

# Research on Mobile Phone Games

## Communication Content of New Media Based on Mobile Internet Platform

Yajie Sang

Yantai Nanshan University  
Yantai, Shandong, China

**Abstract**—Along with the development of mobile Internet technology and the enhancement of the functions of the mobile terminal, mobile phone as a terminal with the largest user groups, is used more frequently and widely, and has gradually began to play a new role in the dissemination of information and entertainment. Based on the platform of mobile Internet, it communicates new media contents, such as mobile phone games, mobile phone videos, mobile phone animations, mobile social intercourses, mobile phone reading, mobile positioning, mobile phone banking, mobile e-commerce etc, all accessible on mobile device terminals. Mobile phone games, as a killer communication model of mobile Internet, could become an entertainment pioneer. It can be expected that mobile phone games will no doubt set off a new change in the mobile Internet business model. At the same time, "mobile phone game with technology wings can go far". The creation trend gradually appears with the help of the intrinsic link between mobile phone game and technology. The technological innovation helps mobile Internet platform become more mature and stable. The acquisition of artistic elements for mobile phone gaming and the development of technological platform can make it become the commanding height to the development of games and the source power to the realization of profit. Therefore, the research on mobile phone games based on mobile Internet platform is essentially a study of content providers, original authors, consumers, channel operators and other objects.

**Keywords**—mobile Internet; platform; mobile phone game; new media

### I. INTRODUCTION

As everyone knows, the rapid development of the Internet gave birth to the popularization of mobile Internet. Mobile Internet has gradually penetrated into people's lives, work, entertainment and other fields. Mobile phone games, videos, animations, social intercourses, readings and other applications of mobile Internet have developed rapidly. With mobile phone games as a representative, the communication content of new entertainment media is profoundly changing the entertainment life of people in the information age. Through tortuous application of mobile terminals in previous years, mobile games finally ushered in the well jet development in the mobile Internet era.

### II. THE CURRENT DEVELOPMENT STATUS AND CHARACTERISTICS OF NETWORK GAME

#### A. *The Development Scale and Characteristics of Network Game*

According to "The Thirty-fifth Statistics Report on Internet Development Status in China" released by the China Internet Network Information Center (CNNIC), by December 2014, there were 649,000,000 netizens in China, of which mobile phone users were 557,000,000. Among various applications, 90.6% of netizens were using instant communication with the highest use of frequency. Eighty percent of netizens used search engines and Internet news, ranking in second place. The last was games, music, videos and other applications. In the aspect of network gaming, in 2014, the Chinese network game industry maintained a continuous growth state. There were 366,000,000 network game users, and 248,000,000 mobile phone network game users in China. It could be seen that the network game market (PC network game, mobile phone network game) showed a different developing state. Among them, the users of mobile phone network games became the core of the growth source, and the PC network game users gradually became the mobile phone network game users. The PC network game grows slowly, but it is still higher than the other market segments in the aspect of marketing and pay rate.

The utilization rate of PC network games has been decreasing year by year amongst the whole game users at the present stage. With the gradual maturity of mobile phone network games and the popularity of game terminal devices, the network game industry has maintained a stable development state. At the same time, it seeks to create more playing methods, game modes with more terminals and enlarge the scope of users in the process of continuous improvement of itself and the relevant industries.

#### B. *The Current Development Status and Characteristics of PC Network Game*

The current development status of the PC network game: on the one hand, the proportion of younger netizens in the network game population structure declined, because some may run off naturally as they grow older, resulting in the growth of PC gaming slowing further. However, in view of the network game user scale, online time and game revenue,

PC network games have still attracted the most valuable users, therefore proving it is still the backbone of the network game market. On the other hand, PC network games have been developed from the original pure and simple online games to the combination of online and offline game contest and television relays, gradually groping the value of commercial competitive gaming. For example, in similar commercial competition, the organizers and sponsors cooperate with game players and contestants. Game players can communicate with competitive game masters using a competition platform, and can essentially gain shares from the overall profit, thus forming a new complete industrial chain required by all parties. In this way, not only can it bring the direct sense of participation to game players and drive the development of the relevant industries, but also bring new vigor and vitality to the PC network games industry. In the meantime, along with the constant standardization of the PC network game industry and people's sustained attention, it is still continuing to reach people and to explore new business models that are sustainable for itself.

From the current market environment, PC network games show an obvious competitive tendency. Many strong PC network game giants scramble to launch their own e-sports platforms, such as "dota2". The "game competitiveness" has become a major trend in the development of the game industry. The competitive network game will become the mainstream market segment in future development. It must be the next pillar of PC network gaming by combining network games and sports and adopting a new but mature business operation mode, delivering a new direction and growth point to PC network games.

