



PILLAR LEGAL

LEGAL PRIMER: REGULATION OF CHINA'S DIGITAL GAME INDUSTRY

CHINA REGULATION WATCH¹

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1. INTRODUCTION

This is the sixth edition of our legal primer on the regulation of China's digital game industry. This edition, like its predecessors, provides an overview of the relevant laws and regulations, as well as actual industry practice in the People's Republic of China (the "PRC" or "China").² In doing so we draw upon not only the written rules, but also informal comments from regulators and other industry participants, in addition to the many years of experience that our attorneys have advising clients in China's digital game industry.

This bulletin first provides an overview of the key factors that shape the scope of China's digital game market, including the high levels of software piracy and prior prohibition on game consoles such as Xbox and PlayStation. As a result of these factors, China's game market is essentially an online game market, and this primer therefore focuses upon the regulation of online games.³ This preliminary section also explains China's policy of prohibiting foreign (meaning non-PRC) companies from operating online games in China.⁴

In recognition of China's powerful government authorities, before discussing any specific laws, we first introduce the primary regulator of the online game industry. Prior to March 2018, there were two primary regulators for the industry: the National Press and Publication Administration (国家新闻出版署) ("NPPA") and the Ministry of Culture (文化部) ("MOC"). After March 2018, NPPA became the sole primary regulator for the online

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² "PRC" or "China" refers to the People's Republic of China, excluding for the purposes of this memorandum Hong Kong, Macao and Taiwan.

³ "Internet" or "online" refers to the internet or an online activity that takes place through the internet, irrespective of whether the internet is accessed through, or the online activity takes place through, a personal computer ("PC"), a mobile phone or another device. "Online game" refers to a game product or service that is accessible through the internet. As used in this bulletin, online games include both PC online games and mobile games. "PC online game" refers to an online game that is designed to be played primarily on a personal computer. "Mobile game" refers to an online game that is designed to be played primarily on a mobile phone or other mobile device.

⁴ "Foreign company" refers to a company established under the laws of a jurisdiction other than the PRC.

game industry in China.⁵ Although MOC is no longer a primary regulator for the industry,⁶ it still supervises some matters that relate to the online game industry, such as game console production, game live streaming and internet cafés, a traditional primary venue for online game players in China,⁷ and has the authority to enforce regulations issued by NPPA.⁸

The first set of rules we discuss are those for the game approval that must be obtained for each game prior to commercial launch in China. Because foreign game companies are the primary readers of this bulletin, but foreign game companies are not legally permitted to directly operate online games in China, the game approval rules are those that are of greatest relevance to most readers. We also discuss how the approval rules applicable to domestic games differ from those applicable to foreign games.

We then turn to the regulations applicable to the operation of online games in China, including the two required licenses, as well as general rules relating to the anti-addiction and real-name verification system and the age labeling system. Although these rules do not directly affect foreign game companies because they are not permitted to operate online games in China, the information contained in these sections helps provide a more comprehensive overview of the regulatory framework for China's online game industry.

Finally, in light of the growing interest in blockchain technology and non-fungible tokens (“NFTs”) for the game industry globally, we also discuss general policy related to blockchain games and NFTs in China, and provide an example of compliant in-game NFT practice.

The scope of this bulletin is limited to the key industry rules, namely those relating to game approvals, operating licenses and anti-addiction matters. Other rules that are relevant to China's online game industry, but lie outside the scope of this bulletin, include rules relating

⁵ In March 2013, the State Administration of Press, Publication, Radio, Film and Television (国家新闻出版广电总局) (“SAPPRFT”) was created by merging the former General Administration of Press and Publication (新闻出版总署) (“GAPP”), and the former State Administration of Radio, Film and Television (国家广播电影电视总局) (“SARFT”). In March 2018, SAPPRFT became the National Radio and Television Administration (国家广播电视总局), which now regulates the radio and television industries, while control over press, publication and film moved to NPPA, which reports directly to the Propaganda Department of the Central Committee (中央宣传部) under the CPC (as defined in Section 3). NPPA as used in this bulletin refers to the government authority that resulted from the reorganization, as well as to SAPPRFT for periods prior to the reorganization in March 2018, and GAPP and SARFT separately for periods prior to the merger in March 2013. MOC as used in this bulletin refers to the current Ministry of Culture and Tourism (文化和旅游部) that resulted from the reorganization, as well as to the same government authority for periods prior to the reorganization in March 2018.

⁶ See the Notice on Adjusting the Scope of Online Cultural Business License (关于调整网络文化经营许可证审批范围的通知), issued by MOC on May 14, 2019 (the “[MOC Online Culture License Notice](#)”).

⁷ See the Notice on Allowing Domestic and Foreign-funded Enterprises with Production and Sale of Game and Entertainment Devices (文化部允许内外资企业从事游戏游艺设备生产和销售的通知), issued by MOC on June 24, 2015; the Notices Regarding Further Strengthening the Administration of Internet Cafés and Online Games and the Notice Regarding Increasing the Punishment for Internet Cafés that Admit Minors (文化部关于加大对网吧接纳未成年人违法行为处罚力度的通知), issued by MOC on March 13, 2010; the Online Performance Business Operation Management Rules (网络表演经营活动管理办法) issued by MOC on December 2, 2016; and the Notice on Printing and Distributing the Administrative Measures for Game and Entertainment Equipment (关于印发《游戏游艺设备管理办法》的通知) issued by the MOC on November 6, 2019.

⁸ See the Notice on Law Enforcement in the Online Game Market (关于网络游戏市场有关执法工作的通知) issued by MOC Culture Market Enforcement and Supervision Bureau (文化和旅游部文化市场综合执法监督局) on December 19, 2019.

to virtual currencies,⁹ live online streaming,¹⁰ user data protection,¹¹ internet cafés, e-sports and government tax and incentive measures.¹²

2. CHINA'S GAME MARKET AND FOREIGN OWNERSHIP RESTRICTIONS

In many jurisdictions, including the United States and Europe, console games have traditionally accounted for a large, though declining, portion of the game market. In mainland China, however, online games have always dominated. In 2021, console and single-player PC games only accounted for about two percent (2.08%) of the US\$42.28 billion (RMB 296.5 billion) in China game industry revenue.¹³ In contrast, PC online games (21.86%) together with mobile games (76.06%) accounted for about ninety-eight percent (97.92%) of China's 2021 digital game revenue.¹⁴ On a global basis for 2021, console and single-player PC games are expected to account for twenty-eight percent (28%) of the US\$175.8 billion in projected global digital game revenue. PC online games (20%) together with mobile games (52%) are expected to account for seventy-one percent (72%) of 2021 global digital game revenue.¹⁵

Various factors contribute to the dominance of online games in China. From 2000 to 2014, China's State Council prohibited the sale of game consoles.¹⁶ In addition, the relatively high rate of software piracy in China shaped the scope of the country's domestic game

⁹ For more information about China's virtual currency laws and regulations, see the following article by Pillar Legal [here](#): "China's New Digital Game Treasure Box Rules Become Effective," posted on June 6, 2017.

¹⁰ For more information about China's live online streaming laws and regulations, see the following article by Pillar Legal [here](#): "Is China Banning All Unapproved Games from Live Streaming?" posted on April 22, 2022.

¹¹ For more information about China's user data protection laws and regulations, see the following article by Pillar Legal [here](#): "Implementing China's Personal Information Protection Law," posted on January 13, 2022.

