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August 2026 Games Approval Batch: 209/6 Domestic/Imported; One for Tencent

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CITI'S TAKE

On Aug 31th, NPPA approved the 8th batch of game approvals for 2026 with 215 titles (209/6 domestic/imported), another record as the largest single batch following the previous record of 197 games last month and exceeding 200 games for the first time in the past 5 years. Given a high average batch size YTD vs. 2025, we believe total number of approvals in 2026 would be higher at 1,900-2,100 vs. 1,771 last year. While we expect future batch sizes to fluctuate, current new game supplies under a normalizing game approval process likely suggest sufficient new content offerings for sustainable innovation and commercialization of the industry. In the current batch, Tencent obtained one title and PC addition for *Fight of the Golden Spatula*, along with other notable studios including Shengqu, 37, Kingnet, G-Bits. Post 2Q26 print, we remain constructive on online gaming sector's resilient earnings stream validating a healthy industry trend.

What's new – On Aug 31, the National Press and Publication Administration (NPPA) released approvals for 209 domestic/6 imported games as the eighth batch of approvals for 2026. The batches were approved on Aug 28 and consist of 191 mobile, 15 cross-platform, 3 PC for the domestic batch, and 4 mobile, 2 cross-platform for the imported batch.

Domestic game batch highlights – 191 mobile/15 cross-platform/3 PC domestic games were approved, with notable titles: 1) *Yi Jue San Guo* ("弈决三国"), which we believe is a cross-platform (mobile+PC) strategy game from Tencent; 2) two mobile games from 37, including *A Mortal's Journey to Immortality* ("凡人修仙传：大道"), an MMORPG and Vault 33 ("33号避难所"), a survival strategy title; 3) *Dragon Nest: Classic* ("龙之谷：经典"), a cross-platform (mobile+PC) MMORPG published by Century Huatong's Shengqu Games; 4) *Hero's Workshop* ("勇者工坊"), a mobile title published by G-Bits' Leiting Games; 5) *Monopoly Party* ("富翁派对"), a mobile board game operated by Youzu; 6) *TLBB: Classic* ("天龙八部：经典永恒"), a mobile MMORPG developed by Changyou. NPPA also announced an amendment on 12 approved titles, including addition of PC version for Tencent's *Fight of the Golden Spatula*, Kingnet's *Soul Land* and G-Bits' *Wen Jian Chang Sheng*.

Imported game batch highlights – 4 mobile/2 cross-platform imported games were approved: 1) *Seal Online* ("希望之启航"), a mobile MMORPG published by Kingnet licensing from Playwith in South Korea; 2) *Solo Leveling: Arise* ("我独自升级：崛起"), a cross-platform (mobile+PC) ARPG licensing from Netmarble in South Korea; 3) *Cookie Run* ("饼干人联盟"), a cross-platform (mobile+PC) ARPG licensing from Devsisters in South Korea; 4) *Bunker Defense* ("地堡决战"), a mobile strategy title licensing from GoodVole in Finland; 5) *Detective Adventures* ("神探历险记"); 6) *Loop*

See Appendix A-1 for Analyst Certification, Important Disclosures and Research Analyst Affiliations

Hero ("循环勇士"), a mobile card game licensing from Four Quarters in Russia.

Our view – The Aug batch represents another record approval with 215 games being approved, consisting of 209/6 domestic/imported games and exceeding 200 games approved in a single batch for the first time in the past 5 years. As we have passed 2/3 of 2026, 1,362 games have been approved including 1,319/43 domestic/imported games, representing 77% of 2025 total approval at 1,771. We keep our expectation with total games to be approved for 2026 likely around 1,900-2,100 vs 1,771 in 2025. In this batch, Tencent obtained one title *Yi Jue San Guo* which we believe to be a strategy game, while other notable studios obtaining new game approvals including Shengqu, 37, Kingnet, G-Bits. In the amendment note, Tencent added the PC version of *Fight of the Golden Spatula*, suggesting a potential cross-platform adaptation for one of top-performing title within its portfolio.

