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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 Affiliati**



**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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