¹² Laws and regulations that relate to China's online game industry but are not included in this bulletin include, among others, the Notices Regarding Further Strengthening the Administration of Internet Café and Online Games (关于进一步加强网吧及网络游戏管理工作的通知), issued by 14 government departments including MOC, the State Administration for Industry and Commerce (国家工商行政管理总局), MPS (as defined in Section 3), and MIIT (as defined in Section 3) on February 15, 2007; the Notice on Strengthening Administration of Virtual Currency in Online Games (关于加强网络游戏虚拟货币管理工作通知), issued by MOC and the Ministry of Commerce (商务部) in June 2009; the Interim Provisions for E-Sports Competition Management (电子竞技赛事管理暂行规定), issued by General Administration of Sport of China (国家体育总局) on July 24, 2015; the Cyber Security Law of the People's Republic of China (中华人民共和国网络安全法), issued by the Standing Committee of the National People's Congress (全国人大常务委员会) on November 6, 2016; the Administrative Provisions on Internet Live-Streaming Services (互联网直播服务管理规定), issued by CAC (as defined in Section 3) on December 1, 2016; and the Improvement of the Preferential List of Income Tax Preferential for the Enterprises in Encouraged Industry in Xinjiang Difficult Areas (关于完善新疆困难地区重点鼓励发展产业企业所得税优惠目录的通知), issued by the Ministry of Finance (财政部) and four other department on September 2, 2016.

¹³ See Page 18 of the 2021 China Game Industry Report (2021 年中国游戏产业报告), posted at [Game Industry Network](#) (游戏产业网) with the last update on August 19, 2021 (the "2021 Industry Report").

¹⁴ See Page 18 of the 2021 China Game Industry Report.

¹⁵ See "[Newzoo: Game market will hit \\$200B in 2024](#)," posted by [VentureBeat](#) on July 4, 2021.

¹⁶ See Article 6 of the Notice on Launching a Special Campaign against Illegal Electronic Game Rooms (国务院办公厅转发文化部等部门关于开展电子游戏经营场所专项治理意见的通知), issued by the General Office of the State Council on June 15, 2000. In 2014, the State Council officially ended the game console ban. Currently, if game consoles are manufactured in mainland China and pass inspection by MOC, then those game consoles can be legally sold throughout China. Although the game console ban ended a number of years ago, the market for game consoles and their software remains small. For a discussion of the impact of the end to China's game console ban, see "[Game Consoles Trade Ban Lifted: Will a New Market Emerge?](#)" by Greg Pilarowski at Insights, a publication of The American Chamber of Commerce in Shanghai, posted on April 18, 2014.

market.¹⁷ Online multi-player games, by requiring interactions between the client software and the server software, largely defeated piracy. As a result, China's successful game companies have always been online game companies, with very little interest in the console games or single-player PC games that traditionally suffered from software piracy challenges.

Although online games, which we defined to include both PC online games and mobile games, have dominated China's game market, according to the laws of China, foreign companies are not permitted to directly publish or operate online games within the country. As a result, the only legally permitted way for foreign game developers to enter China's domestic game market is by licensing their games to domestic companies for publication and operation inside China.¹⁸

The prohibition on foreign companies, which includes foreign-invested companies, meaning companies established under the laws of the PRC with at least some non-PRC citizens or foreign companies as shareholders, from operating online games is not unusual for China. In fact, the country's entire corporate legal regime is based upon this very clear distinction between domestic companies and foreign-invested companies, with detailed rules indicating which segments of the economy are open or closed for each type of company. China publishes a "negative list", which indicates which industries prohibit or restrict foreign investment.¹⁹ The current 2021 version of the negative list indicates 21 industries in China prohibit foreign investment, while an additional 10 industries permit foreign investment but subject to material restrictions, such as limits on foreign ownership percentages of a target company equity.²⁰

For purposes of China's foreign investment restrictions, publishing or operating online games is regarded as a telecommunications value-added service, and this area falls into the restricted category. Foreign investment in telecommunication value-added service providers must generally take the form of an equity joint venture with the foreign ownership interest not exceeding 50%. The online game operation business is, however, also regarded as a form of online publishing service, which falls into the prohibited category.²¹ As a result, foreign investment in an online game operation business is not permitted in any form.

In practice, this prohibition is carried out through a licensing regime. As noted in Section 5 (ICP License and Online Publishing License) below, each online game publisher (as further defined in Section 4.3 (Game Approval Applicant)) is required to obtain an online publishing service license issued by NPPA. NPPA will not, however, issue this license to foreign or foreign-invested companies. In fact, it is also very difficult for domestic game

¹⁷ According to a study by the Business Software Alliance, an industry association, China's software piracy rate in 2017 was 66%, which is higher than both the global average of 37% and the Asia Pacific average of 61%. See "[2018 Global Software Survey](#)," posted at globalstudy.bsa.org on June 4, 2018.

¹⁸ "Foreign company," as used in this memo, refers to a company established under the laws of a jurisdiction other than the PRC. "Domestic company" refers to a company established under the laws of the PRC with only PRC citizens or other domestic companies as shareholders.

¹⁹ See the Special Administrative Measures (Negative List) for the Access of Foreign Investment (2021 Edition) (外商投资准入特别管理措施(负面清单) (2021 年版)), issued by the National Development and Reform Commission (国家发展和改革委员会) ("NDRC") and the Ministry of Commerce (商务部) on December 27, 2021 (the "[2021 Negative List](#)").

²⁰ Industries in which foreign ownership is prohibited include film, traditional and online publishing, primary and junior school education, humanities and social science research, social surveys, postal and other mail services, tobacco and cigarettes, rare earth. Industries in which foreign ownership is restricted include value-added telecommunications, which includes online games, civil airports, nuclear power plants, market surveys, high school education.

²¹ See Section 14 and Section 15 of the 2021 Negative List.

companies to obtain an online publishing service license, and thus many domestic game companies cooperate with an entity that does hold an online publishing service license in order to publish online games. Under this cooperation approach, these domestic game companies are able to publish and operate online games, including providing online game services and receiving revenues generated by the games. This cooperation approach is not, however, a potential path for foreign companies to directly publish online games in China, because the entities that hold an online publishing service license generally will not cooperate with a foreign company since foreign companies are prohibited from engaging in online publishing activities in China. The licensing regime therefore helps to implement China's internet censorship policies, while also protecting China's online game publishing market from foreign competition.

Notwithstanding these foreign investment restrictions, many companies in China that operate in restricted or prohibited industries have received financing from foreign venture capital funds and have listed their shares on overseas stock exchanges.²² Such companies have achieved what they believe to be technical compliance with the foreign ownership restrictions by establishing a variable interest entity ("VIE") structure in which the foreign-invested entity does not have a direct ownership interest in the domestic company that holds the licenses required to operate in the restricted or prohibited industry. For a detailed discussion of the VIE structure, including a diagram and descriptions of the primary contracts used to create the structure, please refer to our latest VIE memo [here](#).

3. THE REGULATORS

The online game industry, like many segments of China's economy, is subject to numerous regulations issued by various administrative authorities, including each of the following:

- (1) NPPA;
- (2) MOC;
- (3) State Council (国务院);
- (4) Cyberspace Administrative of China (国家互联网信息办公室) ("CAC");
- (5) Ministry of Industry and Information Technology (工业与信息化部) ("MIIT");
- (6) Ministry of Public Security (公安部) ("MPS");
- (7) Copyright Protection Center of China (中国版权保护中心) ("CPCC"); and
- (8) National Copyright Administration of China (国家版权局) ("NCAC").

Prior to March 2018, NPPA and MOC were the two primary regulators of China's online game industry. Both of them were involved with game censorship review and approval, game publication and operation licenses and enforcement of various industry regulations.²³ On March 21, 2018, the Communist Party of China (中国共产党) (the "CPC")

²² Online game companies in China with shares listed on overseas stock exchanges include: Tencent Holdings Limited and NetEase, Inc.

