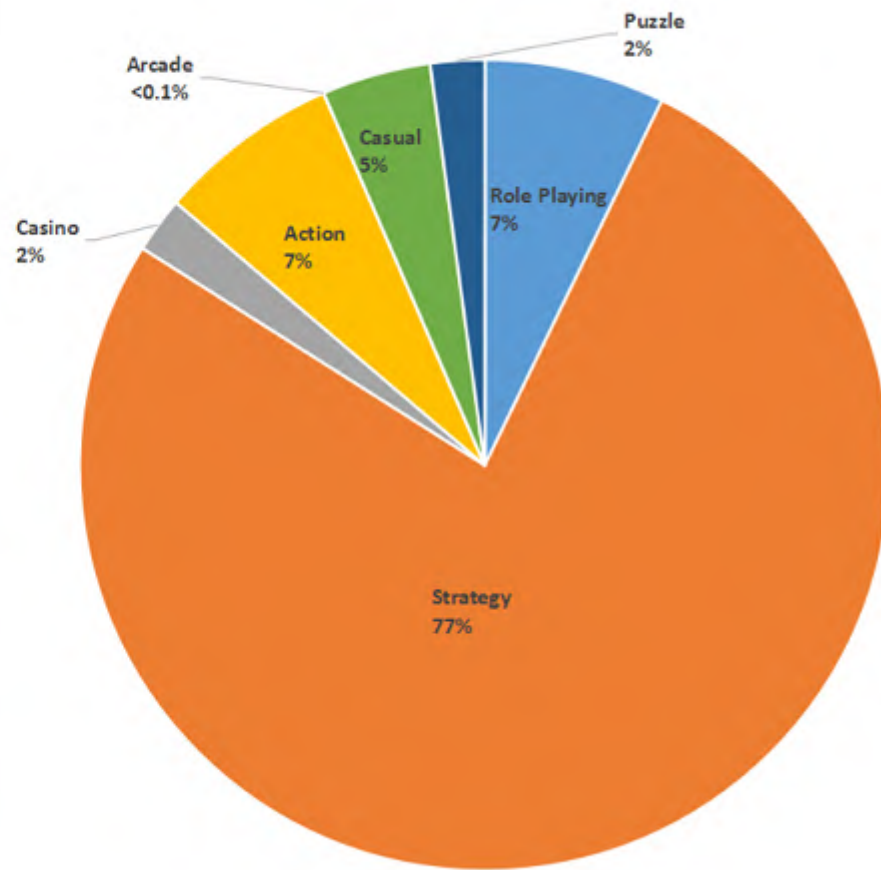
马来GP畅销游戏Top20下载量分布图
(按游戏类型分)



CA-MIA 内部访问流量图



外部流量图

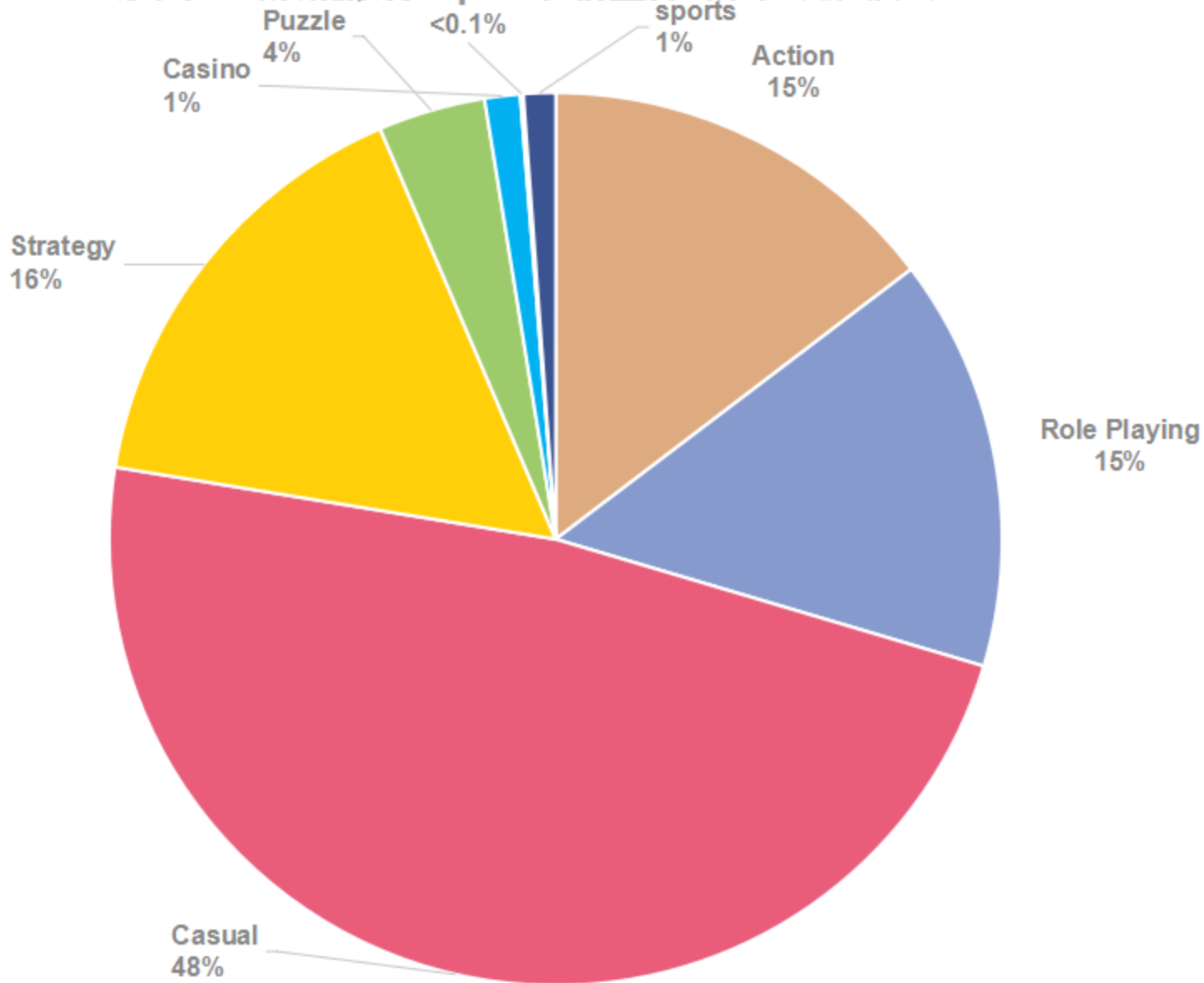


泰国GP畅销游戏Top20下载&流量指数和 (按游戏类型分类)

