



# WeChat Mini-program Games Sept. 2020

 **daxueconsulting**  
beijing shanghai



x



**le wagon**

# Mini-games in a nutshell

China is the best place to launch a mobile game, as mobile games contributed 69% of China's video game market in 2019

2,000+

Games

310M+

Monthly active users

1B+

Total registered users

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Mini-games reach a wider audience than native app games

50:50

Male to female  
user ratio

>50%

Of the users **only play  
mini-games** and not  
native app games

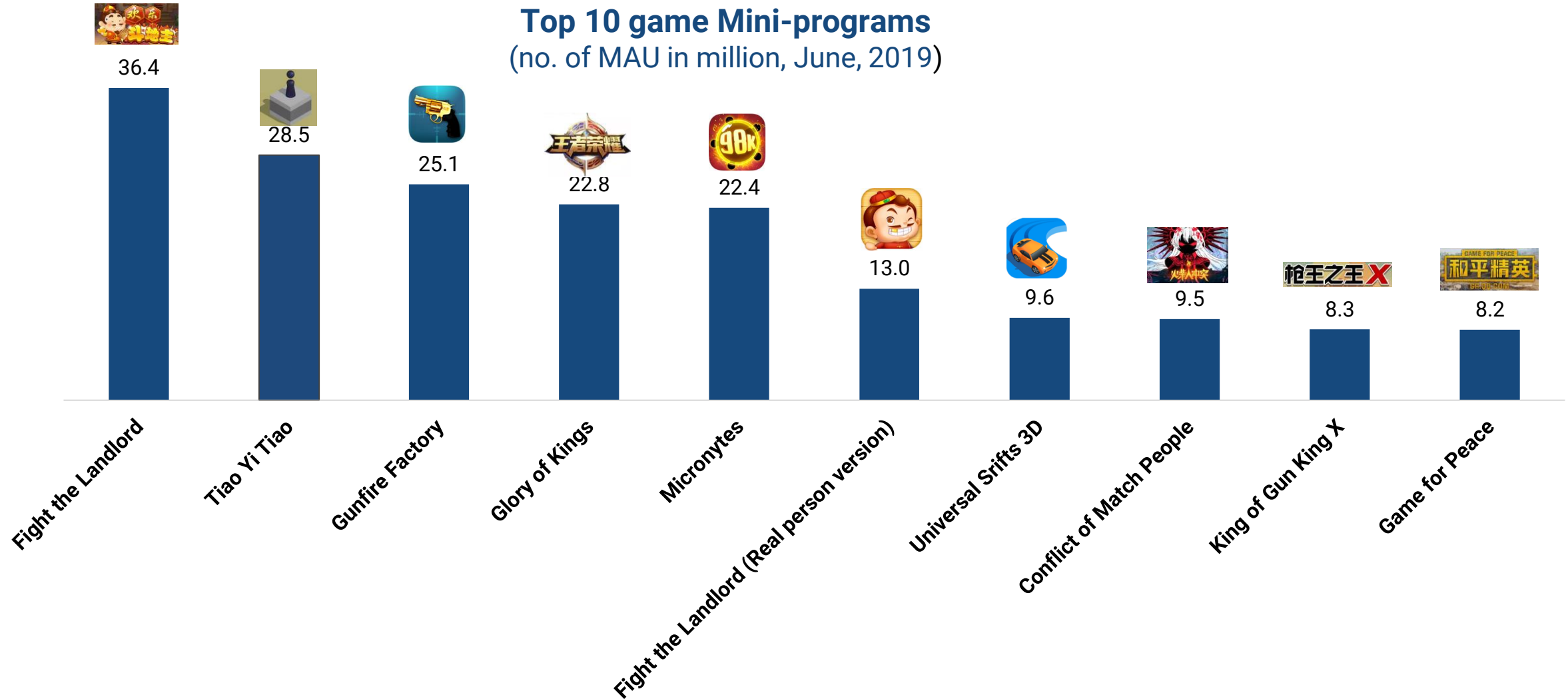
69%

Of players are  
over **30** years old

Sources: WeChat mini game official data in Sept 2020, The Verge, ALDZ.com

# Top Mini-program games

Puzzle and leisure games have more users than competitive games.