²³ NPPA and MOC often clashed when attempting to assert regulatory control over the lucrative online game industry. A June 2008 government reorganization, for example, left some ambiguity as to whether MOC or NPPA was the primary regulator for China's online game industry. When Blizzard announced a change in domestic operator for World of Warcraft from The9 to NetEase, MOC and NPPA, each wanting to assert their authority, declared that the game needed to undergo another round of censorship review in connection with this change in operator. While NPPA and MOC struggled for

or the “Party”) released the Plan to Deepen Reform of Party and State Institutions (深化党和国家机构改革方案), which consolidated primary game industry regulatory authority in NPPA, and moved NPPA from the government structure under the State Council (国务院) to the Party structure under the Publicity Department of the Communist Party of China (中共中央宣传部).²⁴ Following the reorganization, MOC is no longer involved with game content censorship review or the issuance of any required licenses,²⁵ but MOC is still involved with the enforcement of various regulations in the online game industry.²⁶

Apart from NPPA and MOC, many other administrative authorities continue to play a role, including CAC, the primary regulator for internet content management,²⁷ MIIT, the primary regulator of the telecommunications industry, MPS, which is the main police force, CPCC, NCAC and the State Council.

4. GAME APPROVALS

China’s media content industries, including those that publish news as well as those that produce entertainment products, are subject to comprehensive government censorship regimes. In the digital game industry, every game must be approved by NPPA prior to commercialization.

Prior to a government reorganization that took place in March 2018, there wasn’t any official or de facto limit on the number of games that could be approved for publication in China. An average of 779 domestic games and 39 foreign games were approved per month in 2017, the most recent full year of game approvals prior to the temporary suspension of game approvals that began with the March 2018 government reorganization.²⁸

regulatory control, World of Warcraft’s China operations were suspended for almost nine months. For additional background on the World of Warcraft transition saga, see the following articles by Greg Pilarowski at The Escapist: “[China and the World of Tradecraft](#),” posted on August 16, 2009, and “[Mind the GAPP: Update on WoW in China](#),” posted on November 6, 2009.

²⁴ See “[Tencent and Chinese Gaming Rivals Shudder as Government Tightens Grip](#),” posted by Wall Street Journal on August 31, 2018.

²⁵ See MOC Online Culture License Notice.

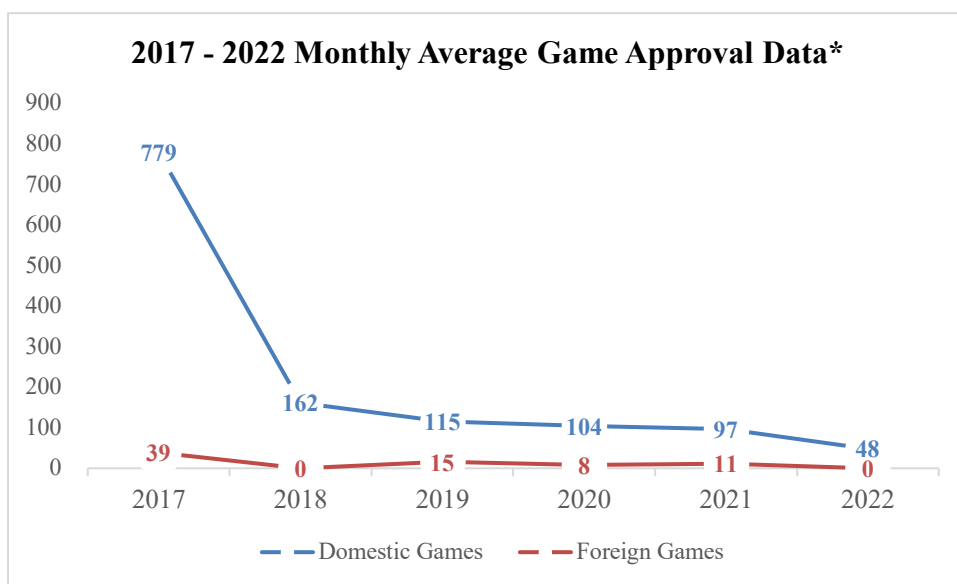
²⁶ See the Notice on Law Enforcement in the Online Game Market (关于网络游戏市场有关执法工作的通知), an internal notice issued by the MOC on December 19, 2019.

²⁷ CAC was established in May 2011, and is a sub-department supervised by the State Council Information Office (国务院新闻办公室). Since 2014, CAC has been responsible for regulating internet content. CAC also serves as the office of Central Cyberspace Affairs Commission (中共中央网络安全和信息化委员会) (the “CCAC”), an organization established in 2014 that is under the direct leadership of the Party. Currently, the leaders and various senior officers of CAC and the CCAC are in fact the same people. CCAC is a very important organization within the Party, with President Xi Jinping, the current leader of the Party and the country, serving as the first CCAC chief. In recent years, probably due in part to both CAC’s high profile and its close ties with CCAC, CAC has exercised widespread censorship control over the internet. Although most of the regulations issued by CAC do not specifically target the online game industry, CAC regulations do affect the industry. See the Notice of Authorizing the Cyberspace Administration of China to Administrate National Internet Information Content (关于授权国家互联网信息办公室负责互联网信息内容管理工作的通知), issued by State Council on August 26, 2014.

²⁸ NPPA discloses on its website the name, publisher and operator of each game that completes the censorship review process and receives a game approval. We calculated the number of game approvals for the years indicated based on the information from NPPA’s website, which can be found [here](#). “Foreign game” refers to a game that is owned by a company established under the laws of a jurisdiction other than the PRC, or a foreign-invested company. “Domestic game” refers to a game that is owned by a company established under the laws of the PRC with only PRC citizens or other domestic PRC companies as shareholders.

For a period of nearly nine months after the March 2018 government reorganization, game approvals were completely suspended.²⁹ When game approvals restarted in late December 2018, however, NPPA imposed limitations on the number of the games that could be approved for publication in China. The new limitations didn't establish a fixed quota system, but instead indicated the following factors would be considered: requirements for total volume (总量), structure (结构) and layout planning (布局规划).³⁰ From December 2018 through July 2021, NPPA approved an average of 108 domestic games and 11 foreign games per month.

Beginning August 2021, game approvals were suspended again. NPPA resumed issuing game approvals in April 2022, but the number of game approvals decreased further. On average, NPPA issued 48 game approvals per month to domestic games from April 2022 to November 2022. No foreign games have been approved since June 2021.



**Note: In 2018, NPPA only issued one batch of game approvals, which granted 162 domestic games approvals in December, and thus the monthly average reflects only one month during which NPPA issued game approvals. For year 2021, we calculated the monthly average number based on the 7 months (from January to the approval pause period starting in July) during which NPPA issued game approvals. For year 2022, we calculated the monthly average number based on the 8 months (from the approval restart date in April to the end of November just before our publication date) during which NPPA issued game approvals.*

Below we provide an overview of China's content review and approval process for foreign and domestic games.

4.1 Game Content Restrictions

China has promulgated a variety of measures relating to internet content, which includes online games. These regulations are drafted in broad general terms and prohibit content that:

²⁹ See "[Unofficial Notice about No Game ISBN Approvals Due to Government Reorganization \(网传受国家机构改革影响, 非七大类游戏将暂时无法办理版号\)](#)" (Chinese), posted by Sohu.com on March 30, 2018. See also "[Domestic Game Approval in December 2018 \(2018年12月份国产网络游戏审批信息\)](#)" (Chinese), posted by former NPPA official website on December 29, 2018.

³⁰ See the NPPA policy statements for domestic game approvals [here](#) and for foreign game approvals [here](#).