游戏类别	游戏名称	下载指数和	流量指数和	
			内部	外部
Action	⑦ LINE Rangers ⑬ LINE Battle Heroes ⑮ Dot Arena ⑯ Crisis Action	2.48	0.41	0.37
Role Playing	① MU Origin-TH ③ Seven Knights ⑥ Summoners War ⑫ MARVEL Future Fight ⑱ Magic Rush: Heroes	2.52	3.04	2.48
Casual	② LINE Let's Get Rich ⑩ Candy Crush Saga ⑪ Hay Day ⑲ Candy Crush Soda Saga	8.12	3.08	3.63
Strategy	④ Clash of Kings ⑤ Last Empire-War Z ⑧ Clash of Clans	2.70	0.70	0.58
Puzzle	⑨ LINE Bubble 2	0.66	0.03	0.01
Casino	⑭ ไพ่ เที กซี่ สร 'ารวย	0.22	0.01	0.00
Arcade	⑰ Kung Fu House-ตี กซี่ งแจ้ าส่า	0.02	0.01	0.01
sports	⑳ Top Eleven Be a Soccer Manager	0.20	0.02	0.05

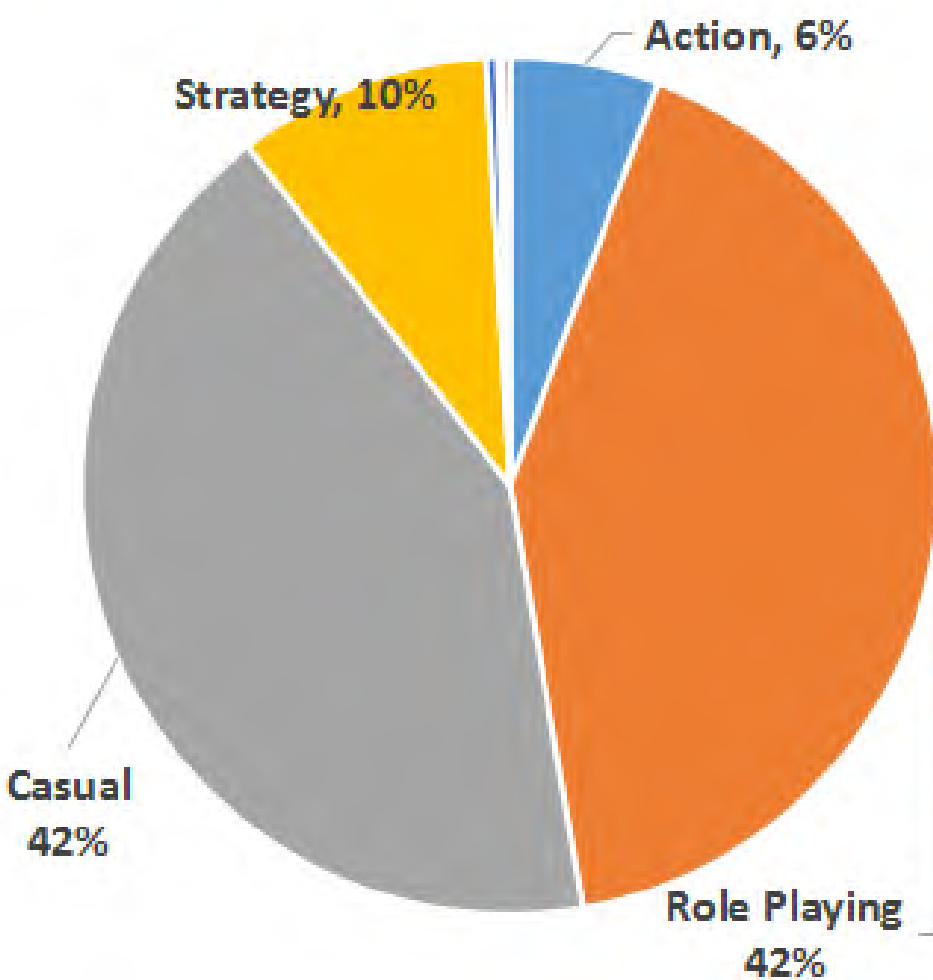
畅销榜游戏分析 (泰国)

泰国GP畅销游戏Top20下载量分布图 (按游戏类型分)

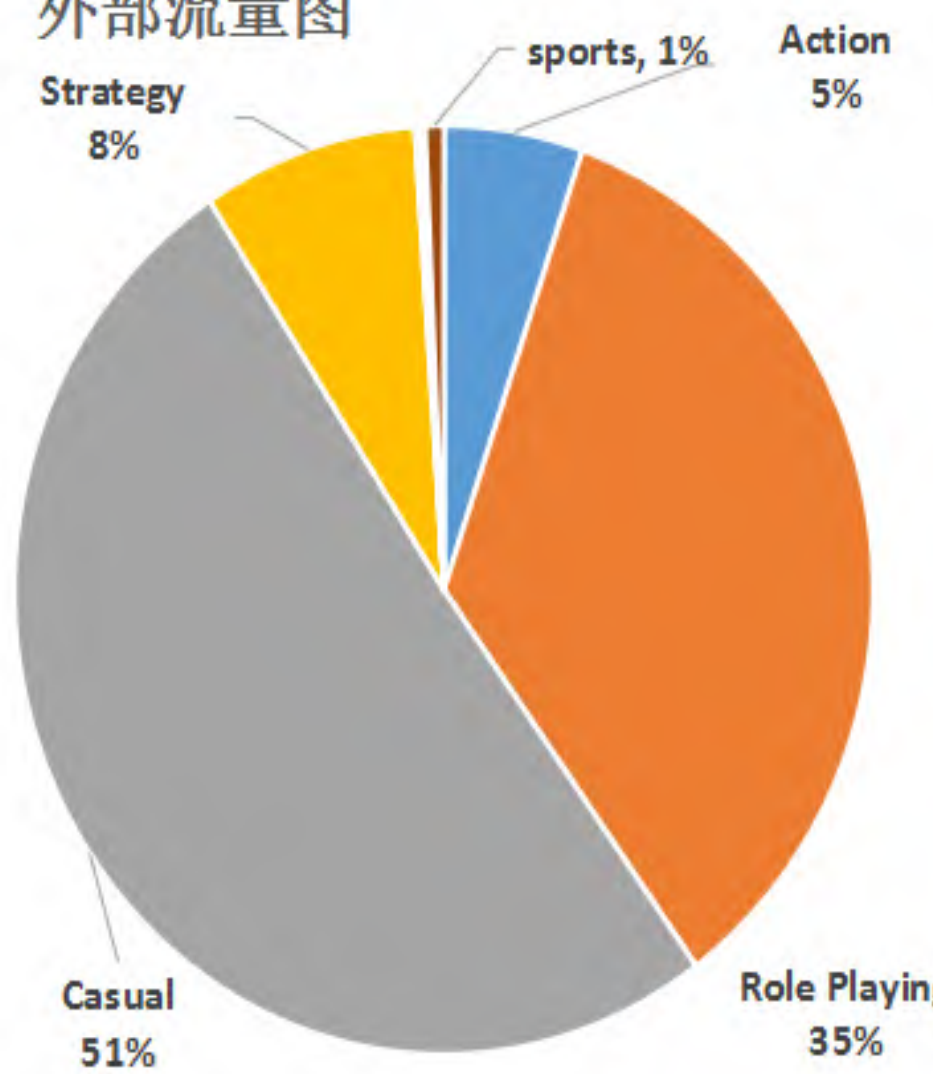


■ Action ■ Role Playing ■ Casual ■ Strategy ■ Puzzle ■ Casino ■ Arcade ■ sports

内部流量图



外部流量图



畅销榜游戏分析 (印尼)