# Mini-games are ideal for businesses focused on ad-revenue

## Who should build a mini-game?



Game Publishers



Startups



Small companies specialized in gaming



Celebrities

## What about brands?

Because production time and cost is much high, brands might find more value by either...

H5

Building an H5 game, which takes less production time and cost



Advertising on an existing mini-game

*Mini Games are like a **free trial** of the app game or real game from a game studio perspective. It is a way to play/try a game without having to download it or purchase it. In that regard, it is essential to consider all the **social aspects of the game**, leveraging the **WeChat ecosystem** as much as possible such as sharing, templated messages, daily lucky draw, daily leaderboard, multiplayer or invite friends the game.*

*Clement Ledormeur  
General Manager of 31Ten*

# The essence of a mini-game

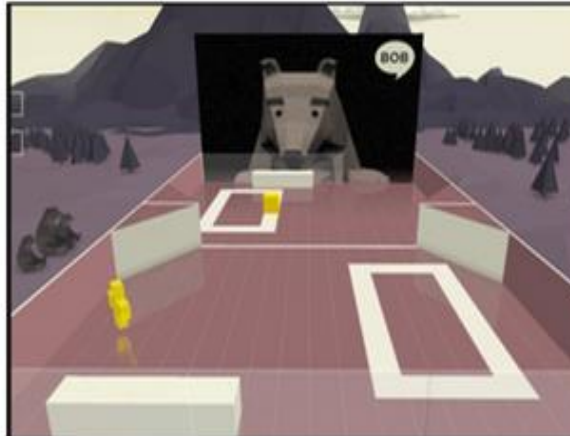
What to know before building a mini-game

