



# The Background Analysis of Electronic Arts Battlefield Series Games in the Chinese Market

Jiacheng Liu<sup>1</sup>(✉), Yuqi Wang<sup>2</sup>, and Yanzhe Yang<sup>3</sup>

<sup>1</sup> Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Qingdao 266300, China

1909853db111017@student.must.edu.mo

<sup>2</sup> Beijing New Oriental Foreign Language School at Yangzhou, Yangzhou 225000, China

<sup>3</sup> College of Liberal Arts, Macau University of Science and Technology, Dalian 116011, China

**Abstract.** As the development of electronic games becomes more and more diversified, the types of games gradually become more and more diverse, Games of all kinds spread around the world at breakneck speed and then disappear for a variety of reasons. After 20 years of iteration, the Battlefield series is still in the top three grossing games after the release of new titles. As one of EA's main series of games, Battlefield series has a large number of players, and there are different opinions on the game. This paper aims to understand the degree of recognition of young Chinese gamers for the Battlefield series games. In the questionnaire, the average playing time of Chinese young players and the game feelings of many games are counted, and the players' opinions are expected, the degree of price acceptance, and the collection of phenomena that appear in games through questionnaires distributed on major game groups and game social software. After analysing and summarizing the phenomenon, putting forward reasonable suggestions for the problems with the largest number of feedbacks.

**Keywords:** The Battlefield series · Steam platform · Orange platform

## 1 Introduction

The Battlefield series is a military-themed shooting game series developed and founded by DICE Studio, a subsidiary of EA. This series of games is a first-person shooter. The game is divided into online mode and offline mode. The offline mode is a plot mode based on a more realistic battlefield. The online part is a massive multiplayer online, which simulates various possibilities of the battlefield and provides players with a real war experience. "Battlefield 1942" was launched in 2002 as the first game of the Battlefield series. Once it was released, it caused an uproar in the world market. As of 2022, the Battlefield series has released 18 games and landed on platforms such as PC, PS5 and Xbox S, Xbox X.

Since the 21st century, the development of Chinese Internet technology has become more and more perfect, and the penetration rate has become higher and higher. As a

J. Liu, Y. Wang and Y. Yang—Contributed equally.

© The Author(s) 2023

Z. Zhan et al. (Eds.): SEAA 2022, ASSEHR 675, pp. 378–384, 2023.

[https://doi.org/10.2991/978-2-494069-05-3\\_47](https://doi.org/10.2991/978-2-494069-05-3_47)

fusion product of technology and culture, video games have both cultural value and extremely high economic value.

Chinese never lack creativity and confidence and do not inferior to westerners. But it is no exaggeration to say that China is the biggest market for pirated games. As the press has said, “As the role image, background music, game live broadcast and protection of game derivatives derived from game works are the new growth points of our game copyright, the game industry ecology of the integration of various forms of content and service makes the ecological problems of our game copyright more complicated and difficult to solve” [1]. Chinese players have a weaker sense of copyright, the pirated games are popular in the market, which most of them only have stand-alone mode, so they have a low standard on internal storage and configuration, can be compatible with computers with lower configuration. While the main games market of China is PC, and it has 321 million players and 14.6 billion revenues in 2019. China is the biggest PC gaming consumer market [2]. However, compatibility is especially important for PC, so compared to the high requirements of the computer configuration of the legitimate version, piracy seems to become a better choice, which can ensure the compatibility of most clients. And the legitimate version is expensive while the piracy is free.

Battlefield series games also have several characteristics of digital products: Exist in the form of bit stream; have time limit nature; have network externalities. EA, the game developer and operator, makes use of these three features to make and operate games. Below is an explanation of these three features and an analysis of how operators use them to run their games.

From the perspective of consumers, simply buying the game itself saves the cost of packaging and logistics in purchasing physical products. From EA’s point of view, selling digital games saves unit cost compared to selling physical packaged games, because each production of a physical packaged game requires the unit cost of discs and packaging, which is a lot of money. Moreover, the production quantity of physical packaging games is difficult to determine, and detailed market forecasts need to be made; the produced products need to be sold to downstream distributors, which also involves complex issues such as inventory and transportation. Therefore, from the perspective of consumers and manufacturers, it is the best choice to make games into digital products [3].