Figure 1. Imported game batch approved by NPPA on Aug 28, 2026

No.	Name (Chinese)	Name (English)	Genre	Publishers	Overseas developers
Mobile games					
1	希望之启航	Seal Online	MMORPG	Kingnet	Playwith (South Korea)
2	我独自升级：崛起	Solo Leveling: Arise	ARPG	Phoenix Electronic & Audiovisual Press	Netmarble (South Korea)
3	饼干人联盟	Cookie Run	ARPG	Hubei Changjiang Media & Digital Publishing	Devsisters (South Korea)
4	地堡决战	Bunker Defense	Strategy	Hubei Yangzijiang Audio-video Press	GoodVole (Finland)
5	神探历险记	Detective Adventures	TBC	Runich.com	NA
6	循环勇士	Loop Hero	Board & Card	Phoenix Electronic & Audiovisual Press	Four Quarters (Russia)

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Source: NPPA, Citi Research



Figure 2. Domestic Game Batch Approved by NPPA on Aug 28, 2026

No.	Name (Chinese)	Name (English)	Genre	Publishers
Mobile games				
1	弈决三国	Yi Jue San Guo	Strategy	Huazhong University of Science & Technology Press
2	凡人修仙传：大道	A Mortal's Journey to Immortality	MMORPG	37 Interactive Entertainment
3	33号避难所	Vault 33	Strategy	Guangdong Video and Pictures Publishing House
4	龙之谷：经典	Dragon Nest: Classic	MMORPG	Shengqu Games
5	勇者工坊	Hero's Workshop	TBC	Leiting Games
6	富翁派对	Monopoly Party	Board & Card	Youzu
7	天龙八部：经典永恒	TLBB: Classic	MMORPG	Xinhua Winshare Publishing and Media
8	我的末日基地	My Doomsday Base	Survival	Bingchuan Network
9	合合骑士团	Knights Merge	Strategy	Hangzhou Electronic Soul Network Technology
10	星落小筑	Starfall Cottage	TBC	Hangzhou Electronic Soul Network Technology
11	百兽家园	Beasts Home	TBC	Hangzhou Zifu Internet Technology
12	百战狂刀	Bai Zhan Kuang Dao	RPG	Ourgame
13	爆胎蘑菇云	Blowout Mushroom Cloud	TBC	Liaoning Electronic Press
14	别推我的塔	Don't Push My Tower	TBC	Times New Media Publishing
15	不良人8	The Degenerate Drawing Jianghu 8	RPG	Hainan Electronic Audio-video Press
16	彩虹国度	Rainbow Kingdom	TBC	Tianjin Science and Technology Press
17	长生：天机无限	Longevity	TBC	Liaoning Electronic Press
18	冲出包围圈	Break Out	TBC	Guangdong Haiyan Electronic Audio-video Press
19	冲阵勇士	Charging Warrior	RPG	Joy China
20	第九境界	The Ninth Realm	RPG	Flash Unite
21	巅峰之路	Path to the Pinnacle	RPG	Hubei Yangzijiang Audio-video Press
22	斗魔传奇	Legend of the Demon Fighter	RPG	Xiao Yuan Zhi Xing
23	绯色幻境	Crimson Illusion	RPG	Flash Unite
24	飞行棋派对	Ludo Party	Board & Card	Fuyun Technology
25	飞行人生	A Life in Flight	Simulation	Efida
26	疯狂生存派对	Crazy Survival Party	Strategy	Runich.com
27	疯狂玩具屋	Mad Toy House	RPG	Phoenix Electronic & Audiovisual Press
28	风语森境	Feng Yu Sen Jing	TBC	GY Game
29	归藏现	Gui Cang Xian	TBC	Beijing United Publishing
30	黑暗料理王2	Dark Chef King 2	Simulation	Hubei Yangzijiang Audio-video Press
31	洪荒修行路	Hong Huang Xiu Xing Lu	RPG	Hualong Network
32	幻星守卫	Astral Star Guardian	TBC	Tianjin Xinchuangyuan Technology
33	荒古战歌	Ancient War Song	RPG	3Guu
34	火柴人：英雄模拟战	Stickman: Hero Battle Simulator	ARPG	Chengdu Yingzhongjiuzhou Internet Technology
35	机甲奇兵	Mech Warriors	TPS	Liaoning Electronic Press
36	激斗无双	Ji Dou Wu Shuang	ARPG	Guangdong Video and Pictures Publishing House
37	剑瞳	Jian Tong	RPG	Q-Dazzle
38	剑舞霜华	Sword Dance Amidst the Frost	RPG	Chengdu Yingzhongjiuzhou Internet Technology
39	江山云起	Jiang Shan Yun Qi	TBC	Jilin Publishing Group
40	精英使命	Elite Mission	Simulation	Shangguo Online
41	九霄仙宗	Jiu Xiao Xian Zong	RPG	Tianjin Science and Technology Press