## 16MB

Total size of all sub packages

## 2MB

Max size of single sub package

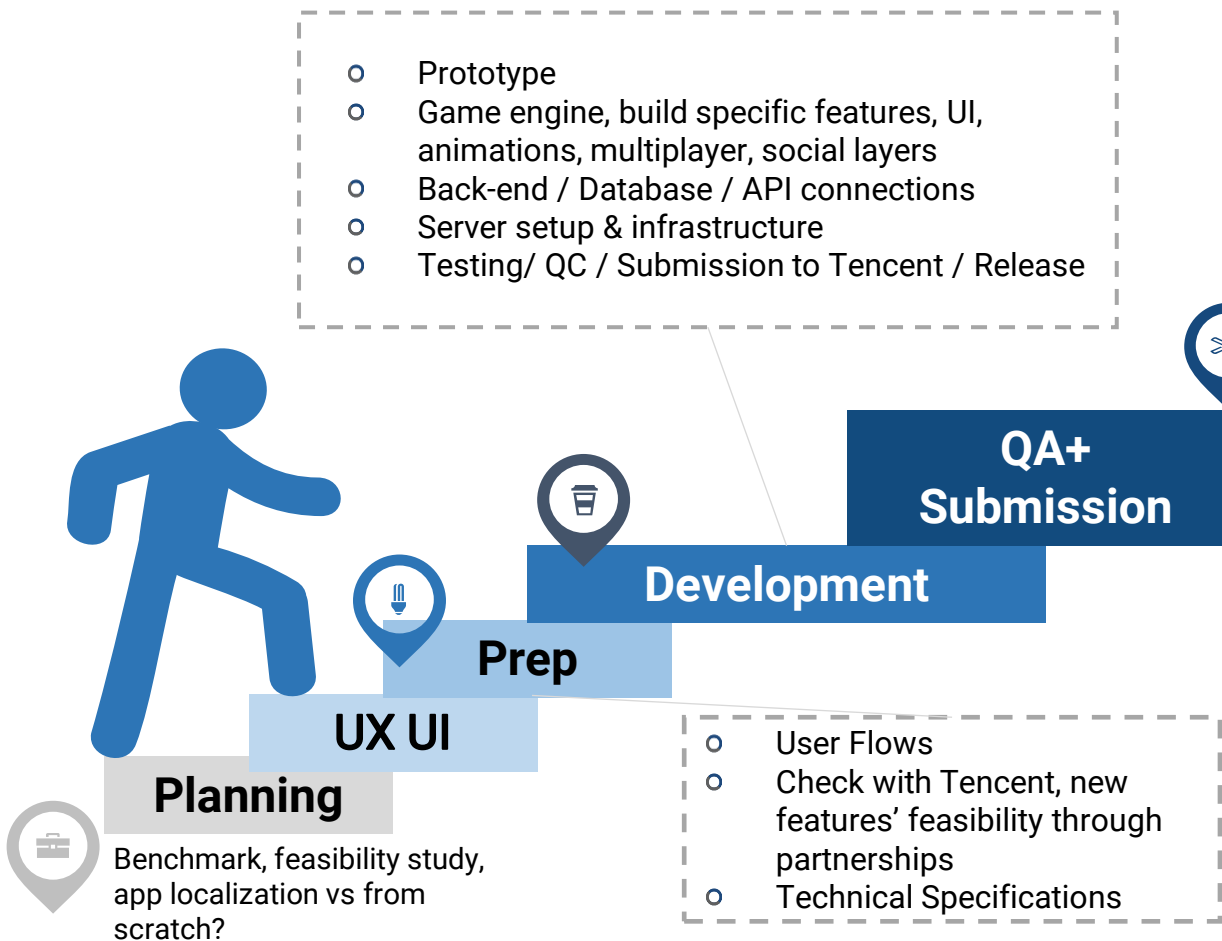


Games can download extra assets from an external server, but take into account that they will have to be fetched every time the game is started. So, games should be rather light in terms of assets, and 3D games should use low-poly 3D objects and low quality textures.