- (1) Opposes the fundamental principles determined in the constitution;
- (2) Endangers the unity, sovereignty or territorial integrity of the nation;
- (3) Divulges state secrets, endangers national security, or damages the dignity or interests of the nation;
- (4) Incites ethnic hatred or racial discrimination or undermines national solidarity, or infringes upon national customs and habits;
- (5) Propagates evil cults or superstition;
- (6) Disseminates rumors, disrupts social order or undermines social stability;
- (7) Propagates obscenity, pornography, gambling, violence or instigates crimes;
- (8) Insults or slanders others, or otherwise infringes upon the legitimate rights of others;
- (9) Endangers social morality or national splendid cultural traditions; or
- (10) Is otherwise prohibited by the laws, or administrative regulations of the PRC.³¹

Prior to May 2016, none of the relevant governmental authorities had publicly explained the actual meaning and scope of these general content censorship provisions. On May 24, 2016, after NPPA had issued rules indicating that each mobile game must be approved by NPPA, the China Audio-Video and Digital Publishing Association (中国音像与数字出版协会), an organization that is affiliated with NPPA, issued the Mobile Game Content Specifications (2016 Edition) (移动游戏内容规范 (2016年版)) (the “Mobile Game Content Specifications”). The Mobile Game Content Specifications provide guidance with respect to the general content restrictions in the context of mobile game censorship approvals.

For instance, the Mobile Game Content Specifications explain that the principle “opposes the fundamental principles determined in the constitution,” prohibits content that opposes the people’s democratic dictatorship or disparages the People’s Congress system, opposes the leadership of the Party, or opposes the guidance of Marxism-Leninism, Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics.³² Although many of the explanations, like this one, continue to be very general, in some instances they can help when trying to understand the meaning of the abstract general content prohibitions listed above. Although the Mobile Game Content Specifications only apply to mobile games, these standards should also be considered in the context of censorship approvals for PC online games or any other category of game.

From time to time, NPPA also releases specific content restrictions. For instance, in 2017 NPPA banned Pokémon GO and other games with augmented reality and location based service functions (“AR/LBS”).³³ In April 2019, NPPA also indicated that game approvals will not be issued for games that relate to harem infighting (宫斗), political

³¹ See, among others, Article 25 of the Regulation on the Administration of Publications (出版管理条例) issued by the State Council on February 6, 2016; Article 24 of the Provisions on the Administration of Online Publishing Services (网络出版服务管理规定) issued by NPPA and MIIT on February 4, 2016 (the “Online Publishing Services Administration Provisions”); Article 17 of the Interim Provisions on Internet Publication Administration; Article 15 of the Internet Information Services Administrative Measures (互联网信息服务管理办法), issued by the State Council on September 25, 2000, amended on January 8, 2011 (the “Internet Information Services Measures”).

³² The Mobile Game Content Specifications (Chinese) are available [here](#).

³³ See “Regulator Suspend Game Approval: AR Game is coming to a ‘cross road’” (监管部门暂不受理审批：AR游戏走向“十字路口”) (Chinese), posted at Tencent Tech on January 12, 2017.

maneuvering (官斗), poker or board games (棋牌),³⁴ or dress up games (换装).³⁵ In September 2021, NPPA indicated in an internal training that games should disavow “harmful culture” such as money worship, effeminate men, and “boys' love (homoerotic relationship between male characters).”³⁶ These content restrictions are often not written into specific regulations, but nonetheless impact whether a game can pass NPPA’s content censorship review and receive the required approval for publication in China.

4.2 NPPA Game Approval Process

Before a digital publication, which includes PC online games and mobile games, can be published in China, NPPA must first review and approve the publication.³⁷ For PC online games, the same NPPA pre-publication review and approval procedures apply equally to both foreign games and domestic games. For mobile games, NPPA applies a less stringent content censorship approval procedure for simple domestic mobile games, which are mobile games that do not contain any materials relating to political, military, ethnic or religious topics and are “simple” non-story based games, such as matching games (消除类), obstacle course or running games (酷跑类), flying games (飞行类), board games (棋牌类), puzzle games (解谜类), sports games (体育类), or music or dance games (音乐舞蹈类).³⁸ All other mobile games, including both foreign and domestic mobile games, are subject to the same NPPA pre-publication review and approval procedure as PC online games.³⁹

Once NPPA approves a PC online game for publication, the publication number must be displayed in a prominent place on such PC online game’s website.⁴⁰ For a mobile game, the name of the copyright owner, the name of the publisher, the NPPA game censorship approval number, and the publication number must be displayed prior to any end user interactive experience.⁴¹

If a company wishes to publish any upgraded version or expansion of either an approved PC online game or an approved mobile game, a new application for such upgraded version or expansion must be submitted to NPPA.⁴² An upgraded version or expansion for a

³⁴ Industry contacts have indicated that game approvals will not be issued for poker games but may be issued for board games. In September 2018 Tencent shut down their poker game platform. See “[Tencent Shuts Poker Platform Amid Widening Gaming Crackdown](#),” posted by Reuters on September 10, 2018.

³⁵ Selected companies’ participated in meetings with officials from NPPA provincial branches during which these policy positions were explained. See “[Game Approval Submission Restarts, Whether the Notes about New Requirements are True? \(游戏版号申请重启, 新增版号注意事项是否为真\)](#)” (Chinese), posted by China Economic Observer (经济观察报) on April 24, 2019.

³⁶ See “[Publicity Department of CPC and NPPA interviewed Tencent, NetEase and other game companies and platforms \(中宣部、国家新闻出版署约谈腾讯、网易等游戏企业和平台\)](#)” (Chinese), posted by BJNEWS (新京报) on September 8, 2021.

³⁷ See Article 5 of the Administrative Provisions on the Publishing of Electronic Publications (电子出版物出版管理规定), issued by NPPA on February 21, 2008.

³⁸ See Article 3 of the Notice Regarding the Administration of Mobile Game Publication Services (关于移动游戏出版服务管理的通知), issued by NPPA on May 24, 2016 (the “[Mobile Game Approval Notice](#)”).

³⁹ Please find more details about the game approval application with NPPA in our [China Regulation Watch - China’s New Game Approval Requirements](#) posted on May 17, 2019.

⁴⁰ See Article 27 of the Administrative Provisions on the Publishing of Electronic Publications and the game approval letter issued by NPPA.

⁴¹ See Article 8 of the Mobile Game Approval Notice.

⁴² See Article 28 of the Administrative Provisions on the Publishing of Electronic Publications, and Article 6 of the Mobile Game Approval Notice.

mobile game includes material changes to the storyline, content of quests, maps, characters, features of characters or interaction functions, and adding a subtitle directly after the original name of such mobile game, each of which requires approval by NPPA as if it were a new game.⁴³ However, in practice game companies rarely apply for a new game approval or submit game content updates to NPPA in connection with the release of an upgraded version or expansion of their games. One prominent exception was *World of Warcraft* (“WOW”), which sought and received approvals for each expansion pack released prior to 2017. Thereafter, the various WOW expansion packs including *World of Warcraft: Battle for Azeroth* (China release in 2018), *World of Warcraft: Shadowlands* (China release in 2020), and *World of Warcraft: Dragonflight* (China release in 2022), were released in China without receiving any new approvals. This change in approach with respect to WOW was likely influenced by the steep decline in the number of game approvals issued after the 2018 government reorganization.

Mini-games, which are games published inside other applications, like WeChat or Douyin (the local China version of TikTok), also now require game approvals prior to publication. These games became popular in recent years, especially when game approvals were suspended in 2018 since at that time game approval rules were not being enforced for mini-games. That trend ended in April 2019, when NPPA indicated that all mini-games must obtain a game approval before commercial launch.⁴⁴

On March 15, 2021, the Publicity Department of CPC issued new rules for game review and scoring, which added a game quality review step to the NPPA game approval process.⁴⁵ According to the rules, NPPA will appoint experts to review the game from five perspectives: ideology orientation (观念导向), original design (原创设计), production quality (制作品质), culture connotation (文化内涵) and development progress (开发程度). The score for each perspective will range from zero to five. If a game receives an average score of three, the game is eligible to receive a game approval. If the average score is over four, then NPPA will prioritize such game’s approval process. If the average score is below two, then the developer must modify the game and provide a written explanation of the changes to NPPA. If a game receives a score of zero in any of the five perspectives (even if the average score is over three), then such game will not pass the game approval review.