42	九州伏魔录	Jiu Zhou Fu Mo Lu	RPG	Flash Unite
43	绝世龙城	Dragon City	RPG	Good Games
44	开间糖水铺	Open a Dessert Shop	Simulation	Good Games
45	开局自创武学的掌门模拟器	Zhang Men Mo Ni Qi	Simulation	Zhejiang Publishing United Group Digital Media
46	开心美食街	Happy Food Street	Simulation	Dazzle Interactive Network Technology
47	恐龙新世纪	Xenozoic Tales	RPG	Good Games
48	口袋欢乐派	Pocket Party	Strategy	Runich.com
49	狂飙勇者	Rampaging Hero	RPG	ZQ Game
50	拉尼亚	La Ni Ya	TBC	Guangdong Haiyan Electronic Audio-video Press
51	雷霆霸主	Thunder Overlord	TBC	Chongqing Tianjian Electronic Audio and Video Publishing
52	炼宝登仙	Lian Bao Deng Xian	RPG	Phoenix Electronic & Audiovisual Press
53	列国史诗：问鼎九州	Lie Guo Shi Shi	RPG	Liaoning Electronic Press
54	烈焰横世	Lie Yan Heng Shi	RPG	Hebei Guanlin Digital Publishing House
55	烈焰仙侠	Lie Yan Xian Xia	RPG	Hainan Electronic Audio-video Press
56	烈焰雄风	Lie Yan Xiong Feng	RPG	Xiao Yuan Zhi Xing
57	灵瑞集	Ling Rui Ji	TBC	Migu Interactive Entertainment
58	灵仙记	Ling Xian Ji	RPG	Mai Ben Smart Technology
59	领主霸业	Ling Zhu Ba Ye	RPG	Tianjin Xinchuangyuan Technology
60	领主冒险团	Lord Adventure	RPG	Hainan Electronic Audio-video Press
61	龙骨秘境	Dragon Bone Secret	RPG	Zhejiang Publishing United Group Digital Media
62	龙纹传说	Legend of the Dragon Mark	RPG	Hualong Network
63	龙之传说	Legend of the Dragon	RPG	Hunan Electronic and Audio-visual Publishing House
64	毛仔别打啦	Mao Zi Bie Da La	TBC	Migu Interactive Entertainment
65	冒险之魂：大闯关	Spirit of Adventure	Strategy	Chongqing Tianjian Electronic Audio and Video Publishing
66	谜境神探	Detective of Mysteries	Strategy	Hualong Network
67	猛将传说	Legend of the Mighty Warrior	RPG	Shanghai Shengxiang Chubanshe
68	明月剑	Bright Moon Sword	RPG	Heilongjiang Longhua Digital Publishing House
69	魔灵：启程	Summoners War: Chronicles	RPG	Tianjin Xinchuangyuan Technology
70	谋定赤壁	Mou Ding Chi Bi	Strategy	Flash Unite
71	奶茶小掌柜	Milk Tea Shopkeeper	Simulation	Phoenix Electronic & Audiovisual Press
72	破界之召	Po Jie Zhi Zhao	TBC	Music Hall Animation
73	破碎奇迹	Shattered Miracle	TBC	Phoenix Electronic & Audiovisual Press
74	球王荣耀	Glory of the Football King	Sports	Beijing Zhongdian Digital Publishing House
75	全面冲击	All-out Assault	TBC	Efida
76	群星漫卡	Qun Xing Man Ka	TBC	Flash Unite
77	热血兵城	Re Xue Bing Cheng	RPG	Hebei Guanlin Digital Publishing House
78	荣耀三国志	Three Kingdoms Conqueror	Strategy	Flash Unite
79	三国：棋逢对手	Three Kingdoms	Strategy	Beijing Xiakexing Internet Technology
80	射覆志	She Fu Zhi	Strategy	Beijing Xiakexing Internet Technology
81	神魔烬战	War of Gods and Demons	RPG	Tianjin Xinchuangyuan Technology
82	失落的神之塔	Lost Tower of the Gods	TBC	Hangzhou Zifu Internet Technology
83	十万个冷笑话之异世界大冒险	One Hundred Thousand Bad Jokes	RPG	Juugoo
84	时空冒险团	Shi Kong Mao Xian Tuan	RPG	Hubei Yangzijiang Audio-video Press
85	溯光拾忆	Su Guang Shi Yi	TBC	Tianjin Xinchuangyuan Technology
86	随机世界	Random World	TBC	Hubei Yangzijiang Audio-video Press
87	天命神将	Tian Ming Shen Jiang	RPG	Good Games
88	田园小筑	Rustic Cottage	Simulation	Runich.com
89	外星人防线	Alien Defense	Strategy	GY Game
90	王城勇士	Royal City Warriors	RPG	Fujian Electronic & Audiovisual Press
91	我的晚风小镇	My Town of Evening Breezes	Simulation	Boyaa
92	我的宗门故事	Wo De Zong Men Gu Shi	RPG	Hainan Electronic Audio-video Press
93	我家有座茶山	My Family Owns a Tea Mountain	Simulation	Guangdong Haiyan Electronic Audio-video Press

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