### *C. The Current Development Status and Characteristics of Mobile Phone Network Games*

At present, with the development of data communication and new media, in order to adapt to the need of large mobile data and new media operations, the mobile communication technology of the fourth generation - the 4G network - was born. With the development of the 4G network and the popularization of intelligent mobile phones, tablet computers and other mobile terminals, the mobile network games have become a new direction for the network gaming industry to explore and develop the new profit pattern. It is an important factor for game manufacturers and capital forces to promote the development of the mobile phone network games. What's more, with the perfection of mobile phone game payment mode and profit mode, it plays an unprecedented essential role in hot war of network game. The unique characteristics of mobile games and the maturity of communication platforms will further promote the popularization of mobile gaming and will deliver good prospects for development.

In addition, the intellectual property rights of mobile phone games have also become one of the main priorities that network game enterprises are concerned with. It has become the consensus in the game industry to respect mobile phone game copyrights. The key to success of game

enterprises is to obtain the intellectual property rights of excellent contents, which also declared mobile phone game industry has entered into the era of copyright operation. For example, game enterprises have bought the copyrights of "Run, Brothers", "Where is Daddy Going" and other hot cosplay programs, and they produced them into game products and put them onto the market. It can be seen that a good copyright environment will provide a good basis for many concepts, ideas and already established projects to be transformed into gaming products. It follows that mobile phone network games will be shown as a diversified, differentiated trend in future development.

## III. THE DEVELOPMENT AND RESEARCH OF MOBILE PHONE NETWORK GAMES

### *A. The Integrated Thinking on the Development of Mobile Phone Games*

The development and marketing of the whole mobile phone game industry chain is the source power to face the white hot competition in the mobile phone game market. It needs a solid mass foundation to develop a game product in its earlier stage. The success of the game product is determined by the number of receivers in an early stage, an accurate market positioning, investment budget and production level in the middle stage, and its art literary level and own playability, the game product marketing and derivative products development in the later stage. "The Kingdom of Rock" is one of the typical cases. This is the first product that Tencent put into the children's Internet market with the strategic goal of "providing one-step online life service to users". In the planning of "The Kingdom of Rock", Tencent just saw nothing else than this large children group of netizens. The accurate market positioning of "producing products for children integrating intelligence and entertainment", the cartoon style of game products and the fantasy fairyland of magical worlds have successfully made their products cover the Tencent application platform of teenagers and children users. Tencent, with its own Internet research basis and technical accumulation, powerful marketing and promotion, the development of movies, comics, books, toys, and other derivative products, has made it the largest online children community in our country. Thus it can be seen, Tencent had made full use of the self congenital advantages in the research of content provider, original author, consumers, channel operators and other key links. It is all the conditions Tencent possesses that create a success in "The Kingdom of Rock".

### *B. The Development Strategy of Mobile Phone Games*

#### *1) Putting user experience first*

In the mobile Internet era, mobile phone games are regarded as part of the communication content of a large number of new media. If developers want to make mobile phone game products, and services that are created by content providers and original authors successfully, they must have an accurate marketing position on mobile phone game products and understand entertainment demand as precisely as possible, giving mobile phone game users a

simple, happy and interesting experience. At the same time, game developers shall continue to upgrade and improve mobile phone games, and always regard them as test versions in order to draw an equal sign between the success of mobile phone games and the users' experience. In addition, the game developers should research, analyze and investigate the game market in depth, analyze users' behaviors and ensure all the adjustments made for games have real data support. Through the analysis and adjustment, game developers can provide better game experiences to the game players. All in all, developers shall put the users' experience first.

