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Sept 2026 Games Approval Batch: 206/3 Domestic/Imported; Tencent Got One

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CITI'S TAKE

On September 30, the NPPA issued the 9th batch of game approvals for 2026, granting "banhao" to 209 titles (206 domestic/3 imported). This marks the second-largest monthly batch of the year and the second consecutive month exceeding 200 approvals, following August's 215. Consequently, 3Q26 approval volume reached a post-resumption quarterly high of 621 titles, compared to 463 in 3Q25 and 467 / 483 in 1Q26 / 2Q26. YTD approvals (9M26) reached 1,571 titles (representing 89% of FY25's full-year total of 1,771), reinforcing our FY26 expectation of 1,900–2,100 approvals. In this batch, Tencent secured a license for *Dream Cleanup Crew*, alongside other notable developers including miHoYo, Kingnet, Changyou, Archosaur Games, and Yokaverse. It is likely that the approval titles for the remaining three months will continue to exceed 200 per month. The expanding approval pipeline underpins healthy sector fundamentals, supported by high-quality content supply, evergreen live-service operations, and emerging AI-driven efficiencies.

What's new – On Sep 30, the National Press and Publication Administration (NPPA) released approvals for 206 domestic/3 imported games as the ninth batch of approvals for 2026. The batches were approved on Sep 29 and consist of 185 mobile, 18 cross-platform, 2 PC and 1 console for the domestic batch, and 1 mobile, 1 cross-platform and 1 pure PC for the imported batch.

Domestic game batch highlights – 185 mobile/18 cross-platform/2 PC/1 console domestic games were approved, notable titles are: 1) *Dream Cleanup Crew* ("梦境清理团"), which we believe is a new cross-platform (mobile+PC) title published by Tencent; 2) *Nodusfall* ("源初之结"), a highly-anticipated cross-platform (mobile+PC) co-op action title developed by miHoYo; 3) *Dragon Nest: Awakening* ("龙之谷：觉醒"), a mobile MMORPG published by Kingnet; 4) *Zhen Xian Lu* ("真仙录"), a mobile title published by Changyou; 5) *Lord of Mysteries* ("诡秘之主：愚者"), a cross-platform (mobile+PC) RPG develoepd by Archosaur Games; 6) *Legends of the Three Kingdoms: Chess Game of Destiny* ("三国杀：天命棋局"), a cross-platform (mobile+PC) strategy game developed by Yokaverse; 7) *Crossgate* ("魔力宝贝：境界线上的轮回"), a PC MMORPG licensing from Dwango; 8) WarOS ("群星战场"), a PC real-time strategy title developed by The 7 Studio.

Imported game batch highlights – 1 mobile/1 cross-platform/1 PC imported games were approved: 1) *Yulgang Online: Reboot* ("热血江湖：重启"), a mobile MMORPG published by Kingnet licensing from Mgame in South Korea; 2) *Tank Battles* ("现代坦克"), a cross-platform (mobile+PC) TPS title licensing from Artstorm in UAE; 3) *3on3 FreeStyle* ("3对3街篮"), a PC basketball game licensing from JoyCity in South Korea. NPPA also announced an amendment on 15 approved titles.

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

Our view – The September batch sustained strong momentum with 209 approved games (206 domestic / 3 imported), marking the second-largest monthly release of 2026 following August's 215. Hence, 3Q26 approval volume reached a record high of 621 titles since the resumption of game approval routine a few years ago, compared to 463 in 3Q25, 467 in 1Q26, and 483 in 2Q26). Year-to-date (9M26), cumulative approvals reached 1,571 (1,525 domestic / 46 imported), tracking at 89% of FY25's full-year total (1,771). Accordingly, we remain confident that our FY26 forecast of 1,900–2,100 approvals is highly achievable and to comfortably exceed FY25 levels. Notable approvals in this batch include Tencent's newly licensed title *Dream Cleanup Crew* (details forthcoming), alongside notable new approvals for miHoYo, Kingnet, Changyou, Archosaur Games, and Yokaverse.