印尼Top20畅销游戏分类			
游戏类别	游戏名称	流量指数和	
		内部	外部
Strategy	① Clash of Clans ② Clash of Kings ⑧ Game of War - Fire Age ⑩ Last Empire-War Z ⑫ Clash Royale ⑱ Clash of Three Kingdoms	1.05	50.03
Role Playing	③ Seven Knights ⑤ Magic Rush:heroes ⑦ Summoners War ⑲ MARVEL Future Fight	1.73	9.00
Casual	④ LINE Let's Get Rich ⑨ Hay Day ⑬ Candy Crush Saga ⑳ Candy Crush Soda Saga	3.10	125.59
Casino	⑪ Poker: Luxy Poker Texas Holdem ⑭ Slotomania - Free Casino Slots ⑯ Zynga Poker – Texas Holdem	0.01	2.26
Sports	⑮ Top Eleven Be a Soccer Manager ⑰ 8 Ball Pool	0.41	2.11
Action	⑥ Crisis Action	0.49	1.91

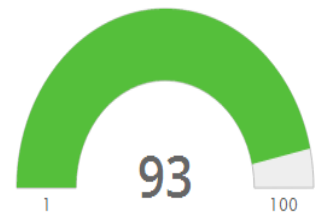
4、用户获取特点



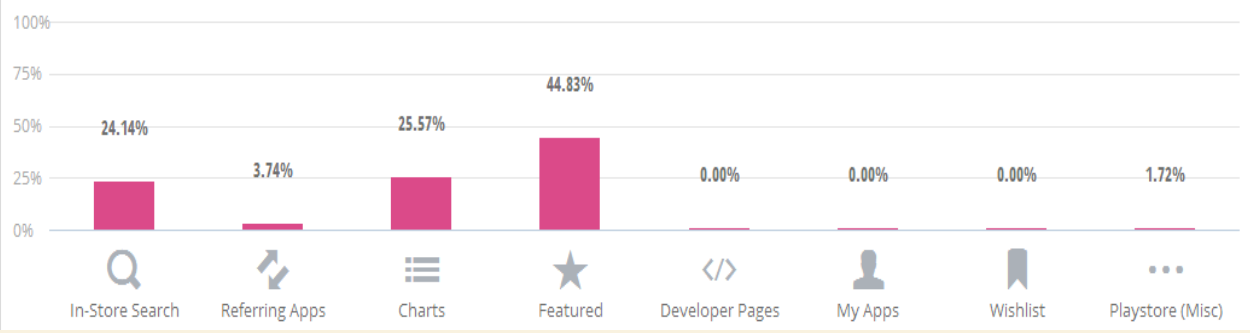
Best Practices

In-Store Traffic Sources ☆ Save

App Popularity Score i



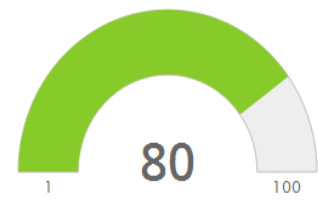
In-Store Traffic Sources i



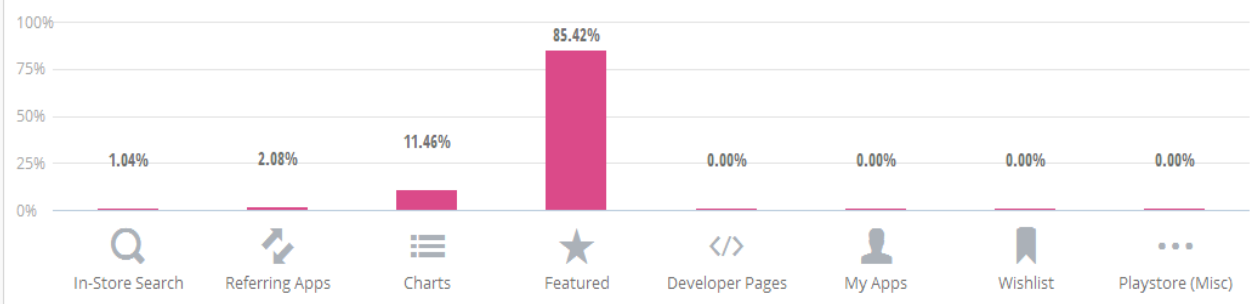
Best Practices

In-Store Traffic Sources ☆ Save

App Popularity Score i



In-Store Traffic Sources i

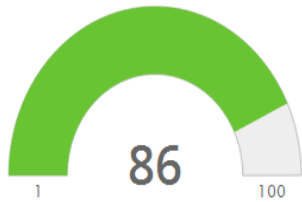


In-Store Traffic Sources

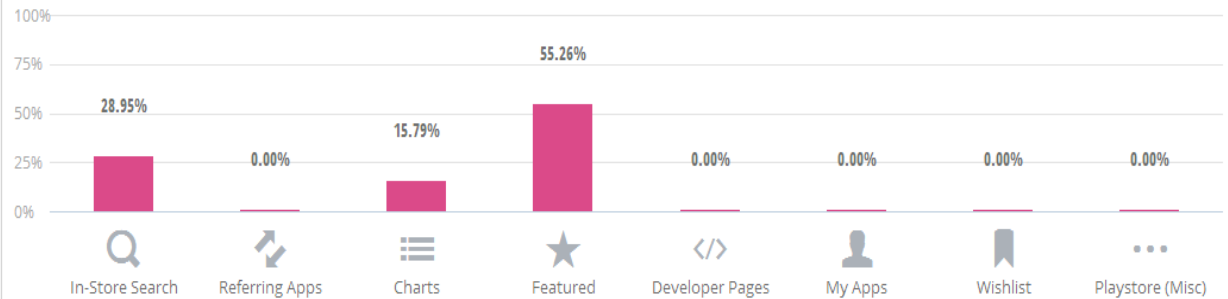
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Best Practices