4.3 Game Approval Applicant

To apply for a game approval, the applicant must hold both an online publishing service license (网络出版许可证) and an internet content provider value-added telecommunication license (互联网信息服务增值电信业务经营许可证) (often referred to as an “ICP license”). Sometimes a single business entity holds both of these licenses. The online publishing service license is, however, very difficult to obtain, so often the actual game operator holds only an ICP license and cooperates with another business entity that holds the online publishing service license in order to apply for a game approval. The entity

⁴³ See Article 6 of the Mobile Game Approval Notice.

⁴⁴ See “[Game Approval Submission Restarts, Are the Notes About the New Requirements True? \(游戏版号申请重启, 新增版号注意事项是否为真\)](#)” (Chinese), posted by China Economic Observer (经济观察报) on April 24, 2019.

⁴⁵ The Publicity Department of the CPC issued the Rules for Game Review and Scoring (游戏审查评分细则) on March 15, 2021 and the rules became effective on April 1, 2021.

that holds an online publishing license is referred to as the “publisher” (出版单位), while the entity that holds an ICP license is referred to as the “operator” (运营单位).

The publisher is responsible for completing an internal self-censorship review of the game content and for submitting the game approval application to NPPA.⁴⁶ The application must include the game internal censorship review opinion, along with information about the game’s background, character roles, non-player characters, settings, main storylines, functions, systems, shops, features and user instructions. Details about the internal censorship review process also need to be submitted to NPPA, including the start and end dates of the review, any problems discovered during the review, details about how the problems were corrected, and the final censorship review opinion. All problems and corrections discussed in the report must include relevant screenshots.⁴⁷

The operator is responsible for game distribution, and generally also handles game promotion, hosting, and customer support. NPPA conducts a detailed assessment of the operator and thus requires the application materials to include operator background information, including when the operator was established, when the operator started operating games, a list of games previously released by the operator, and a list of games currently operated by the operator.⁴⁸

For mobile games, NPPA also requires any “joint-operator” of the game to verify completion of the NPPA censorship approval process and the required disclosure of the NPPA approval number within the game.⁴⁹ Although NPPA hasn’t clearly defined the term “joint-operator,” based on our prior informal discussions with NPPA staff, we understand that the mobile app stores are joint-operators.⁵⁰ As a result, NPPA is enlisting the help of the mobile app stores to ensure that all mobile games have completed the censorship approval process.

NPPA also requires a new censorship review for foreign games when game operations are transferred from one domestic operator to another.⁵¹ Although this additional censorship review rule originated during a historic bureaucratic struggle among competing regulators, and seems difficult to justify with respect to games that have already passed one censorship review, NPPA nonetheless continues to require submission of application materials to its relevant local provincial office if there is a change in the operator, the publisher or the name

⁴⁶ Each game approval application must be signed by the publisher’s internal censor who reviewed the game content for compliance with China’s strict censorship requirements and by the publisher’s editor-in-chief.

⁴⁷ See the NPPA game approval application form [here](#).

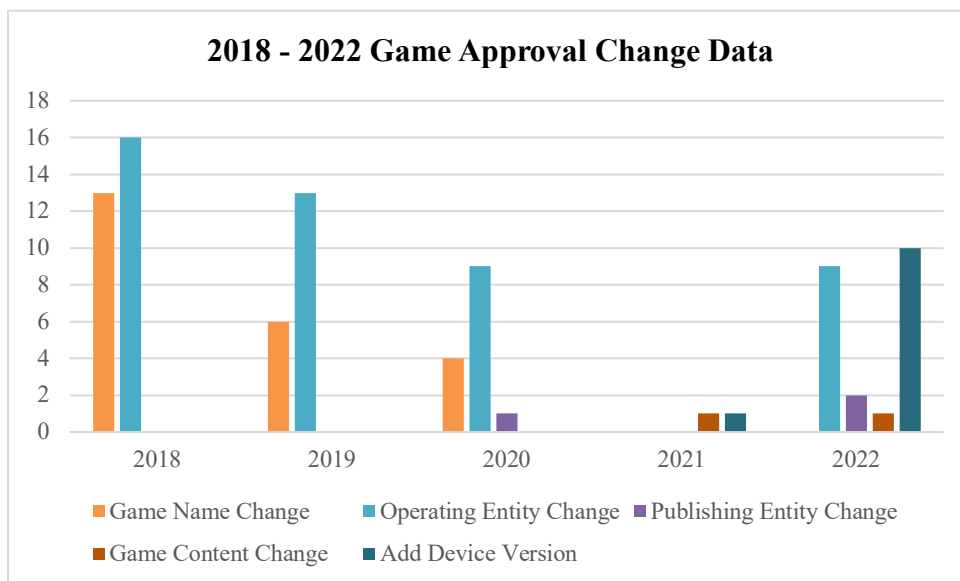
⁴⁸ See the NPPA game approval application form [here](#).

⁴⁹ See Article 9 of the Mobile Game Approval Notice.

⁵⁰ In contrast to the United States, where the Google Play Store and the Apple App Store dominate mobile app distribution, China’s app store market is very fragmented with many competitive mobile app stores.

⁵¹ This requirement arose in 2009 when both NPPA and MOC required NetEase to submit World of Warcraft for a new censorship review after game operations transferred from The9 to NetEase. For additional background information on the World of Warcraft transition saga, see the following articles by Greg Pilarowski at The Escapist: “[China and the World of Warcraft](#),” posted on August 16, 2009, and “[Mind the GAPP: Update on WoW in China](#),” posted on November 6, 2009.

of a game.⁵² Since 2018, NPPA has publicly disclosed any changes to existing game approvals, including changes to the game name, operator, publisher, game content and game device versions. These NPPA approved changes have been very limited, with most involving a change in the operator, which is essentially transferring a game approval from one operator to another. Given NPPA’s very restrictive approach to granting new game approvals, it is helpful to see that a number of game developers have been able to transition their game approvals from one operator to another. In addition, NPPA now allows a single game approval to be used for versions of the game designed for different device platforms. In the past, when a single game included both a PC and a mobile version, the publisher normally submitted two separate game approvals, one for each device version. This change might reflect NPPA’s desire to restrict the total number of game approvals granted.



4.4 Apple Game Approval Enforcement

In the summer of 2020, Apple began actively enforcing the NPPA game approval rules for the first time. Prior to July 31, 2020, Apple did request mobile game developers to submit their NPPA game approval numbers prior to publishing a game through Apple’s China App Store (“[Apple China](#)”), but game developers could ignore the request and still publish their mobile games. Because Apple China didn’t enforce the game approval rules in the past, many foreign mobile game developers previously self-published their games through Apple China.⁵³

⁵² See Section 7 of the Mobile Game Approval Notice.

⁵³ We understand that PRC authorities, including NPPA, tolerated Apple’s publishing of games that did not have game approvals due, at least in part, to Apple’s seemingly good relationship with the relevant PRC government authorities. Apple benefits from PRC government leniency in other ways as well. For example, Apple is permitted to operate its China App Store even though foreign companies like Apple are not allowed to hold the required licenses to operate an app store. The lack of these required licenses is one reason why Google Inc. (“[Google](#)”) does not operate the Google Play Store in China. A key part of Apple’s positive relationship with the relevant PRC government authorities is Apple’s efforts to comply with China’s censorship regime. For example, in 2012, the PRC government began blocking the New York Times’ website after the newspaper published a series of articles exposing the wealth amassed by the family of Wen Jiabao, who was

According to Apple policy, however, as of July 31, 2020, a game developer is required to provide an NPPA game approval number in order to publish their game on the App Store in China if the game is a premium (pay for download) game or includes in-app purchases. Since foreign game developers are not able to apply for an NPPA game approval themselves, self-publishing through Apple China is now much more challenging.⁵⁴ In addition, in August 2020, Apple started to remove nearly 26,000 games from its China App Store that did not have an NPPA game approval number.⁵⁵ Apple's removal of previously published games continued past the summer, with additional games pulled from the app store before a subsequently announced December 31, 2020 deadline for compliance with the NPPA game approval requirement.⁵⁶