### *2) Abandoning seeking quick success and instant benefits in profit strategy*

Mobile phone games are based on the powerful communications platform of mobile Internet. The simple, personalized and interesting operating experience has created the continuous increase of mobile phone game users. Game developers should establish user awareness in their profit strategies.. The key to success for a mobile phone game is determined by users, while only by freely opening mobile phone game products and services to gamers, can it attract the potential maximum number of users to be experienced by. For example, a user can purchase a game at any time. Once the user begins to play the game, the game developer's goal is to let the user repeat this behavior by attracting the player with incentives to become the game's loyal fan. It is unwise to let the user worry: "Is this game worth so much money?" In order for the developer to achieve the goal of attracting the users to repeat playing the game endlessly, it requires the developers to set new targets for the gamers constantly. In addition, it will be better for developers to offer rewards when the game users achieve one target. The rewards can be unlocking new levels, upgrades, new characters etc. When mobile phone game users finished this work, game developers should begin to consider how to obtain profit. If the game can generate a consistent appeal to its users then its developers can successfully expect a quick return, which in some cases can mean a continuous flow of profits. The most important method is to let mobile phone game users purchase various props, virtual currency etc. for entering into new game level, i.e. basic incentives. This is the target system of mobile phone games, for it can attract the game users to challenge themselves for a long period of time. Once the user no longer feels there are no more incentives or they no longer feel challenged, their efforts to continue with the game play will rapidly decrease and they will transfer their attention to other mobile phone games. As a result, it should be abandoned seeking quick success and instant benefits in mobile phone game profit strategy.

### *3) Grasping the core competitiveness of the mobile phone game*

It requires game developers to define its core competitiveness, especially its technology, capital, users, services, marketing and other advantages of one mobile phone game. Highlight hit industry, enlarge product

advantages and make up for the disadvantages of mobile game products. If it is disadvantaged in the mobile phone game industry chain, the maximum weight grasped by developers is innovation ability and user rate. The innovation ability determines the selling point of the mobile game products. The greater user rate gives larger voice and a better bargaining qualification. Therefore, it requires game developers to define the core competitiveness of mobile game products.

### *4) Establishing a new mobile marketing model*

The main difference between the mobile internet marketing based on new media communication content and traditional marketing is that mobile game users directly are spokesmen of the mobile phone game. The self attribute of mobile phone makes the traditional advertising marketing unsuitable to the new media and the marketing demand for new users. It will decline gradually in the mobile Internet era and will be replaced by the word of mouth communication of the mobile phone game users. By establishing a reputation culture, it can attract more mobile phone game users, and thus establish a new marketing model of mobile phone game. But in the final analysis, in addition to the establishment of a new marketing model, the most fundamental way is to develop mobile phone games well, create games in which mobile game users can have fun, and complete the word-of-mouth marketing in a casual way. This word of mouth marketing way is a good marketing method, for it is quite persuasive.

It is equally important to choose the right channel in the process of the establishment of the new mobile marketing model. Mobile phone game developers should not simply care about the number of mobile phone game users in game marketing. A mobile game user with a high degree of participation and willingness to pay for the mobile phone game is better than 100 mobile game users who only want to kill time through occasional play. For example, if the developer of the Mobile Phone Game "Plants vs. Zombies" asked two proxy companies to promote it. Proxy A spent 100 yuan of marketing cost on each user averagely. Proxy B spent 150 yuan of marketing cost on each user averagely. At first glance, we may think Proxy A may get the maximum results with the least cost in the marketing. However, if Proxy A propagandizes this game through another mobile phone game, these users may be not interested in "Plants vs. Zombies". Even if users download this game, they only want to obtain rewards from it. On the contrary, Proxy B has spent a little higher marketing cost, but the users of Proxy B may be interested in this game and may invest more money into it. It seems users of proxy B are worth being paid more attention to. Therefore, it is very important to select a correct marketing channel.

## IV. RESEARCH ON THE DRIVING FORCE OF MOBILE PHONE NETWORK GAMES

With the rapid development of 4G technology, new devices, especially mobile phones, based on mobile Internet platforms, have become a new direction of the

communication of mobile phone game. It is the innovation of technology that boosts this shift. As a new engine, it enhances the construction of mobile phone games, and it plays an important supporting and leading role to improve mobile game innovation ability and give birth to new mobile game business types. The technological innovation has become an important means to enhance the communication and performance of mobile phone gaming. It is an important task for the development of technological innovation and the urgent requirement for the development of mobile game industries in the new era to further promote the integration of mobile phone games and technological innovation and play a leading role in the expansion of the mobile phone gaming industry. Therefore, the technological innovation not only brings new vitality into the development of the mobile phone game industry, but also further highlights the demand of mobile phone games for multi-level and diversified users. In short, the technological innovation is a strong driving force to enhance the quality of mobile phone gaming.

## V. CONCLUSION

In summary, it is required to clear up the platform and service, terminal and application, marketing and promotion, and other relationships to communicate mobile phone games based on mobile Internet platform. For the mobile phone game itself, it needs to obtain its own characteristics suitable for self-positioning in order to make it a hit. It means that the mobile phone game developers should define the development direction and business model of the game from the offset. Timely change its services, have an innovative outlook, make market segments according to the demand of its users, and provide a truly accurate and personalized experience, so as to gain a firm foothold in the mobile game market.

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