“Battlefield” as a game, has a strong timeliness. With the update of game equipment and the generation of other games, each generation of games will eventually be eliminated. Although this game has novel gameplay and attracts many players, only by constantly updating the game content and optimizing the game effect can its life be extended. Since the Battlefield game was launched in 2002, it has absorbed the opinions of players, maintained the server on time, and updated the game content on time [4]. “Battlefield 2”, “Battlefield 3”... “Battlefield 2042” has been officially released on November 19, 2021, landing on PC, PS5 and Xbox S, Xbox X and other platforms.

The meaning of Metcalfe’s law is that the value of the network grows at the rate of the square of the number of network nodes. The concept of network externalities can be understood in terms of this law [5]. A network externality occurs when the value of a product to users increases as more users adopt the same product or a compatible product.

“Battlefield” is a network-wide online game, and dozens of real players join in it in each version. When the number of players is small, it takes a long time to play a game,

and the game experience is greatly reduced; when the number of players is large, the waiting time is very short, and the game experience will also be improved. Game sales increase, game operators have more funds to invest in updates, which makes the value of the game continue to increase, which will form a virtuous circle.

Live streaming has become the easiest way for people to learn about games and promote them in recent years [6]. On the live streaming platform in China, the top three games for 2021 are Honor of Kings, League of Legends and Game for Peace, and most of top of the list are domestic games, foreign big games are not listed. Such as Battlefield five, only tens of thousands of people are online daily on its Chinese servers, far from the hundreds of thousands or even millions of Honor of Kings, League of Legends and Game of Peace. It is clearly that its popularity and promotion of degree is not enough, there are few people is driving them, most people are just focused on domestic games.

Except for the popularity, Battlefield 4, launched in 2013, was banned in China altogether. The reason is that the game is set against the background of the Chinese civil war and the aid of the United States, with many plots that are not in line with reality, damaging the national reputation of China [7]. David, an American player who has lived in China for three years, said after tried it that the game made him feel that the studio is still looking at China in the same way, it is not true. This made many Chinese players who liked the game broken their hearts and pulled out. Even though EA has deleted the video and data later, many people hardly tolerate such behaviour of vilifying their own country.

In addition to that, the Chinese battlefield that expected by Chinese players still need to be developed. First, its main market is in the US and Europe, compared to the far east campaigns, they more like to make European campaigns like Normandy landings. There is nothing wrong with that because they are more familiar with them and has more sense of belonging. And for the eastern battlefield, their weapons and equipment are relatively backward. As for World War II, the main battlefield was still in Europe, the far east battle did not give the war much impetus. So rather than spending a lot of resources on a relatively unfamiliar battlefield, but the effect is hard to attract consumers, it is better to focus on the European battlefield. And even if it does, there will be a lot of controversy in Chinese domestic market [8]. However Chinese weapons appear in Battlefield 5, founded by Temporyal. He found three specific weapons which including Chinese traditional weapon, Da Dao. This is definitely an attempt to Chinese culture, but the idea of Chinese battlefield will take a long time to develop.

However, the current battlefield game security problem is very serious, which has become an important obstacle to the development of this game. For online games, the number of users is the basis of game profitability [9]. The main factor for the loss of game users is “game security”, which accounts for 64.4%. Among them, “flooding of plug-ins” or game cheating accounts for 81.4%, becoming the most serious online game security threat. So protecting game security, especially game anti-cheating, is crucial in maintaining a good Internet gaming environment, protecting user privacy and game fairness.

In the literature review that has been found, most of the content has been included, including the history of the Battlefield series, research and development background, sales strategy, target population, and related sales data. However, in the process of

searching, it is not difficult to find that all official data does not include professional customer feedback and user experience. This information gap is common in all fields. Due to factors such as the large number of target populations and the uncertainty of information collection, such data will not appear in relevant literature reviews in large quantities. However, according to the importance attached by economics and business to the target group of customers, many researchers will devote themselves to collecting and analysing such data in an attempt to obtain reliable development suggestions and trends. Contrary to expectations, the difference between research results and research work directly leads to the dilemma or even failure of many such studies.