Initially Apple China did not remove unapproved games that monetize only through in-game adds ("Ad-Only Games"), as opposed to pay for download or in-app purchases. Although China requires content censorship approvals for all types of games prior to publication, our informal market checks in early 2021 found that Apple China not only didn't remove previously published Ad-Only Games that lacked game approvals, but Apple China also continued to publish Ad-Only Games that had not yet received a game approval. In late 2021, however, the situation has changed again. Although Apple continues to allow Ad-Only Games to launch on the China App Store, Apple is now also removing many of these Ad-Only Games if they lack game approvals.⁵⁷

4.5 Game Copyright Registration

Before a game can be submitted to NPPA for the censorship review process, the game developer must first register with CPCC either the game copyright⁵⁸ or the game license

China's prime minister at the time. Four years later in December 2016, Apple complied with a request of the PRC authorities to remove both the English-language and Chinese-language versions of the New York Times app from the China Apple App Store. In addition, Apple's iPhone has a material user base in China, consisting of approximately 17% of all mobile phones in the country. Since the iPhone app ecosystem is a "closed system," which means that only applications downloaded through the Apple App Store can be used on the iPhone, prohibiting Apple from operating its China Apple App Store would risk upsetting the many iPhone users in China. See "[Apple Pulls New York Times App from China Store](#)," posted at wsj.com on January 4, 2017, See "[Apple Store in Mainland China removes more than 26,000 games without game approvals](#)," "[Android vs. iOS – Smartphone OS Sales Market Share Evolution](#)," posted at Kantarworldpanel.com in June 2020.

⁵⁴ See "[Apple Emails Developers to Inform Developers that Games without a Version Number will be Removed in August](#)" (苹果邮件通知开发者 无版本号游戏 8 月将被下架), posted by Sina.com on July 9, 2020. For more information about Apple's new policy to enforce the game approval requirements, see the following article by Pillar Legal [here](#): "Apple to Enforce Game Approval Rules in China," posted on February 28, 2020.

⁵⁵ See "[Apple Store in Mainland China removes more than 26,000 games without game approvals](#)" (苹果中国下架逾 2.6 万款无版本号游戏) (Chinese), posted by Sina Finance (新浪财经) on August 3, 2020.

⁵⁶ See "[Apple's China App Store Sheds Videogames as Beijing Tightens Internet Control](#)," posted by the Wall Street Journal on December 23, 2020.

⁵⁷ For a detailed discussion of Apple's removal of Ad-Only Games, please refer to our China Regulation Watch "Is Apple China Removing Ad-Only Games?" [here](#).

⁵⁸ Game copyright here refers to a game's software copyright. In China, it is not possible to register the copyright for a videogame as a whole. To protect a videogame from infringement, in particular infringement of the audiovisual elements of the game as opposed to the software elements of the game, the common practice is to register copyrights for each of a

agreement. For a domestic online game, NPPA requires a copyright registration certificate from CPCC to be submitted with the game application. For a foreign online game, NPPA requires a game license agreement registration certificate from CPCC to be submitted with the game application.

Although NPPA does not require submission of a copyright registration certificate from CPCC with a foreign online game approval application, many Android app stores and other user acquisition or advertising channels in China do require a game copyright registration certificate from CPCC before accepting a game for launch or for promotional activities. As a result, in practice both foreign and domestic game developers need to register the copyright for their games in China with CPCC. When doing so, the applicant must submit its application online, and that submission needs to include a portion of the game's source code (specifically the first 30 pages and the last 30 pages), the game's instruction manual and a scanned copy of the applicant's business license or other relevant company establishment document.

If the game copyright will be registered under the name of a foreign company, the company establishment document, such as the certificate of incorporation or articles of association, needs to be authenticated by a PRC consulate in the foreign company's home jurisdiction. The PRC consulate authentication procedures tend to be slow and tedious, which may delay the game launch. Therefore, many domestic publishers suggest that foreign game developers allow them to register the game copyright in China in the name of the domestic publisher. Foreign developers that agree to this can often launch their games quicker, but they sometimes find it difficult to later enforce contractual obligations requiring the domestic publisher to transfer the copyright registration back to the foreign developer, which then might result in confusion over who is the actual owner of the game. As a result, we generally suggest that foreign game developers register the copyright to their games in China in their own name, even though this might result in a slower game copyright registration process.

5. ICP LICENSE AND ONLINE PUBLISHING LICENSE

As mentioned in Section 4.3 (Game Approval Applicant), in order to submit a game to NPPA for the censorship review process, the applicant must hold an ICP license, which is issued by MIIT, and an online publishing service license, which is issued by NPPA.

As discussed in Section 2 (Foreign Ownership Restrictions), neither foreign companies nor foreign-invested companies can obtain an online publishing service license because foreign investment in the online publishing service industry is prohibited.⁵⁹

Foreign-invested companies also face restrictions with respect to obtaining an ICP license. In most cases, for a company to obtain an ICP license, foreign investment in the company must not exceed 50% of the ownership interest.⁶⁰ In practice, however, very few

game's core artwork (i.e. pictures of main characters and main scenes), musical works, written works (i.e. dialogues, game instructions) and other elements, respectively.

⁵⁹ See Article 10 of Online Publishing Services Administration Provisions and Section 15 of the 2021 Negative List.

⁶⁰ See Article 2 and Article 6 of the Provisions on the Administration of Foreign-Invested Telecommunication Enterprises (外商投资电信企业管理规定), which was issued by the State Council in January 2001 and amended in September 2008, February 2016 and March 2022. See also Section 14 of the 2021 Negative List. Notwithstanding these restrictions, for select

foreign-invested companies ever receive an ICP license, even if they comply with the foreign ownership restrictions. More importantly, the online publishing service industry is completely closed to foreign investment, and therefore even if a foreign-invested company did succeed in obtaining an ICP license, the company would still not be permitted to operate online games in China.⁶¹

Prior to the 2018 government reorganization, an online game operator was also required to obtain an internet culture license issued by MOC.⁶² Following the government reorganization, however, MOC is no longer directly involved in the regulation of the online game industry and thus the internet culture license is no longer required to operate online games in China.⁶³

5.1 ICP License (issued by MIIT)

An ICP license is required in order to provide internet information services in China on a commercial basis.⁶⁴ An ICP license is different from an ICP registration, which is required to provide internet information services in China on a non-commercial basis.⁶⁵ Operating online games in China, regardless of whether the game is played on PC or mobile devices, is regarded as providing internet information services on a commercial basis, and therefore an ICP license is required to operate online games in China.⁶⁶

As noted above, foreign investment in telecommunication value-added service providers, and consequently the ability of a foreign-invested company⁶⁷ to obtain an ICP license, is generally restricted to companies with less than 50% foreign ownership. In practice, however, very few foreign-invested companies receive an ICP license. Before deciding whether or not to grant an ICP license to a company that is eligible, MIIT officials consider various factors including the foreign ownership percentage, the number of employees in China, and previous operating experience. Perhaps as a result of these subjective criteria, very few foreign-invested companies receive an ICP license even when they are qualified to obtain one based on the foreign ownership restrictions.

As we discussed above, even if a foreign-invested company successfully obtains an ICP license, the company still cannot operate online games in China. Foreign-invested companies are prohibited from providing game operation services, which is considered a type of online publishing service and this sector of the economy is closed to foreign investment in China.⁶⁸

telecommunication industry sectors that China agreed to open under World Trade Organization treaties, foreign ownership interest can be more than 50%, such as e-commerce services or call-center services.

⁶¹ See Section 15 of the 2021 Negative List.

