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Oct 2026 Games Approval Batch: 183/12 Domestic/Imported; Tencent & NetEase One Each

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CITI'S TAKE

On Oct 29, the NPPA released the tenth batch of game approvals for 2026, granting "banhao" to 195 titles (183 domestic/12 imported). The batch size exceeded the monthly average of 177 approvals in 2026 and was broadly in line with the year's largest approval rounds in August (215 titles) and September (209 titles). Notably, the October batch included 12 imported games, the highest monthly imported titles approved this year. YTD approvals have reached 1,766 titles, just five short of 2025's full-year total of 1,771. As such, we expect the upcoming November batch to lift annual approvals above last year's level, reinforcing our view that 2026 approvals will likely finish within our estimate of 1,900–2,100 range. In this batch, Tencent secured a simulation title *Bu Ke Juan Juan Shu Dian* and NetEase received approval on *Peach Blossom.* Other notable developers obtaining licenses included 37 Interactive, Kingnet, Perfect World, Youzu, and CMGE.

What's new – On Oct 29, the National Press and Publication Administration (NPPA) released approvals for 183 domestic/12 imported games as the tenth batch of approvals for 2026. The batches were approved on Oct 28 and consist of 166 mobile, 14 cross-platform, 2 PC and 1 console for the domestic batch, and 7 mobile, 3 cross-platform and 2 pure PC for the imported batch.

Domestic game batch highlights — 166 mobile/14 cross-platform/2 PC/1 console domestic games were approved, notable titles are: 1) *Bu Ke Juan Juan Shu Dian* ("不可卷卷书店"), a simulation mobile game published by Tencent; 2) *Peach Blossom* ("桃花"), a cross-platform (mobile+PC) title developed by NetEase with details remaining unknown; 3) 37 obtained two titles including *Soul Land* ("斗罗大陆：第十魂环"), a mobile RPG and *Xian Tian You You* ("闲田悠悠"), a mobile simulation game; 4) *My Own Swordsman* ("武林外传之七侠重游"), a mobile MMORPG published by Kingnet licensing from Perfect World; 5) *Jade Dynasty: Return* ("诛仙：归来"), a mobile MMORPG developed by Perfect World; 6) *Mu Zhi Ren Ling Zhu* ("拇指人领主"), a mobile strategy game published by Youzu; 7) *Xing Yi Ming Tu* ("星弈命途"), a mobile strategy game published by CMGE; 8) *StarToU* ("他予回声"), a cross platform (mobile+PC) idol simulation title developed by Happy Elements.

Imported game batch highlights – 7 mobile/3 cross-platform/2 PC imported games were approved: 1) *Warface* ("战争前线：突围"), a PC FPS licensing from Crytek in Germany; 2) *Dwarves: Glory, Death and Loot* ("矮人军团自走棋"), a cross-platform (mobile+PC) autochess title licensing from Hamma Studios in Austria; 3) *Odin: Valhalla Rising* ("奥丁：神叛"), another cross-platform (mobile+PC) MMORPG licensing from Lionheart Studio in South Korea. NPPA also announced an amendment on 10 approved titles.

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

Our view — The Oct batch of approvals totaled 195 games (183 domestic / 12 imported), higher than the 2026 YTD average of 177 games and close to 209 games approved in Sep. For Oct, 12 imported games were approved, the largest batch so far in 2026 (average of 6 imported games per month approved). With 1,766 games approved YTD consisting of 1,708/58 domestic/imported games, given 5 more games to reach 2025 total volume of 1,771, we believe 2026 is on track to surpass 2025 to reach a total of 1,900–2,100 approvals. In Oct, Tencent obtained one simulation title called *Bu Ke Juan Juan Shu Dian* while NetEase received approval on *Peach Blossom* with more details to be unveiled. Other notable studios obtaining game approvals include 37 Interactive, Kingnet, Perfect World, Youzu, and CMGE.