Battlefield series games use large-scale vehicles and infantry to cooperate on the big map as the brand selling point, focusing on the entertainment of the game while taking into account a certain degree of authenticity. Some Battlefield series games have relatively complete expansion functions, and third-party groups can make various modules to meet the different needs of players. According to the research and analysis of the EA DICE team in the four aspects of establishment, design, marketing, and after-sales, it not only shows the grand economic principles and the application of this, but also analyses the current situation of the modern e-sports market from different perspectives. And possible future trends.

The core design of this research is: the background analysis of Electronic Arts Battlefield Series games in the Chinese market. At the same time, this paper will also use a questionnaire to study the attitudes of Chinese players towards the Battlefield series of games.

## **2 Methodology**

For most relative papers, they study the background and current situation of the “Battlefield” series of games in the Chinese market from a macro perspective, but the existing information does not support the paper to find the young Chinese players. Understanding the attitudes of young players will give readers a deeper and more realistic understanding of the status of the “Battlefield” series in the Chinese market. That’s why the paper released a survey on the attitudes of young players who make up the largest percentage of gamers in the Battlefield franchise. They were posted in the game’s group chat, school students, teachers, and community members. Considering that the groups were not all Battlefield players, their understandings are mixed, and it needs less time to do more effective research, so only some basic but comprehensive questions are listed, ranging from playtime, the average age of the game, the degree of recommendation for the game, and whether the market price of the series of games is reasonable, etc. These questions can help to gain a deeper understanding of young Chinese attitudes towards the Battlefield series.

## **3 Result**

A total of 100 copies of the questionnaire were issued, and 75 copies were effectively recalled. Among them, 56 are boys and 19 are girls, a ratio of about 3 to 1. The ages of answers are mainly about 18–25 years old, 65 numbers in all. After that are under

17 and between 26 and 34, respectively 4 and 5. The lowest number is over 34 years old, with only one person. The average age is 21.5 years old. There are 49 people who know something about the Battlefield series, while there are 26 people who have known nothing about it. But who have played Battlefield series is less than who know something for 5 people, is 44. So there are 31 people who have not played. For those who have played it, most of them have played Battlefield 5, have reached 34 people. Following is Battlefield 1, for 30 people. But the number of people who have played Battlefield 2042 was almost half that, at 16. Then is Battlefield 3, Battlefield 2, the number who have played them are respectively 12 and 10. There are 3 people have played other types, for example, Battlefield 2142 BC and so on. For the total game time, most people have played it for 0–100 h, with 16. Then is 100–200 h, with 13. After that is over 500 h, with 8 people, 200–300 h, 4 people. The number of people who have played for 300–500 h is the least, for 3 people. For the price, there are 32 people think the price is reasonable, while 12 people do not agree with, who think it is a bit of expensive. For those who have not played Battlefield series, there are 22 people have interest to try it, while the number of people who do not want to try it is 9.

## 4 Discussion

This paper presents the questionnaires that have been collected for young Chinese gamers. From it, they also shows the current attitude of Chinese young players towards this game. Most of the players of the Battlefield series games are aged between 18 and 25, which is a group composed of most college students and newly graduated students who have more time to play the series games. Since this series of games is an open shooting game with the background of war. It can attract boys who are interested in weapons and military life since childhood, the absolute number of them is boys [10]. In the sample, Battlefield 5, Battlefield 1 and the newly released Battlefield 2042 have the largest number of players. These three games are welcomed by players due to their late release time, more timely game updates, and faster handling of game cheats. In terms of game playability, due to the release time of Battlefield V and Battlefield 2042, the playability is much higher than that of other games. Therefore, in terms of game time, the average player time of these two games is far longer than other games. Importantly, in the survey, nearly half of the players felt that Battlefield is priced higher than the acceptable price range, but considering the development, maintenance and updates of the Battlefield series of games, and the cooperative game publisher Steam often appears the game discount, it believes that the price is within a reasonable range.

In addition, the game discussion area often discusses and refutes the real history and game scenes, believing that the real history is full of tragedy and constant bloodshed and sacrifice, but the setting of battlefield series games lacks a clear ideological position. In the multiplayer mode of battlefield series games, players are allowed to play on both sides of the conflict and turn the war into the most basic form - the competition for space and resources, so as to weaken the serious ideological opposition of the game against the background of World War I and World War II to a certain extent. These undoubtedly make Chinese players pay more attention to the game itself rather than history [11].