⁶² See the Interim Provisions on the Administration of Online Games (网络游戏管理暂行办法), issued by MOC on June 3, 2010, amended on November 24, 2017. This MOC rule was repealed on July 10, 2019.

⁶³ See MOC Online Culture License Notice.

⁶⁴ See Article 7 of the Internet Information Services Measures.

⁶⁵ See Article 3 of the Internet Information Services Measures.

⁶⁶ Article 2 of the Online Publishing Services Administration Provisions indicates that online game publishing is a type of online publishing service. Article 5 of the Internet Information Services Measures lists online publishing service as an example of internet information service.

⁶⁷ “Foreign-invested company” refers to a company established under the laws of the PRC with at least some non-PRC citizens or foreign companies as shareholders. Foreign-invested companies can be in the form of a wholly foreign owned entity or in the form of a joint venture.

⁶⁸ See Section 15 of the 2021 Negative List.

5.2 Online Publishing Service License (issued by NPPA)

Online publishers that make digital products, including books, newspapers, audio visual products and games, publicly available on the internet, and in doing so exhibit publishing characteristics, such as editing, production and processing, must obtain an online publishing service license from NPPA.⁶⁹

The requirements a company must meet in order to obtain an online publishing service license are very strict. For instance, a publisher must have eight or more professionals licensed by NPPA for publishing and editing services. In addition, at least one key person at the publisher must be a mid-level publication professional certified by NPPA.⁷⁰

Because the requirements are so strict, very few domestic game operators have obtained an online publishing service license. As discussed in Section 4.3 (Game Approval Applicant) above, only companies that hold this license can submit a game to NPPA for the censorship review process. As a result, many domestic game operators cooperate with a stated-owned publishing house that holds this license in order to submit game approval applications to NPPA for the censorship review process.

6. ANTI-ADDICTION AND REAL NAME REGISTRATION

Government authorities in China have long had a conflicted relationship with the nation's video game industry. On the one hand, video games were and remain a leading monetization source for China's tech industry, previously sustaining the astronomical growth of national tech champions like Tencent and NetEase. On the other hand, the CPC worries about the negative impact video games can have on youth education, a concern shared by many parents both inside and outside of China. As a result, government policy toward China's video game industry has often vacillated between tacit support and occasional crackdowns, with those crackdowns often taking the form of rules to protect against youth video game addiction.

In April 2007, NPPA and several other government offices jointly issued a notice requiring online game operators to implement an anti-addiction system and real-name verification system.⁷¹ Under this 2007 Anti-Addiction Notice, three hours or less of continuous play by minors per day is considered to be healthy, three to five hours per day to be fatiguing, and five hours per day or more to be unhealthy. Online game operators were required to reduce the value of in-game benefits such as experience points to a minor game

⁶⁹ See Article 2 and Article 7 of the Online Publishing Services Administration Provisions.

⁷⁰ See Article 8 and Article 9 of the Online Publishing Services Administration Provisions. NAPP is also the primary regulator for the publishing professional qualification certificate (出版专业职业资格), which is required to become a professional in a publishing related career in China, including a career as an editor, proofreader, publisher or distributor of books, magazines, audio-visual products and other electronic publications.

⁷¹ See the Notice on Protecting the Health of Minors by Adopting an Anti-Addiction System in Online Games (关于保护未成年人身心健康实施网络游戏防沉迷系统的通知), issued by NPPA, MIIT and six other government offices on April 15, 2007 (the "2007 Anti-Addiction Notice"), and Article 1 of the Notice Regarding China Initiates Work for the Online Game Real-Name System (关于启动网络游戏防沉迷实名认证工作的通知), issued by eight government departments including NPPA and the Ministry of Public Security on July 1, 2011.

player by half if the game player had reached the fatiguing stage of play, and to zero during the unhealthy stage of play.

In May 2016, NPPA extended the anti-addiction system requirement to mobile games and made the incorporation of the anti-addiction system a condition of NPPA’s approval for the game.⁷² In October 2019, NPPA issued the Notice on Preventing Minors from Indulging in Online Games (关于防止未成年人沉迷网络游戏的通知) (the “2019 Anti-Addiction Notice”), which required online game companies to implement new, more restrictive anti-addiction rules before January 1, 2020.

On August 30, 2021, NPPA issued the Notice on Further Strengthening Regulation to Effectively Prevent Online Gaming Addictions Among Minors (进一步严格管理 切实防止未成年人沉迷网络游戏的通知) (the “2021 Anti-Addiction Notice”), which further reduced the permitted online game time for minors under 18 years of age from 13.5 hours per week under the 2019 Anti-Addiction Notice to 3 hours per week.⁷³ In addition, the 2021 Anti-Addiction Notice also requires all online games to integrate the anti-addiction and real name verification system for network games (网络游戏防沉迷实名认证系统) developed by NPPA (the “NPPA Verification System”).⁷⁴

The current NPPA anti-addiction rule requirements are summarized in the following table.

Rules	Details
Real Name Verification System	Online game companies shall integrate NPPA Verification System into the games.
Prohibition on Unregistered Users	Online game companies shall not provide game services in any manner (including the guest mode) to any user that has not completed the real name registration.
Time Limitation	Online game companies can only provide game services to minors under the age of 18 between 8pm and 9pm on Fridays, Saturdays, Sundays and other legal holidays .
Payment Limitation	In-game payment services shall not be provided to minors under the age of 8.
	For minors from ages 8 to 16, the payment amount for each transaction shall not exceed RMB 50, and the aggregate payment amount every month shall not exceed RMB 200.
	For minors from ages 16 to 18, the payment amount for each transaction shall not exceed RMB 100, and the aggregate payment amount every month shall not exceed RMB 400. ⁷⁵

⁷² See Article 3, Article 4 and Article 5 of the Mobile Game Approval Notice.

⁷³ See Article 2 of the 2019 Anti-Addiction Notice and Article 1 of the 2021 Anti-Addiction Notice.

⁷⁴ See Article 2 of the 2021 Anti-Addiction Notice.

⁷⁵ See Article 3 of the 2019 Anti-Addiction Notice.

The effective enforcement of anti-addiction rules was long constrained by challenges associated with verification of real-name registration information provided by users.⁷⁶ Before the implementation of the NPPA Verification System, game companies used personal mobile phone numbers to verify the identity of their players.⁷⁷ Now game companies are also able to verify the name and national identification number of their players after the integration of the NPPA Verification System. On September 16, 2021, NPPA also launched an online platform for reporting game companies that didn't implement the anti-addiction rules.⁷⁸

Nonetheless, a sophisticated minor can still evade the anti-addiction system by using an adult's mobile phone number and personal identity information to register their game accounts.⁷⁹ Many leading game companies also actively explore and implement other measures to prevent minors from posing as parents or renting other people's accounts, including using face recognition, big data, and artificial intelligence technologies, establishing parent monitoring platforms, providing a special service line for minor-related matters and launching a self-service system to process minors game payment refunds. For instance, Tencent adopted facial recognition technology to verify the identity of players who might be minors attempting to use an adult's personal information to evade supervision. Not all players are required to complete facial recognition procedures when registering a new account for their Tencent games. Instead Tencent sends facial recognition requests to players that they deemed to be minors after analyzing the players' game play behavior.⁸⁰ Collecting and storing facial recognition data does, however, require a high level security under China's relevant personal information protection laws. As a result, not all game companies are adopting this type of measure.

According to the 2022 China Game Industry Progress Report on the Protection of Minors (2022 中国游戏产业未成年人保护进展报告) ("Minor Protection Report"),⁸¹ after implementing the 2021 Anti-Addiction Notice for a period of approximately 15 months, the problem of minor game addiction in China has basically been solved. The proportion of minors who spend less than three hours a week playing online games has increased from 67.76% in 2021 to 75.49% in 2022. In addition, nearly 30% of minors have decreased their game-related payments in 2022 compared with 2021. The proportion of families with minors

⁷⁶ One of the key challenges to implementing the real name registration system in the past was poor coordination with MPS. MPS outsourced real-name verification services to a state-owned enterprise under its control — the National Citizen Identity Information Center (全国公民身份证号码查询服务中心), which initially charged five (5) RMB per identity verification. Because large online game companies often have many millions of registered accounts, full compliance with the real-name registration system could have resulted in millions of RMB in additional expenses for the online game operators. As a result, full implementation didn't happen.