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

No.	Name (Chinese)	Name (English)	Genre	Publishers	Overseas developers
Mobile games					
1	矮人军团自走棋	Dwarves: Glory, Death and Loot	Strategy	Phoenix Electronic & Audiovisual Press	Hamma Studios (Austria)
2	艾乌之光	Sweave	Action	Shanghai Literature and Art Audio-Visual Electronic Publishing House	Leti Arts (Ghana)
3	奥丁：神叛	Odin: Valhalla Rising	MMORPG	The Dream Network	Lionheart Studio (South Korea)
4	晃晃人生	Wobbly Life	Sandbox	Phoenix Electronic & Audiovisual Press	RubberBandGames (UK)
5	可口的咖啡	Good Coffee, Great Coffee	Simulation	Tianjin Xinchuangyuan Technology	TapBlaze (US)
6	恐龙机甲争霸战	Mech Dinosaur War	Action	Phoenix Electronic & Audiovisual Press	NA
7	美职篮瞬息	NBA	Simulation	Hubei Changjiang Media & Digital Publishing	NBA (US)
8	密室逃脱梦中梦	Escape Room	Strategy	Hubei Yangzijiang Audio-video Press	ENA Game Studio (India)
9	闪闪梦工厂	Dream Factory	TBC	Liaoning Electronic Press	NA
10	小小轨道	Super Loco World	Simulation	Beijing Zhongdian Digital Publishing House	Andrii Bychkovskyi (Ukraine)
Client games					
1	普拉纳祝福	Prana Blessing	TBC	Zhejiang Publishing United Group Digital Media	NA
2	战争前线：突围	Warface	FPS	Ourgame	Crytek (Germany)