Based on the above discussion, this paper puts forward the following two rationalization advice. Firstly, Regarding the Battlefield series of games, the most frequently

mentioned question in the questionnaire is the problem of plug-in cheating devices. Some players who do not abide by the rules and use cheating devices to arbitrarily disrupt the game order make normal game players miserable. Therefore, it is very important for EA companies to strictly control and manage cheating accounts and prevent cheaters from entering the market from the source.

Secondly, player feedback also often mentioned that the game bugs are more serious, such as vehicles clipping, game characters and firearms models are not refreshed, etc. EA's game management team should be committed to fixing bugs, maintaining regular updates, finding game problems and correcting them in a timely manner is the best choice.

## 5 Conclusion

For the topic of this paper, study the background of Battlefield series games in the Chinese market and Chinese players' attitude towards it, in conclusion, it has a relatively average performance on both Chinese market and player's attitude. At present, domestic gaming in China is in a more limited environment, suffering limits of rules and regulations, so more of players choose to play popular games in China that they are familiar with, Instead of spending time on other games. And itself has some problems in Chinese market. For its performance in China, some suggestions are listed, for example, for the problem of plugins running rampant in Chinese market, it should be given enough attention, strictly monitor and punish such players, further optimize the overall environment, to provide a high-quality game experience for players. For its own BUG problems, it should arrange professional personnel to regularly detect and repair the game. These are some reasonable suggestions for EA's problems in the Chinese market in this paper. Although the paper has look up relative literature for Chinese market and do survey on Chinese players, such studies are so scare, the data did not cover all aspects, and it cannot ensure both sample's size and quality, because of the uneven of players' awareness and engagement. If more resources and support are available, the Chinese market and integrate with the international market will be further investigated, to study the differences and strategies between the two will be of further help to its development in the Chinese market.

## References

1. Luo, H. S. (2020). The game industry's copyright dilemma remains unsolved: A \$20 million payout remains elusive. Retrieved March 30, 2022, from <https://baijiahao.baidu.com/s?id=1686508742185840840&wfr=spider&for=pc&searchword>
2. Venbturebeat. (2020). China PC and mobile game market size forecast. Retrieved March 30, 2022, from <https://baijiahao.baidu.com/s?id=1666199812528123039&wfr=spider&for=pc&searchword>
3. Tu, J. (2019). The reasons for the popularity of the game PUBG: the great escape and its influence on the impact of Chinese game market. *Journal of Natural Sciences Edition*.
4. Dondlinger, M. J. (2007). Educational video game design: A review of the literature. *Journal of Applied Educational Technology*.
5. Wang, Y., & Zhang, M. H. (2013). *Network economics*. Beijing Higher Education Press.

6. Xin, K. B. (2022). The list of 2021 live games has been released: King, LOL and game of peace rank TOP3. Retrieved March 30, 2022, from [https://k.sina.cn/paper\\_1652484947\\_627eb5302001amma.html?from=news&subch=onews](https://k.sina.cn/paper_1652484947_627eb5302001amma.html?from=news&subch=onews)
7. Guo, F. B. (2013). Battlefield 4 smears China's image and distorts facts to mislead teenagers. Retrieved March 30, 2022, from [https://m.guancha.cn/culture/2013\\_12\\_11\\_191966.shtml](https://m.guancha.cn/culture/2013_12_11_191966.shtml)
8. Homeless Star. Players unpack Battlefield 5 and find the Chinese weapon "Broadsword" very familiar (2022). Retrieved March 30, 2022, from <https://games.sina.cn/gn/vi/2020-01-07/detail-iihnzhha0982784.d.html?from=wap>
9. Xiao, L., & Jia, Y. (2021). Analysis of the current situation of Chinese online game plug-ins, Software.
10. Fan, S. (2005). From iron and blood symbols to heroic dreams—on men's military complex, Women of China.
11. Ramsay, D. (2021). Liminality and the smearing of war and play in battlefield 1. *The International Journal of Computer Game Research*.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