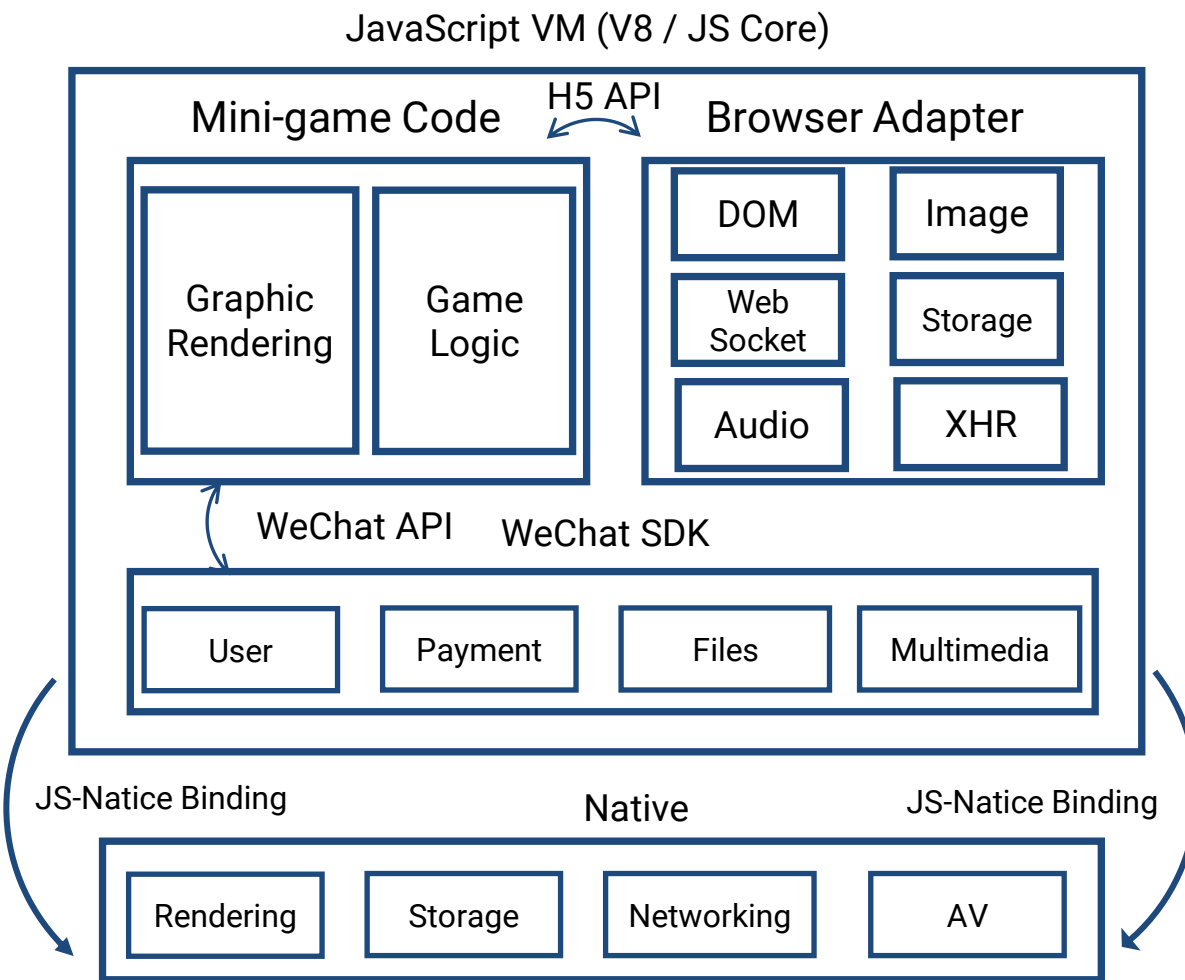
**3D games should use low polygons**

# Programming behind mini-games

## WeChat Mini-Game project lifecycle



## Mini-Game technical architecture





# Comparison between Mini Game & H5

Mini-games are ideal for game publishers who monetize through ads, H5 is ideal for brands



## Entry points

### Mini Games

### HTML5

WeChat

Browser, WeChat,  
Facebook

## Acquisition cost

Low

Low

## Open / Activation rate

High

High

## Return rate and revenue

TBD

Low

## Performance

Medium

Low

## Local storage

Medium

Low

## Social gaming

Great

Good

## Coding languages

JavaScript,  
TypeScript

JavaScript,  
TypeScript

WeChat's official  
analytics tool



Tencent H5 Game  
analytics tool

Number of accumulated  
users, active users, newly  
registered users, paid users  
**per day and month**

## User number

Number of new users and  
active users **per hour**

Age and gender

## Demographics

Nickname, avatar profile url,  
gender, city, province,  
country, language, openID,  
session ID

Overall revenue per  
day/week/month  
accumulated

## Revenue

Revenue, game props  
exchange, tasks, lotterage



# How to monetize WeChat mini-games (1/2)

## 1. In APP purchases (IAP)

- IAP is the direct way for revenue, but now it's only open to Android user, iOS doesn't support it due to restrictions from Apple
- IAP in a Mini-game needs to apply for Game License (注册版号和著作权) from the government
- If a Mini-game is owned by an individual instead of a company, it cannot have access to IAPs



# How to monetize WeChat mini-games (2/2)

## 2. Advertising (banners & rewarded videos)

- Advertising is the major and easiest way of monetizing for mini-game owners who don't have a game license or business license, but Tencent will take cut of the revenue.
- Mini-games offer players rewards for watching ads. In exchange for watching ads, players get extra coins or extra lives. The ads interact with players instead of displaying ads bluntly like banner or pop-up ads.