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Source: NPPA, Citi Research

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



No.	Name (Chinese)	Name (English)	Genre	Publishers
Mobile games				
1	不可卷卷书店	Bu Ke Juan Juan Shu Dian	Simulation	Beijing United Publishing
2	桃花	Peach Blossom	TBC	NetEase
3	斗罗大陆：第十魂环	Soul Land	RPG	37 Interactive Entertainment
4	闲田悠悠	Xian Tian You You	Simulation	37 Interactive Entertainment
5	武林外传之七侠重游	My Own Swordsman	MMORPG	Kingnet
6	诛仙：归来	Jade Dynasty: Return	MMORPG	Perfect World
7	剑侠情缘：重逢	The Legend of Swordman: Reunion	MMORPG	Hubei Changjiang Media & Digital Publishing
8	拇指人领主	Mu Zhi Ren Ling Zhu	Strategy	Youzu
9	星弈命途	Xing Yi Ming Tu	Strategy	CMGE
10	他予回声	StarToU	Simulation	Dual Alliance
11	忘却前夜：银钥	Morimens	RPG	East China Normal University Press
12	我的海岛时光	Island Time	Simulation	Shanghai Scientific and Technological Literature Press
13	傲视怒斩	Ao Shi Nu Zhan	TBC	Jilin Publishing Group
14	霸世风云	Ba Shi Feng Yun	TBC	Good Games
15	别拽了！烤串师傅	Skewer Squad	Strategy	Phoenix Electronic & Audiovisual Press
16	不完美英雄	Imperfect Hero	ARPG	Shaanxi Sanqin Publishing House
17	城市派对	Festa na Cidade	Strategy	Huazhong University of Science & Technology Press
18	赤月战盟	Crimson Moon Battle Alliance	RPG	Heilongjiang Longhua Digital Publishing House
19	大海战：最后的防线	Naval Battle	Strategy	Huazhong University of Science & Technology Press
20	丹墨三国：弈	Danmo Three Kingdoms: Chess	Strategy	Xiamen University Press
21	地牢小队	Dungeon Squad	RPG	Hualong Network
22	地下城之觉醒	Dungeon Awakening	RPG	Joy China
23	独步天元	Du Bu Tian Yuan	TBC	Hantang Culture
24	凡人镜	Mortal Mirror	TBC	Xiao Yuan Zhi Xing
25	方寸文明	Tiny Civilization	Simulation	Tianjin Digital Publishing House
26	房东模拟器	Landlord Simulator	Simulation	Xinhua Winshare Publishing and Media
27	废土大作战	Wasteland Battle	TBC	V1 Group
28	盖世战将	Peerless Warrior	RPG	Hebei Guanlin Digital Publishing House
29	高手对决	Clash of Masters	TBC	Flash Unite
30	海岛领主	Island Lord	Simulation	GY Game
31	盒子面包坊	Box Bakery	Simulation	Huazhong University of Science & Technology Press
32	轰隆英雄	Rumble Heroes	RPG	Beijing United Publishing
33	花果山：再修行	Hua Guo Shan	RPG	Shengmai Technology
34	欢趣时光	Joyful Moments	TBC	Chengdu Electronic Technology Press
35	寂灭神器	Annihilation	RPG	Emag Software
36	江湖绘	Portraits of the Martial World	TBC	Hainan Electronic Audio-video Press
37	街区守护者	Neighborhood Guardian	RPG	Migu Interactive Entertainment
38	进击的悍将	Charging Warrior	RPG	Hebei Guanlin Digital Publishing House
39	进击的英雄团	Jin Ji De Ying Xiong Tuan	RPG	Hunan Electronic and Audio-visual Publishing House
40	竞拍大师	Auction Master	Simulation	Guangdong Haiyan Electronic Audio-video Press
41	九霄凡尘录	Jiu Xiao Fan Chen Lu	RPG	Ourgame
42	九州侠客令	Jiu Zhou Xia Ke Ling	RPG	Runich.com
43	觉醒：灵猴传	Monkey Spirit Awakening	RPG	Hualong Network
44	绝世仙王：化凡	Jue Shi Xian Wang: Hua Fan	MMORPG	Shanghai Scientific and Technological Literature Press
45	开拓常歌	Kai Ta Chang Ge	TBC	Beijing United Publishing
46	空城之谋	Kong Cheng Zhi Mou	Strategy	Chengdu Yingzhongjiuzhou Internet Technology
47	口袋避难所	Pocket Shelter	Survival	Hangzhou Zifu Internet Technology
48	口袋抓妖记	Pocket Monster	RPG	Music Hall Animation
49	烈刃苍穹	Lie Ren Cang Qiong	RPG	Jinyou Network
50	烈焰守卫	Flame Guard	RPG	Boyaa
51	烈焰勇士	Flame Warrior	RPG	Hangzhou Tianjifeng Digital Entertainment
52	猎魔小镇	Monster Hunting Town	RPG	Hualong Network
53	猎魔寻宝团	Lie Mo Xun Bao Tuan	RPG	Chengdu Electronic Technology Press
54	龙城征战	Battle for the Dragon City	RPG	Shangguo Online
55	龙纹破晓	Dragon Marked Dawn	RPG	ZQ Game
56	乱世燎原	Luan Shi Liao Yuan	RPG	Guangdong Pacific Audio-video Press
57	绿茵风云	Perfect Eleven	Sports	Beijing Zhongdian Digital Publishing House
58	猫狗创世纪	CatDog World: After Humans	Survival	Chengdu Electronic Technology Press
59	玫瑰花城	Rose City	TBC	Heilongjiang Longhua Digital Publishing House
60	梦幻烟雨录	Meng Huan Yan Yu Lu	RPG	Hainan Electronic Audio-video Press
61	明日防线	Tomorrow Defense	TBC	4399 Network
62	魔神传说	Demon God Legend	RPG	Tianjin Science and Technology Press
63	奶茶鼠大饭店	Milk Tea Hamster Hotel	Simulation	Good Games
64	破天霸业	Po Tian Ba Ye	RPG	Good Games
65	奇兵王座	Qi Bing Wang Zuo	RPG	Heilongjiang Longhua Digital Publishing House
66	群雄纷争	Clash of Warlords	Strategy	Leshu Interactive
67	热血大陆	Re Xue Da Lu	RPG	Tianjin Science and Technology Press
68	三国群英录	Legends of the Three Kingdoms	Board & Card	Flash Unite
69	三国志王战	Three Kingdoms: Throne War	Strategy	3Guu
70	山海寻仙	Shan Hai Xun Xian	RPG	Efida
71	山河大奕	Shan He Da Yi	TBC	Chengdu Electronic Technology Press
72	商界之王	King of the Business World	Simulation	Tianjin Xinchuangyuan Technology
73	少女护卫队	Girl Squad	TBC	Guangdong Pacific Audio-video Press
74	少女前线：蓝蝶契约	Girls' Frontline	TPS	East China Normal University Press
75	神将世界：破晓	Legend of Gods: Dawn	ARPG	4399 Network
76	神来的第七天	Seventh Day of God	TBC	Yinhan Games
77	神域传说	Shen Yu Chuan Shuo	ARPG	Flash Unite
78	圣魂守护	Sacred Soul Guardian	TBC	Shandong Science and Technology Press
79	守卫魔兽村	Monster Village Defense	TBC	Tianjin Digital Publishing House
80	天地英杰传	Tian Di Ying Jie Chuan	RPG	Dazzle Interactive Network Technology
81	天黑请出招	Tian Hei Qing Chu Zhao	TBC	Xiao Yuan Zhi Xing
82	通天灵宝录	Tong Tian Ling Bao Lu	RPG	Phoenix Electronic & Audiovisual Press
83	万象奇局	Wan Xiang Qi Ju	Board & Card	Shanghai Literature and Art Audio-Visual Electronic Publishing House
84	危机起源	Crisis Origins	TBC	Tianjin Digital Publishing House
85	微光璀璨	Glimmering Radiance	TBC	Game Friend
86	文明与铁骑	Civilization and Iron Cavalry	Strategy	Good Games
87	我的神话世界	My Mythological World	TBC	V1 Group
88	我叫MT：商栈	MT	MMORPG	Jiangxi Universities and Colleges Press

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