⁷⁷ Real-name registration for mobile phones was fully implemented by the end of 2016, and telecommunication companies stopped providing services to mobile phone numbers that were not registered under a verified real name. Game companies usually require their players to provide mobile phone numbers, as well as the verification texts sent to such mobile phones, when the players create accounts for the game.

⁷⁸ You can find the reporting platform [here](#).

⁷⁹ PC games or mobile games usually require players to provide their (i) mobile phone numbers, and such mobile phone numbers are verified by text message; or (ii) names and national identification numbers to finish the account registration process.

⁸⁰ See "[Will Tencent Game's Midnight Facial Recognition Function Infringe Individual's Privacy Rights?](#)" (腾讯游戏零点“验脸”防沉迷，不影响个人隐私吗) (Chinese), posted on July 8, 2021.

⁸¹ The 2022 China Game Industry Progress Report on the Protection of Minors (2022 中国游戏产业未成年人保护进展报告) was jointly released by the China Game Industry Research Institute (中国游戏产业研究院), the Game Publishing Committee of the China Audio-Video and Digital Publishing Association ("GPC") (中国音数协游戏工委) and the research institute Gama Data on November 22, 2022. GPC is an institution affiliated to NPPA.

making game payments without parental consent decreased from 28.61% in 2021 to 15.43% in 2022. According to the Minor Protection Report, only a few large game companies have implemented facial recognition mechanisms to prevent minors from evading the restrictions by using an adults' identity information, but these systems have had an impact based on survey results. The report also indicated that 35.62% of parents allow their kids to play games under a game account registered using the parent's ID information. In addition, the sale of game account registered with an adult ID along with the use of hacked games provide more paths to evade the anti-addiction system.⁸²

7. AGE LABELING

According to the current Minor Protection Law (未成年人保护法),⁸³ game service providers shall classify game products, provide age labeling notices, and implement technical measures to prevent minors from accessing inappropriate games or game functions, each in accordance with the relevant rules and standards. To provide game companies with practical guidance related to these requirements, on December 16, 2020, the China Audio-Video and Digital Publishing Association released the Group Standards for Age Labeling of Online Games for Minors (未成年人网络游戏适龄提示的团体标准) (the "Age Labeling Standards"),⁸⁴ which explains the usage and standards of age labeling notices designed for games aimed at minors under the age of 18. Compliance with these standards will likely be considered during NPPA's game content censorship review since the issuer of the Age Labeling Standards is affiliated with NPPA.

The Age Labeling Standards divide games into three age-based categories: ages 8+, 12+ and 16+, each respectively represented by green, blue, and yellow labels. Games are assigned age ratings based on how suitable the game's content is for each age category's intellectual and social development. For instance, games suitable for ages 8+ cannot contain social systems that expose players to strangers by allowing players to communicate with each other. Each given age label must be displayed on the game's log-in interface, the website on which the game can be downloaded or purchased, and the game's marketing materials. For games only suitable for adults to play, such as romance-genre games, the Age Labeling Standards also require game companies to (i) indicate that the game is only suitable for adults over the age of 18 on its website or log-in interface, and (ii) implement additional technical measures to prevent minors from accessing the game.

8. BLOCKCHAIN GAMES AND IN-GAME NON-FUNGIBLE TOKENS

Although blockchain games and non-fungible tokens ("NFT(s)") experienced a surge of popularity worldwide, China's government offered a more limited, lukewarm welcome to

⁸² See "Restriction prevents gaming addiction among minors, report says", posted by China Daily on November 23, 2022.

⁸³ The Laws of the People's Republic of China on the Protection of Minors (中华人民共和国未成年人保护法) ("Minor Protection Law") was initially issued by the Standing Committee of the National People's Congress (全国人大常委会) on September 4, 1991, later amended on December 29, 2006, October 26, 2012 and October 17, 2020. The current Minor Protection Law became effective on June 1, 2021.

See Article 75 of the Laws of the People's Republic of China on the Protection of Minors (中华人民共和国未成年人保护法) issued by the Standing Committee of the National People's Congress (全国人大常委会) on October 17, 2020.

⁸⁴ See "China Audio-Video and Digital Publishing Association Issued the Group Standards for Age Labeling of Online Games for Minors" (音数协发布《网络游戏适龄提示》团体标准)(Chinese), posted by Grape Game (游戏葡萄) on December 17, 2020.

blockchain technology, on the fear that cryptocurrencies may be used to circumvent national regulations and could create financial instability.

In China, concerns that the transferability and anonymity of cryptocurrencies might be used to evade China policies, including strict capital controls, prompted the government to ban the practice of raising funds from the public through issuances of new cryptocurrencies (“Initial Coin Offerings” or “ICOs”), and resulted in the government essentially shutting down the business of cryptocurrency exchanges in 2017.⁸⁵ Cryptocurrencies’ reputation for volatile, easily-manipulated market prices further dissuaded China’s regulatory authorities away from permissive blockchain policies that might threaten China’s financial instability. Even as the popularity of play-to-earn games increased in China in 2021, the government warned citizens against taking part in blockchain games and depicted those games as scams.⁸⁶

Later, in April 2022, China’s government issued an Initiative on Preventing the Financial Risk of Non-Fungible Tokens (关于防范 NFT 相关金融风险的倡议) (the “NFT Initiative”) to provide further regulatory guidance regarding NFTs, setting forth the following rules:

- (1) NFTs should not contain characteristics of financial assets (e.g., bonds, insurance, securities, and precious metals);
- (2) It should not be possible to undermine the NFT’s nonfungibility, such as by dividing the ownership, or by other methods to covertly facilitate ICOs;
- (3) No platform may provide centralized exchanges for NFTs;
- (4) Cryptocurrencies, such as Bitcoin and Ethereum, may not be used for the pricing and settlement of transactions issuing NFTs;
- (5) Platforms should perform real-name verification for NFT issuers, dealers and buyers, and moreover properly keep each's identity and transaction data in the platform’s records; and
- (6) Associations and members of such associations should not directly or indirectly invest in, or provide financial support for, NFTs.⁸⁷

As a result, in China, in-game NFTs usually do not interact with gameplay. Instead, NFTs are considered derivative products of a game’s intellectual property, and are most often used for marketing purposes. Thus, NFTs in China are often referred to as “digital collections” (数字藏品).

Although NFTs may only be implemented narrowly in China, they are not prohibited entirely. On April 27, 2022, NetEase launched an in-game NFT program within its popular mobile game *Onmyoji*—a first for a major mobile game in China. All income generated by issuing NFTs in *Onmyoji* is donated to the China Conservation and Research Center, for the center’s development of public welfare projects related to giant pandas. Users are prohibited from transferring or trading NFTs, and NFTs issued within *Onmyoji* game cannot be used as in-game items. However, NetEase also launched an in-game digital collection gallery

⁸⁵ Please find more information in our [China Regulation Watch: “China Bans Initial Coin Offerings and Cryptocurrency Trading Platforms.”](#)

⁸⁶ See “[Chinese state television warns against blockchain-based, play-to-earn games as popularity surges](#)” posted by South China Morning Post on December 16, 2021.

⁸⁷ Please find more information in Our China Regulation Watch: “[China Proposes an Initiative to Guide Compliant Issuances of Non-Fungible Tokens](#)”.

platform within *Onmyoji* so that holders of NetEase's NFTs can display their NFTs. And so, while NFTs have limited use cases in China, they may still provide value to blockchain games as digital collectibles.