App Popularity Score



In-Store Traffic Sources

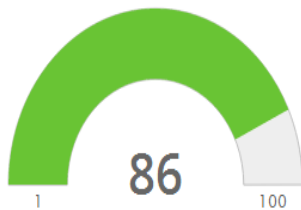


In-Store Traffic Sources

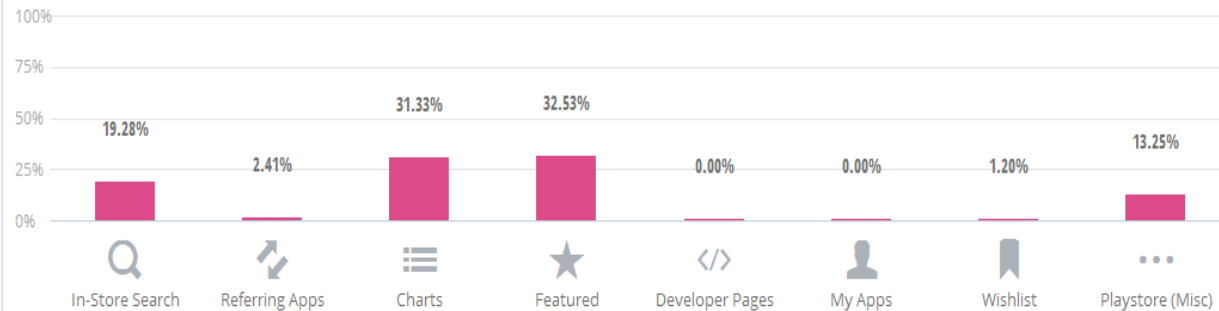
☆ Save

Best Practices

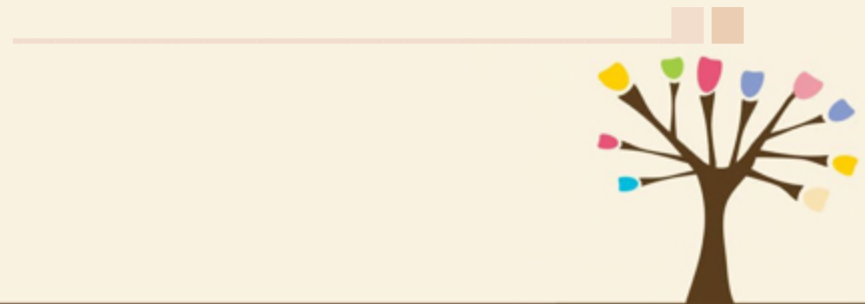
App Popularity Score



In-Store Traffic Sources

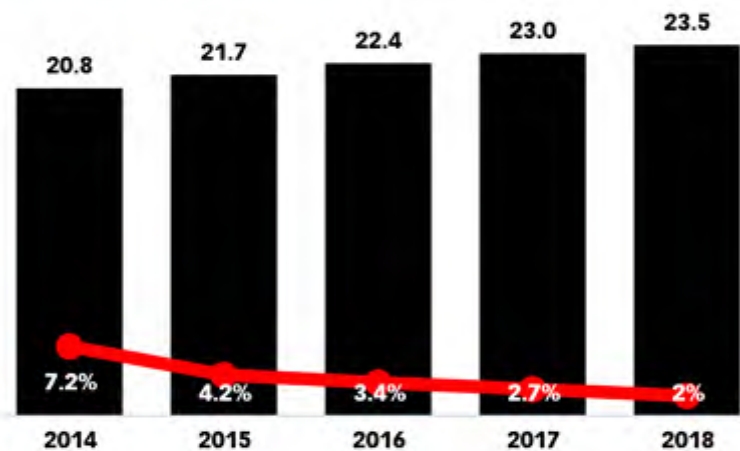


5、发展潜力



Mobile Phone Gamers

Malaysia, 2014-2018

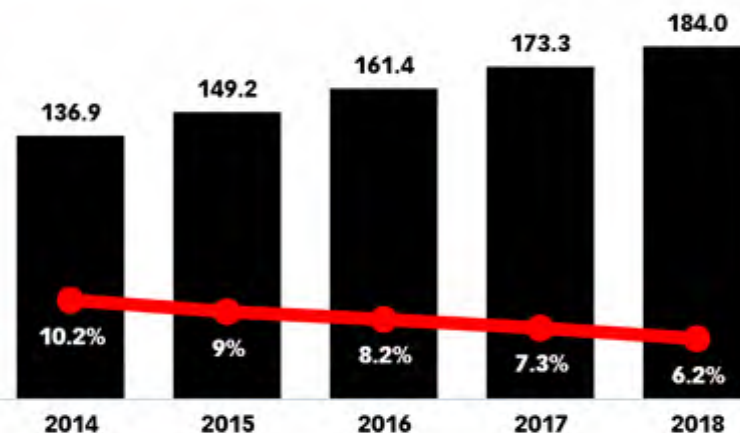


■ Mobile phone users (Millions)
● Mobile phone user growth

Source: eMarketer, 2015

Mobile Phone Gamers