Figure 1. Imported game batch approved by NPPA on Sep 29, 2026

No.	Name (Chinese)	Name (English)	Genre	Publishers	Overseas developers
Mobile games					
1	热血江湖：重启	Yulgang Online: Reboot	MMORPG	Kingnet	Mgame (South Korea)
2	现代坦克	Tank Battles	TPS	Beijing Kongzhongxinshi Information Technology	Artstorm (UAE)
Client games					
1	3对3街篮	3on3 FreeStyle	Sports	Hoga	JoyCity (South Korea)

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Source: NPPA, Citi Research

Figure 2. Domestic Game Batch Approved by NPPA on Sep 29, 2026

No.	Name (Chinese)	Name (English)	Genre	Publishers
Mobile games				
1	梦境清理团	Dream Cleanup Crew	TBC	Shanghai Scientific and Technological Literature Press
2	源初之结	Nodusfall	ARPG	Shanghai Literature and Art Audio-Visual Electronic Publishing House
3	龙之谷：觉醒	Dragon Nest: Awakening	MMORPG	Kingnet
4	真仙录	Zhen Xian Lu	RPG	Changyou
5	诡秘之主：愚者	Lord of Mysteries	RPG	Phoenix Electronic & Audiovisual Press
6	三国杀：天命棋局	Three Kingdoms: Chess Game of Destiny	Strategy	Shanghai Literature and Art Audio-Visual Electronic Publishing House
7	我叫MT：荣耀之战	MT	MMORPG	Hangzhou Electronic Soul Network Technology
8	绘梦街区	Dream Painting District	TBC	4399 Network
9	火线精英：突围	Fireline Elite	FPS	4399 Network
10	暗夜勇士	Dark Night Warrior	RPG	Runich.com
11	霸主征途	Ba Zhu Zheng Tu	MMORPG	Tianjin Science and Technology Press
12	边境之歌	Song of the Border	RPG	Hua Wen Guo Ji
13	兵王之王	Ultimate Soldier King	RPG	Phoenix Electronic & Audiovisual Press
14	不良人幻想	Degenerate Drawing Jianghu	RPG	Good Games
15	不一样的修真	Bu Yi Yang De Xiu Zhen	RPG	ICC Game
16	长歌霸业	Chang Ge Ba Ye	RPG	Ourgame
17	盛世武神	Sheng Shi Wu Shen	RPG	Times New Media Publishing
18	此田山海间	Ci Tian Shan Hai Jian	RPG	Guangdong Video and Pictures Publishing House
19	哒哒旅人	Dada Traveler	RPG	Ourgame
20	打工吧史莱姆	Let's Work, Slime	RPG	Shoumeng Network
21	大王有旨	Da Wang You Zhi	TBC	Flash Unite
22	巅峰大玩家	Ultimate Player	TBC	Shanghai Electronic Press
23	斗破苍穹：帝炎	Battle Through the Heavens	RPG	Shanghai Literature and Art Audio-Visual Electronic Publishing House
24	放开来合合	Fang Kai Lai He He	Strategy	Beijing Zhongdian Digital Publishing House
25	烽火江湖	Blaze of Martial Arts Legends	MMORPG	Beijing United Publishing
26	疯狂开火	Feng Kuang Kai Huo	TBC	Shanghai Scientific and Technological Literature Press
27	风暴突围队	Feng Bao Tu Wei Dui	TBC	Huazhong University of Science & Technology Press
28	怪物文明	Monster Civilization	Simulation	Tianjin Science and Technology Press
29	诡道封仙	Gui Dao Feng Xian	RPG	V1 Group
30	合合合防线	Merge Defense	Strategy	Runich.com
31	洪荒仙凡传	Hong Huang Xian Fan Chuan	RPG	Hubei Changjiang Media & Digital Publishing
32	幻想仙途	Fantasy Immortal Journey	RPG	Hualong Network
33	幻域冒险	Huan Yu Mao Xian	RPG	Dazzle Interactive Network Technology
34	荒域霸业	Huang Yu Ba Ye	RPG	Tongji University Press
35	家园特快	Homeland Express	Simulation	Zhejiang Publishing United Group Digital Media
36	家族养成计划	Family Growth Program	Simulation	Hunan Electronic and Audio-visual Publishing House
37	浆果小镇	JungoJam	Simulation	Beijing United Publishing
38	精灵对战大师	Battle Master	RPG	Shangguo Online
39	鲸上城堡	Castle on the Whale	Simulation	Hubei Changjiang Media & Digital Publishing