Watch videos to get rewards

## 80% YoY growth

Of traffic from ads from July 2019 to 2020

## 39 mini-games

Have reached over **1 million RMB** in ad revenue

# The 1<sup>st</sup> commercial ads on mini-games, Nike & McDonalds

Ads on Tiao Yi Tiao are allegedly priced at 5 million RMB a day or 20 million RMB for five days

By placing a branded box on the game Tiao Yi Tiao (JumpJump), Nike and McDonalds reached 28 million daily actives users a day.

When users land on the branded boxes, they get extra rewards. French fries even pop out of the McDonald's box after landing.

The event drew the attention of media and even the News, which was a level-up for brand awareness.

Such partnerships with Tencent are only achievable through bidding, and only big brands have such a budget.



Source: SixthTone

# Dior uses mini-games to engage with consumers

Brands build mini-games to advertise at a lower cost than most of other Tencent formats advertising

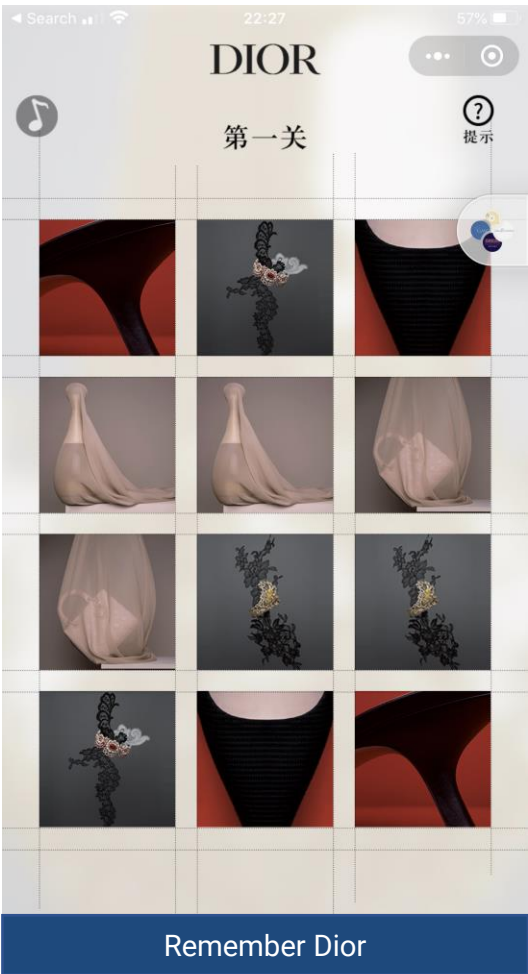
Dior built two games to engage customers

## Game #1

Remember every picture, and turn over matching pictures together.

### What it brings to brand?

Draws players attention to the exquisite details of Dior's luxury products



## Game #2

Find the differences between two images

### What it brings to brand?

Envelopes the user's attention in a luxurious scene which is connected with Dior



# Case studies



# Game case – Tiaoyitiao

## Viral mini-program game within the WeChat community

### Introduction:



- Launched mini-program in December 2017
- Incentivizes users to compete to keep them active

### Actions:



- Users simply press down on the screen to move a hopping black figure from one platform to another, collecting one point for each successful jump
- Tracks performance and ranking among all WeChat friends to encourage competition
- Commercialization: Added special boxes with a brand logo and extra points will be awarded every time users land on these special boxes

### Outputs:



- 170 DAU million in January 2018
- 390 million players on total in March 2018
- Maximum number of players online at the same time was 28 million during Chinese New Year festival.

### Game page demonstration:



In addition to brand advertisements, game skins are also an effective marketing tool for mini-games. Besides the basic one, there are there superior skins that can be redeemed with game points.