Indonesia, 2014-2018

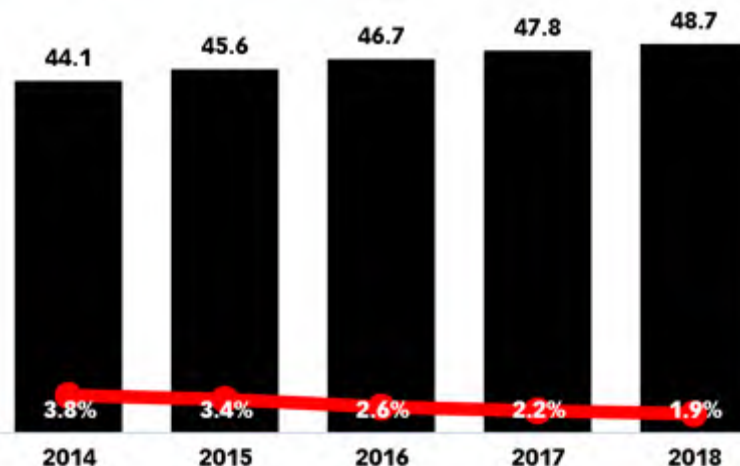


■ Mobile phone users (Millions)
● Mobile phone user growth

Source: eMarketer, 2015

Mobile Phone Gamers

Thailand, 2014-2018

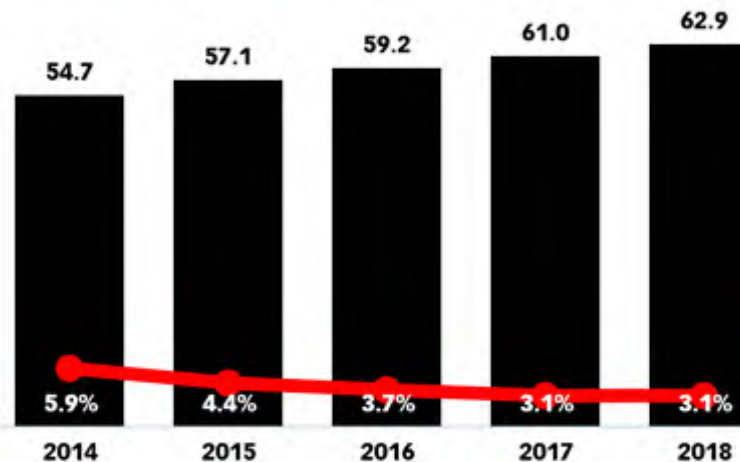


■ Mobile phone users (Millions)
● Mobile phone user growth

Source: eMarketer, 2015

Mobile Phone Gamers

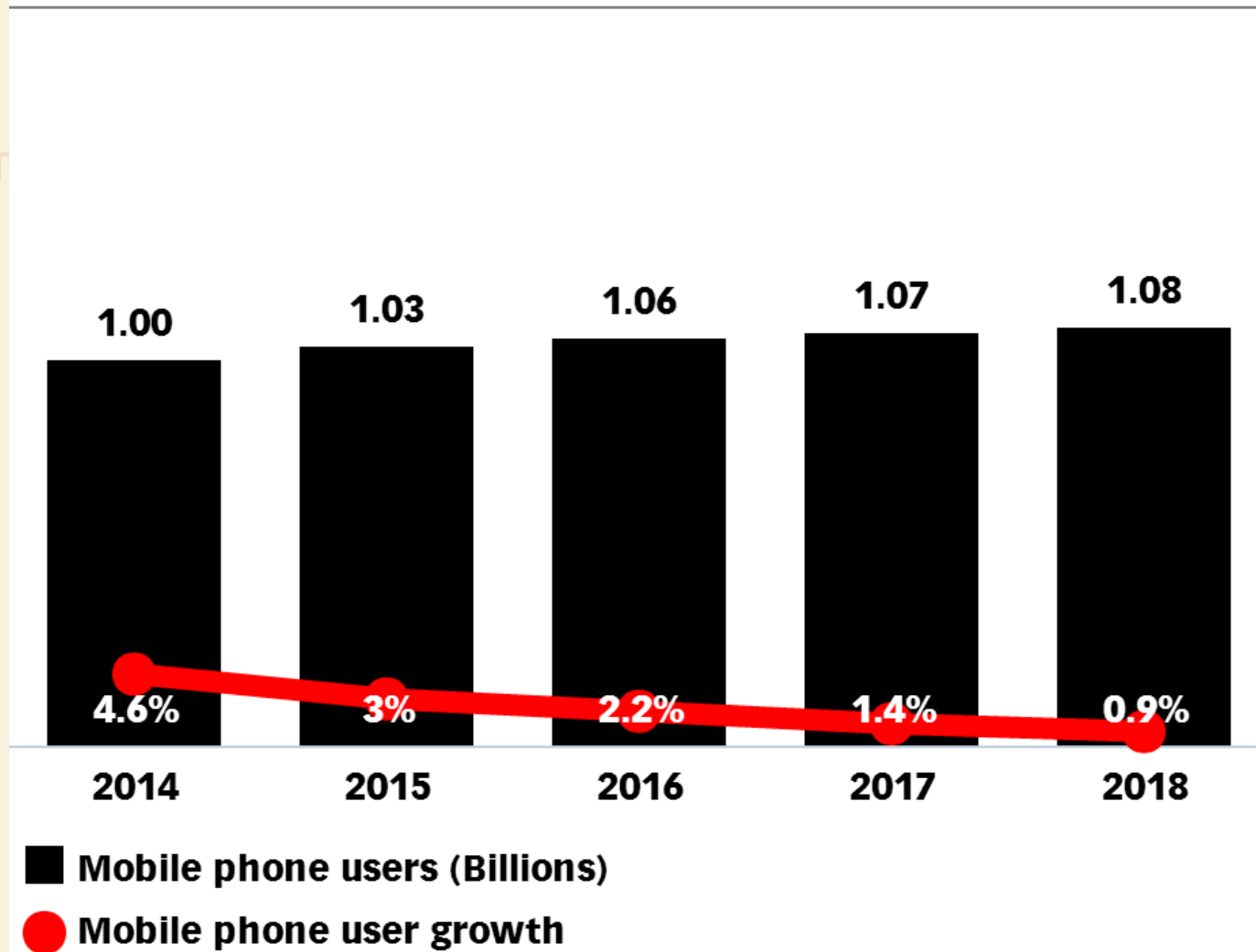
Vietnam, 2014-2018



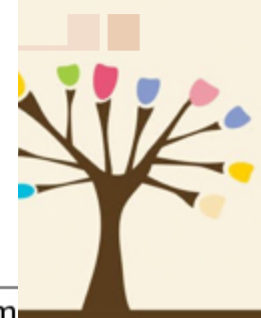
■ Mobile phone users (Millions)
● Mobile phone user growth