40	九霄争锋录	Jiu Xiao Zheng Feng Lu	RPG	Fujian Electronic & Audiovisual Press
41	绝世苍穹	Jue Shi Cang Qiong	RPG	Runich.com
42	菌临城下	Jun Lin Cheng Xia	RPG	Shanghai Shengxiang Chubanshe
43	开天神将	Kai Tian Shen Jiang	RPG	Xiao Yuan Zhi Xing
44	篮球经理2	CyberDunk 2	Simulation	Tianjin Science and Technology Press
45	雷霆霸域	Thunder Dominance	RPG	Flash Unite
46	灵霄降魔	Ling Xiao Jiang Mo	RPG	Joy China
47	灵域归境	Ling Yu Gui Jing	ARPG	Shoumeng Network
48	领地大冲刺	Territory Dash	Strategy	Guangdong Pacific Audio-video Press
49	龙城烈歌	Song of Dragon City	RPG	ZQ Game
50	龙城战神	War God of Dragon City	RPG	Hualong Network
51	龙烬归墟	Long Jin Gui Xu	RPG	Hubei Yangzijiang Audio-video Press
52	萌将刷刷乐	Meng Jiang Shua Shua Le	RPG	Eyu Game
53	萌新生存之路	Newbie's Survival	TBC	Hangzhou Zifu Internet Technology
54	萌星历险记	Moe Star Adventure	RPG	Runich.com
55	梦幻岛之诗	Poem of Neverland	RPG	Good Games
56	梦幻合宠	Dream Pet Merge	Strategy	Guangdong Video and Pictures Publishing House
57	迷失岛5洪流	Isoland 5	Strategy	Phoenix Electronic & Audiovisual Press
58	魔灵大陆	Spirits Continent	RPG	Runich.com
59	农场萌小院	Cute Farmyard	Strategy	Beijing United Publishing
60	噗噗探险团	PuPu's Adventure	RPG	Flash Unite
61	奇迹曙光	Miracle Dawn	RPG	Hebei Guanlin Digital Publishing House
62	奇迹武神	Miracle Martial God	RPG	Shanghai Shengxiang Chubanshe
63	千次初见	A Thousand First Meetings	TBC	Game Friend
64	热血烈刀	Re Xue Lie Dao	RPG	ZQ Game
65	热血骑兵	Fierce Cavalry	RPG	Hantang Culture
66	荣耀守护	Guardian of Honor	TBC	Hunan Electronic and Audio-visual Publishing House
67	三国：卧龙归来	Three Kingdoms: Return of Sleeping Dragon	Strategy	Joy China
68	三国角逐天下	Three Kingdoms	Strategy	Phoenix Electronic & Audiovisual Press
69	三界奇遇	San Jie Qi Yu	RPG	Flash Unite
70	山海大业	Shan Hai Da Ye	RPG	Mai Ben Smart Technology
71	山海纪元	Shan Hai Ji Yuan	RPG	Xinhua Winshare Publishing and Media
72	深海两万里	Shen Hai Liang Wan Li	TBC	East China University of Science and Technology Press
73	深空七号	Deep Space 7	TPS	GY Game
74	神话守卫战	Mythical Defense	Strategy	Xinhua Winshare Publishing and Media
75	神将快打	Shen Jiang Kuai Da	TBC	Fantawild
76	生存手册	Survival Manual	Survival	Boke
77	拾光暖暖	Cherishing Warm Moments	TBC	Qun You Technology
78	太初仙劫	Tai Chu Xian Jie	RPG	Boyaa
79	太古封仙	Ancient Immortality	RPG	Chengdu Electronic Technology Press
80	太空天梯	Space Elevator	TBC	Datong Publishing and Media
81	桃园：将帅录	Tao Yuan	TBC	Beijing Zhongdian Digital Publishing House
82	天临混元	Celestial Descends	Strategy	Xinhua Winshare Publishing and Media
83	天穹霸业	Tian Qiong Ba Ye	RPG	Fujian Electronic & Audiovisual Press
84	天人决命	Destiny	RPG	Flash Unite
85	天天斗群英	Clash of Heroes	Strategy	East China University of Science and Technology
86	通关算你秀	Tong Guan Suan Ni Xiu	Strategy	Dual Alliance
87	王城战神	War God of Royal City	RPG	Tianjin Science and Technology Press
88	王者序列	King Sequence	RPG	Xiao Yuan Zhi Xing
89	望月屋	Bunnysip Tale	Simulation	ZQ Game
90	蔚蓝禁区	Azure Zone	RPG	Shoumeng Network
91	我的幻想世界	My Fantasy World	TBC	Huazhong University of Science & Technology Press
92	我的山海日记	Wo De Shan Hai Ri Ji	TBC	Hualong Network



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