### Other WeChat Mini-games:



- |   |  |          |   |
|---|--|----------|---|
| 1 |  | 欢乐斗地主    | <b>Fight the landlord (card game)</b>                     |
| 2 |  | 跳一跳      | <b>Tiaoyitiao (strategy game)</b>                         |
| 3 |  | 动物餐厅     | <b>Animal restaurant (management game)</b>                |
| 4 |  | 微乐保皇     | <b>Pro-government (card game)</b>                         |
| 5 |  | 天天斗地主真人版 | <b>Fight the landlord real person version (card game)</b> |
| 6 |  | 欢乐五子棋腾讯版 | <b>Backgammon (chess game)</b>                            |
| 7 |  | 海滨消消乐    | <b>Matchmaker (puzzle game)</b>                           |

# Game case – Pirates are coming (海盗来了)

The most eye-catching WeChat Mini-game, reached the top in both user volume and revenue

## Introduction:

- Launched Mini-program in April 2018
- The game relies on social fission, focusing on getting acquaintances from existing players to join

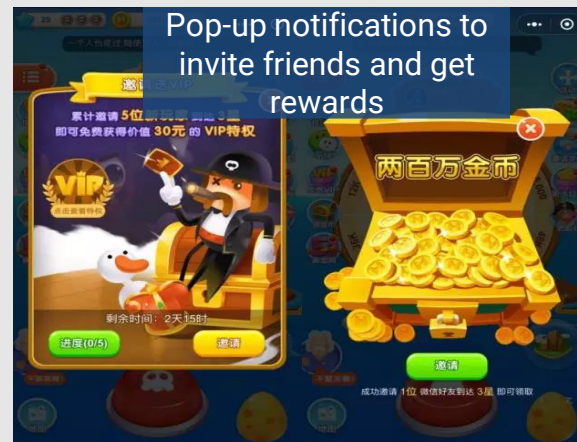
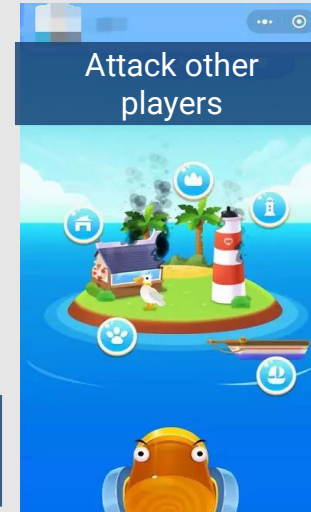
## Actions:

- Social layer, interaction, and gameplay are the 3 most important arms. It provides various ways to compete engage with friends, including leaderboard, pirate union, game friends, world chat channel etc..
- The popularity of this game heavily relies on its social factor, players can chat, exchange items with friends, help each other to complete missions, or even fight against them all.
- The game frequently updates, with 10+ new versions a week, which keeps boosting user activation and retention

## Outputs:

- Reached over 100 million users.
- Peak DAU reached 20 million.