Mobile Phone Gamers

China, 2014-2018

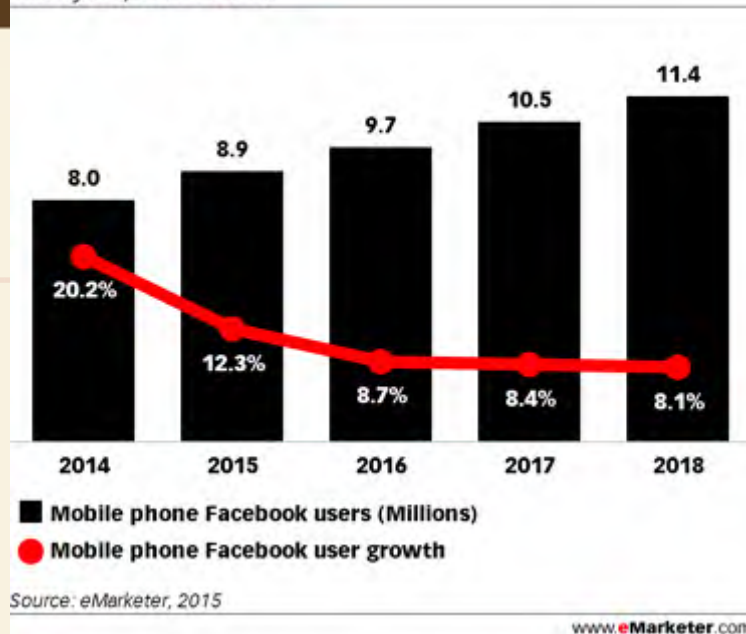


Source: eMarketer, 2015



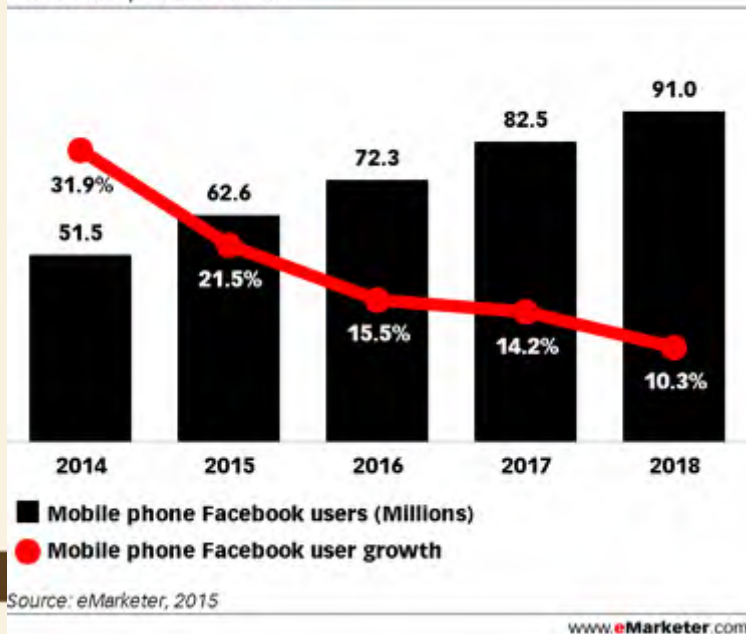
Mobile Phone Gamers

Malaysia, 2014-2018



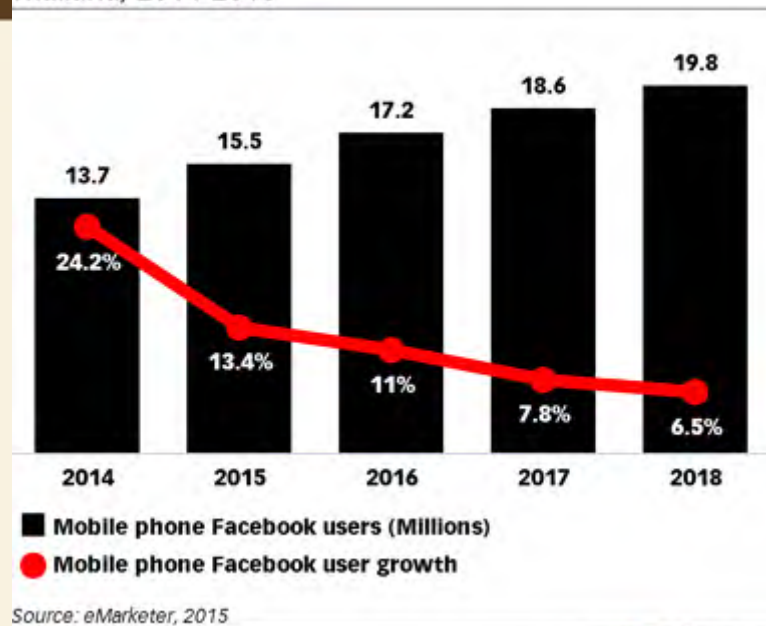
Mobile Phone Gamers

Indonesia, 2014-2018



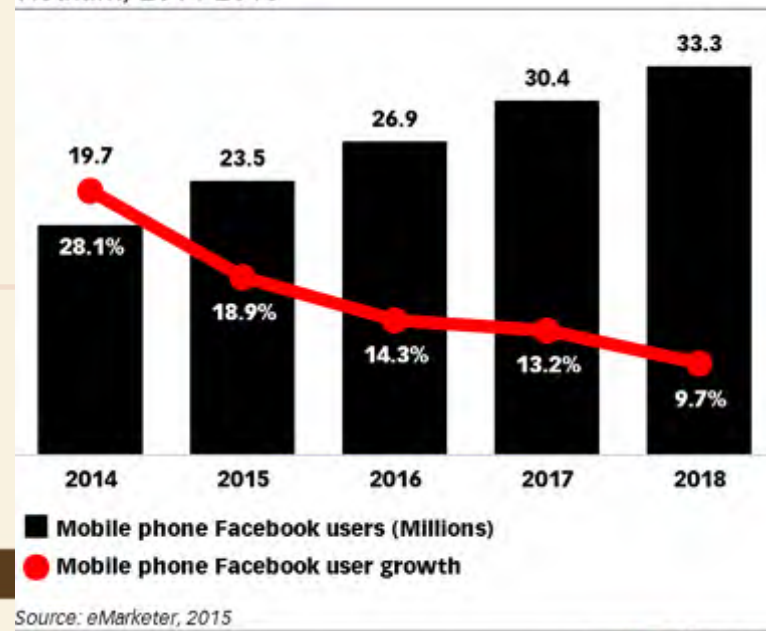
Mobile Phone Gamers

Thailand, 2014-2018



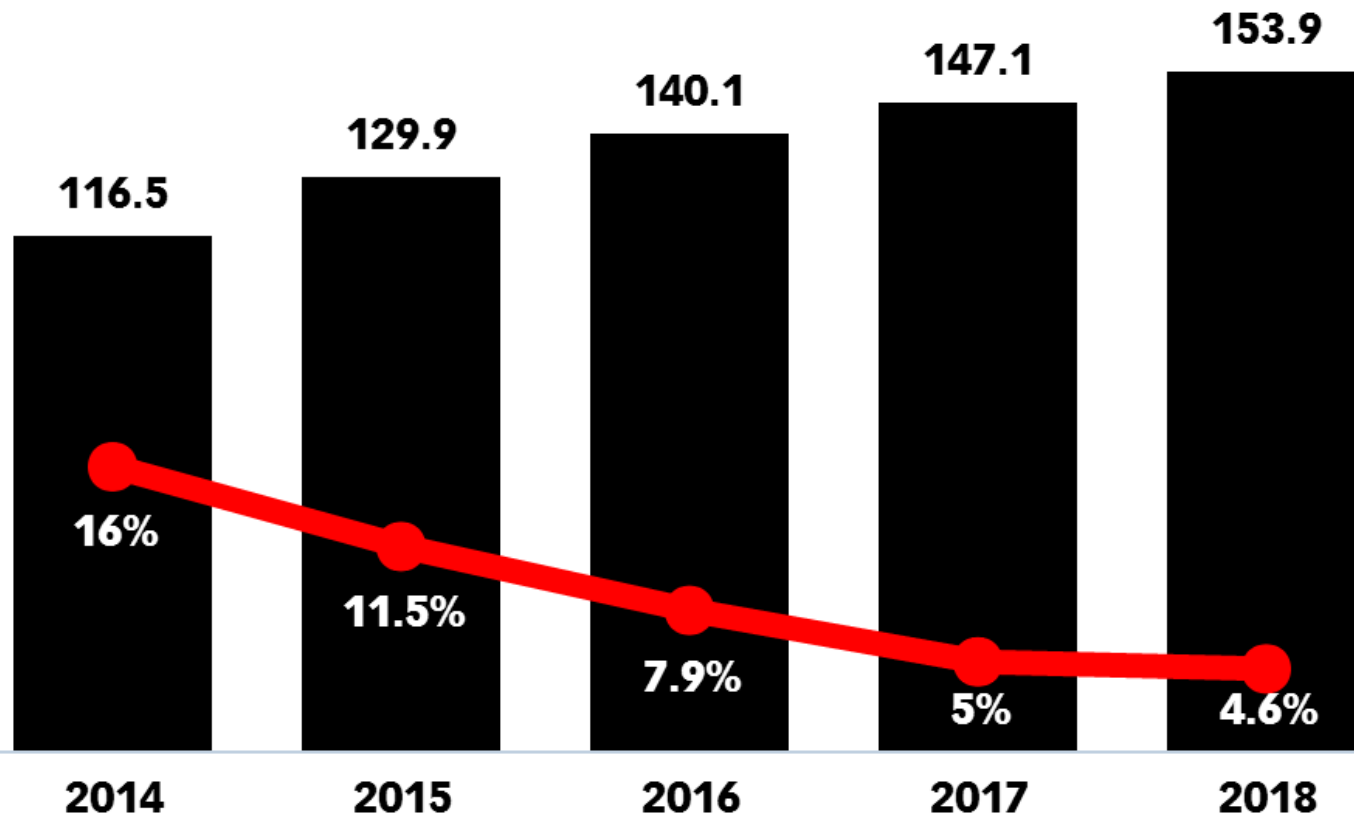
Mobile Phone Gamers

Vietnam, 2014-2018



Mobile Phone Gamers

United States, 2014-2018



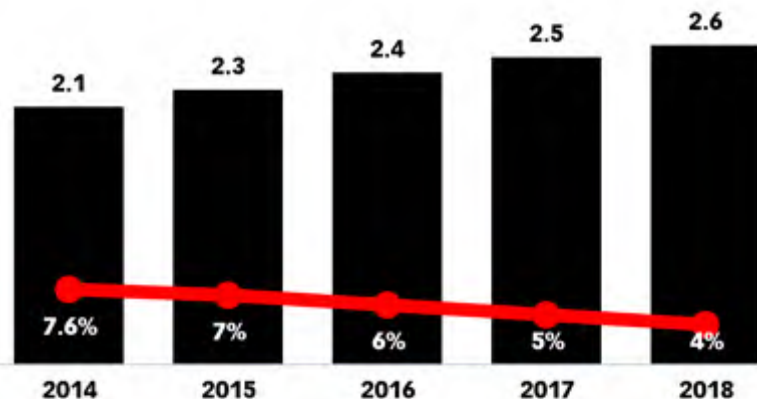
■ Mobile phone Facebook users (Millions)