## Game page demonstration:



## Social fission of Pirates are coming:



Add friends from WeChat



Ask friends to help get energy



# ABOUT

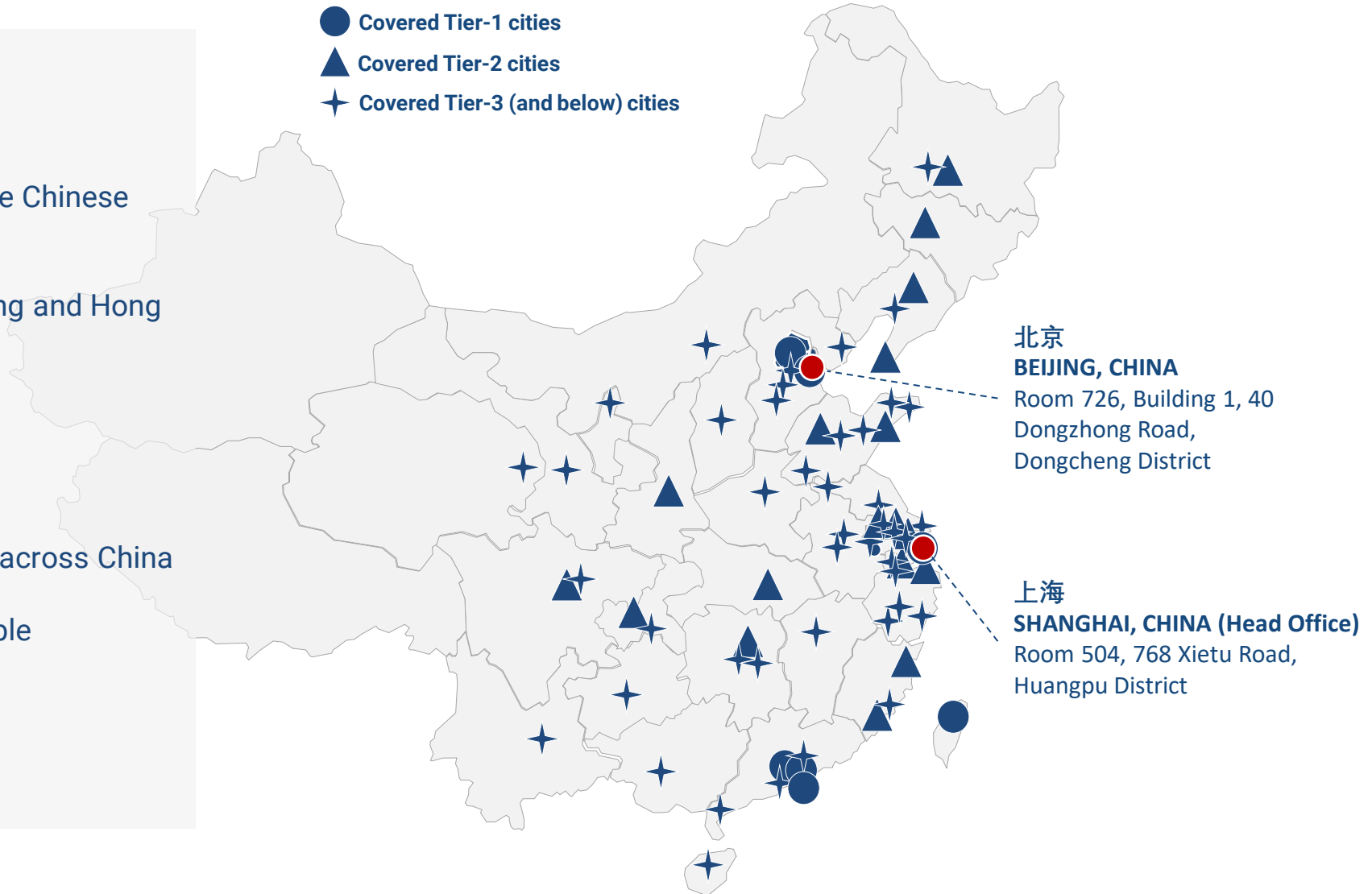


# Who we are

Your Market Research Company in China

## We are **daxue consulting**:

- A market research firm specializing on the Chinese market since 2010
- With 3 offices in China: in Shanghai, Beijing and Hong Kong
- Employing 40+ full-time consultants
- Full, complete, national coverage
- Efficient and reliable fieldwork execution across China
- Using our expertise to draw precise, reliable recommendations
- With key accounts from around the world



# The strengths of Daxue Consulting

6 crucial competitive advantages



## 1. Localized & Creative 创造和本土

- ✓ Our team has an international background, leveraging the best of both worlds
- ✓ **Teams are tailor-made** depending on the projects
- ✓ **One client = one dedicated team**

## 3. We manage from A to Z 内部

- ✓ daxue consulting **does not outsource its services**. We manage our own assistants and use directly technological tools.
- ✓ We have a **deep understanding on the fieldwork** and the context within which data was collected.