● Mobile phone Facebook user growth

Source: eMarketer, 2015

Mobile Phone Gamers

Malaysia, 2014-2018

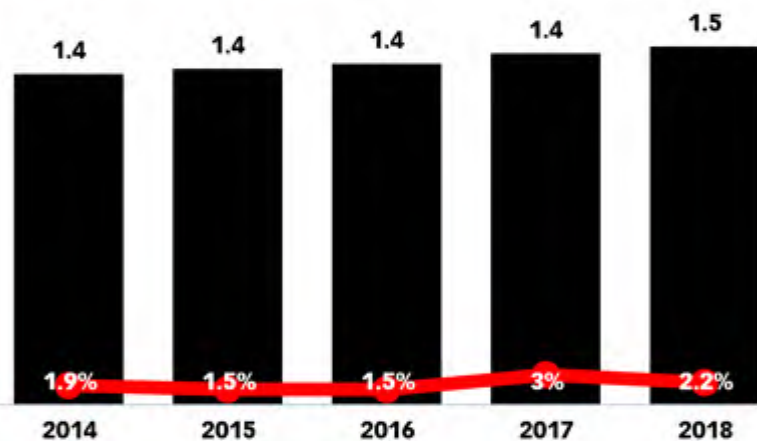


■ Fixed broadband households (Millions)
● Fixed broadband household growth

Source: eMarketer, 2015

Mobile Phone Gamers

Indonesia, 2014-2018



■ Fixed broadband households (Millions)
● Fixed broadband household growth

Mobile Phone Gamers

Thailand, 2014-2018

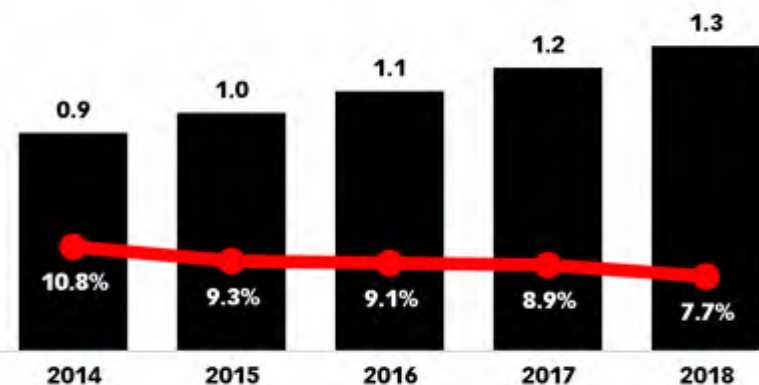


■ Fixed broadband households (Millions)
● Fixed broadband household growth

Source: eMarketer, 2015

Mobile Phone Gamers

Vietnam, 2014-2018

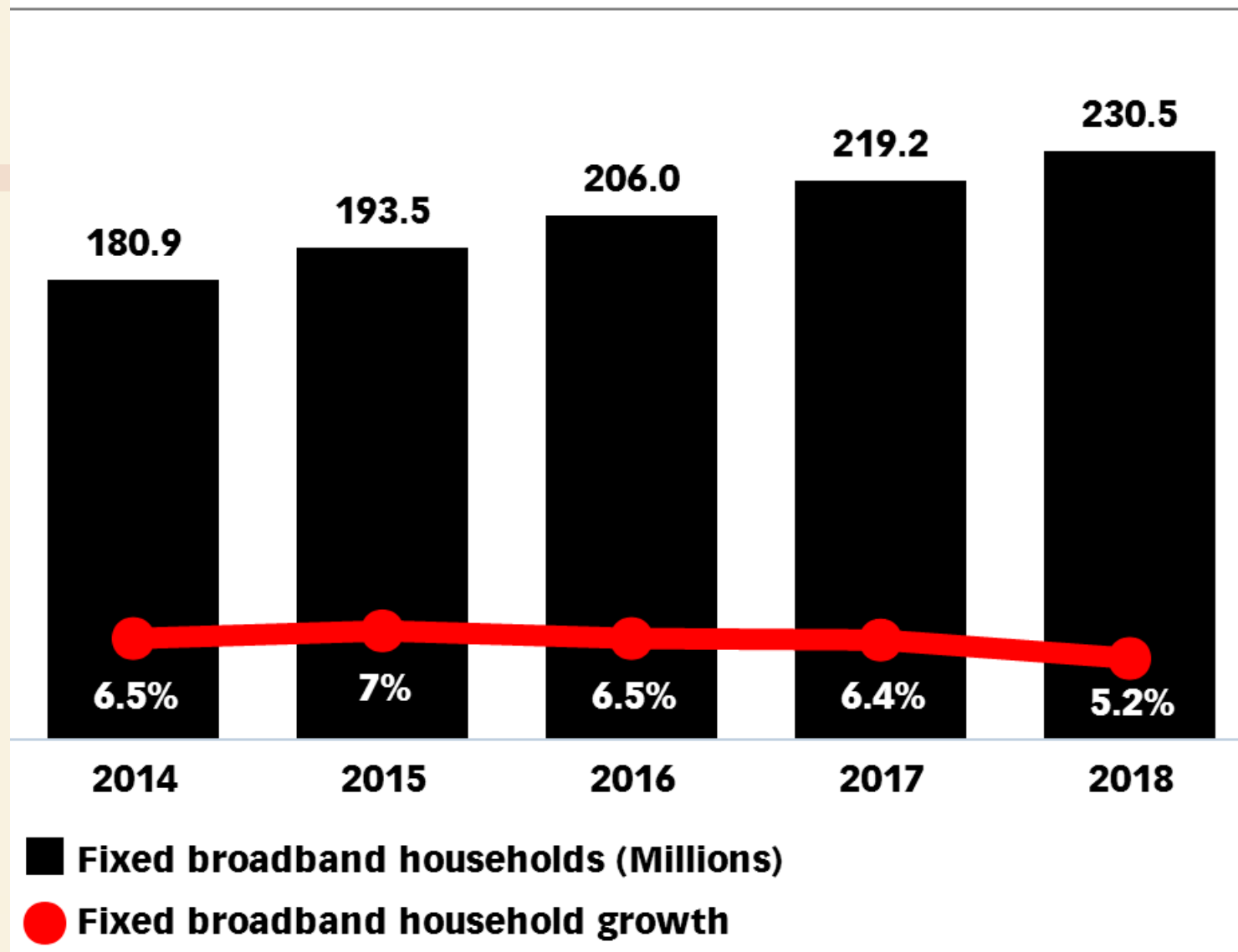


■ Fixed broadband households (Millions)
● Fixed broadband household growth

Source: eMarketer, 2015

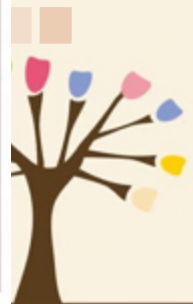
Mobile Phone Gamers

China, 2014-2018

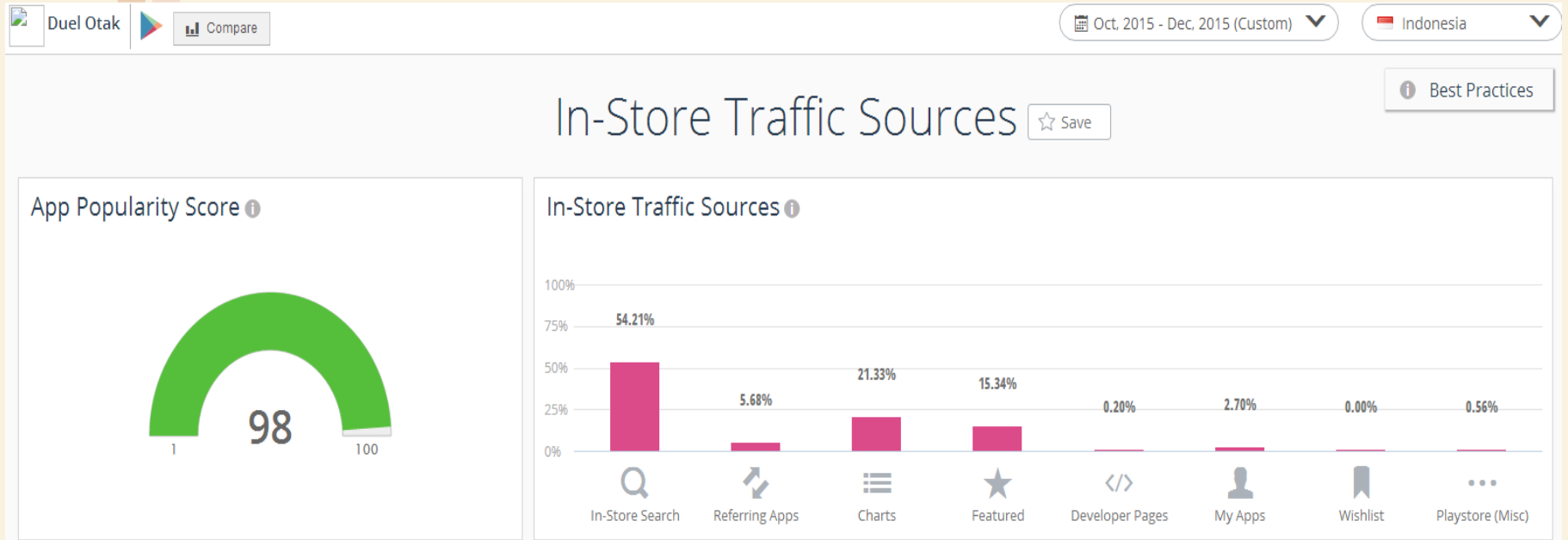


Source: eMarketer, 2015

6、媒体营销潜力



6、媒体营销潜力





中国资本的国际化视野很重要



移动互联网大会

地点：马来西亚

时间：2016年5月份

主办方：CAMIA TFC





▫ 谢谢!

▫ 微信公众号：CAMIA 东南亚手游观察