## 5. Innovative 创新

- ✓ **Constantly on the look** for new research tools and methodologies
- ✓ Our goal is to **combine traditional methodologies** with the latest tech tools

## 2. Responsive & Flexible 负责和灵活

- ✓ At all levels at daxue consulting, daxue is creating an environment where **freedom and responsibility** go together.
- ✓ **daxue consulting** has a commitment to **answer emails within a day**. We are result-oriented and do not count our time to accomplish our tasks.
- ✓ **Regular reports** with our clients in order to make sure we reach the goal expected from our clients.

## 4. Actionable recommendations 可行建议

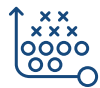
- ✓ We **care about results** and design our research in order to be operational.
- ✓ We are **driven by metrics** such as customer acquisition costs, business plan KPIs, P&L optimization.

## 6. Professional 专业

- ✓ **Our methodologies are rigorous and serious**, taking information from the best practice in the world of consulting and research.
- ✓ **Demanding on the results, detail-oriented, respectful towards our commitments.**

# Our services

Experienced in answering to a wide variety of strategic business questions



MARKET GAP  
IDENTIFICATION  
市场缺口



MARKET RESEARCH  
市场调研



REGULATORY  
FRAMEWORK  
管理框架



BUSINESS PLAN  
商业计划



MARKET POTENTIAL  
ASSESSMENT  
市场潜力评估



GO-TO-MARKET  
STRATEGY  
市场进入



MARKET ENTRY  
市场准入



CUSTOMER JOURNEY  
消费者旅程



COMPETITOR  
BENCHMARKING  
竞争者对标



MARKET SIZING  
市场规模



VALUE PROPOSITION  
& USP DEFINITION  
价值主张和销售主张



PARTNERSHIP  
SCREENING  
合作伙伴筛选



PRODUCT TESTING  
AND LOCALIZATION  
产品测试和本地化



DIGITAL STRATEGY  
数字战略



OMNI-CHANNEL  
STRATEGY  
全渠道策略

# 350+ clients with 600+ projects for the past 7 years

## Examples of references



# A recognized expertise on the Chinese market

Regularly featured and quoted in global publications

Daxue latest quotations in recent publications

The New York Times

TECHINASIA

france  
bleu

LE TEMPS

SBS NEWS

ASIA WEEKLY

FT FINANCIAL  
TIMES

英文中國郵報  
The China Post

REUTERS

GLOBAL  
TIMES

SBS NEWS

theguardian

y net  
news.com

Le Monde

THE WALL STREET JOURNAL

LesEchos.fr

THOUGHTFUL  
CHINA

CHINA  
ECONOMIC REVIEW

SWI

LE TEMPS

TechNode

CONDÉ NAST

TECHINASIA

FRENCHWEB.FR  
Le magazine de l'innovation

LE FIGARO

CHINADAILY  
中國日報

THE WALL STREET JOURNAL

ESSEC  
BUSINESS SCHOOL

The New York Times

Guanghua School of Management  
Peking University

Forbes

jns  
org | news service

TECH.CO

Voci Globali

JDN  
JOURNAL DU NET

L'OBS

Wine News  
THE POCKET WINE MAGAZINE IN ITALY

france  
bleu

gbtimes  
Global reach, Local touch

South China  
Morning Post

TECH  
INSIDER

IT NEWS AFRICA  
AFRICA'S TECHNOLOGY NEWS LEADER

THE JORDAN TIMES

Jing Daily

World  
Trademark  
Review

FINANCIAL REVIEW

ASIA WEEKLY

Contrepoints  
le nivellement par le haut

The Street

Chef  
d'Entreprise

CCI FRANCE CHINE  
中国法国工商会

ISRAEL HAYOM  
THIS IS WHERE WE STAND

CHANNEL NEWSASIA

algemeiner | a

華美銀行  
EAST WEST BANK

EAST WEST BANK

BOF

Los Angeles Times

StartupBRICS  
L'Actu Tech & Startup des Emergents

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