XPLORECHINA

MOBILE
GAMING
REGULATIONS
IN CHINA
&
HOW TO BE
COMPLIANT





Table of Contents

- Timeline:
 Key Regulations and Their Implications
- 2 Checklist: Before Submitting Games
- Checklist: Materials to Be Submitted
- 4 Game Content Requirements & Restrictions
- Compliance Roadmap in App Design
- 6 The XploreChina Solution

March 2021

Policies & Issuers

Publicity Department of the Chinese Communist Party (CCP)

"The detailed scoring rules of game censorship"

Explanation

Games will be rated across 5 dimensions

- 1: Opinion-leading;
- 2: Original design;
- 3: Production quality;
- 4: Cultural connotation;
- 5: Development degree by multiple experts.

Games with an average score below 3 will be declined and required to improve

Implications

Elements that contradict Chinese socialist core values should be removed from games

April 2021

Policies & Issuers

China's Ministry of Education:

"Notice on further strengthening sleep management of primary and secondary school students"

Explanation

Game service shouldn't be provided for minors from 10 PM to 8 AM., reiterating NPPA's notice in 2019

Implications

Anti-addiction systems should be enabled to follow these measures

June 2021

Policies & Issuers

"Law of the People's Republic of China on the Protection of Minors" officially implemented

Explanation

A unified electronic identity authentication system will be established. Minors need to register and log in to games using valid identity information.

Implications

Gaming services providers should classify game products, give age-appropriate hints and adopt technical measures to keep minors away from inappropriate games.

Timeline:

Policies & Issuers

Key Regulations & Their Implications

General Administration of Press and Publication (GAPP) & The National Press and Publication Administration (NPPA): "Notice on Further Strict Management to Prevent Minors from Indulging in Online Games"

Explanation

Anyone under 18 will only be allowed to play games between 8 PM and 9 PM on Friday, Saturday and Sunday

Implication

Anti-addiction systems

Septembe 2021

Policies & Issuers

GAPP: A platform was launched allowing people to report any violations of game companies' implementations of "anti-addiction policies"

Explanation

Game developers who had not implemented related systems faced risks of being reported

Implications

Tightened regulation on the implementation of anti-addiction systems

Policies & Issuers

China's State Council:

The Outline for Children's Development in China [2020-2030]

Explanation

Implement nation-wide electronic identity authentication of minors, improve the classification of game products, content censorship and "anti-addiction" measures

Implication

Real-name authentication

NovemI 2021

Timeline: Key Regulations & Their Implications

Policies & Issuers

Personal Information Protection Law (PIPL)

Explanation

The law focuses on things like requiring users to agree to data collection, allowing them to withdraw consent, specifying what kind of user data can be collected, stored, and used.

Implication

Developers need to update in-app privacy notices accordingly and obtain consent from users.

2 Checklist: Before Submitting Games



CHINESE CORPORATION OR BUSINESS ENTITY

Foreign and foreign-invested companies are not legally allowed to directly publish or operate online PC or mobile games in China. The only option to distribute games and be fully compliant with Chinese law is to find a Chinese partner that can then register and publish the game on your behalf.



SOFTWARE COPYRIGHT CERTIFICATE (SCC)

An SCC is proof of registered Chinese copyright for any piece of software, so only a domestic entity, individual, or offshore company can apply for one. The Apple App Store and all independent Android app stores will ask for a valid SCC copy during the submission process. The game being submitted for approval must have already obtained a certificate from the National Copyright Administration for the game.

2 Checklist: Before Submitting Games



BUSINESS LICENSE AND ICP CERTIFICATE

The domestic game publisher/operator must have the right business license and ICP certificate before submitting the game.



COMPLIANCE WITH CONTENT REGULATIONS, MONETIZATION REGULATIONS AND MINORS PROTECTION

The domestic game publisher must ensure that changes have been made to the game so that it complies with all content regulations.

Please Note:

The application is submitted with all relevant material to the local provincial publishing administrative department who will review it and issue a preliminary approval. The game is then submitted to The National Press and Publication Administration (NPPA) who will offer the final approval.

Checklist: **Materials** to be Submitted



Game DEMO Video

You must submit a demo video that has to be no less than 10 minutes in length.

This must show the healthy gaming advice pop-up, the game title, the main interface of the game, all character images. all accessible scenes and the gameplay systems. Games with combat must show the actual combat effects in each game. Anti-addiction systems must also be shown.



The full game script in simplified Chinese

System prompts, NPC conversations, task scenarios. game props, etc. need to be included

The Approval form

In the form, you need to include the date that the game was first published overseas, the countries or regions where the game is currently available, the number of users playing the game, the total income from the game and other information about the current iteration of the game being operated outside of China.

When approved, you will get A Game Registration Number (GRN / ISBN)

ISBN is a 13-digit number issued by China's National Press and Publication Administration (NPPA) and is given after the game has gone through the content approval process. Apple also tends to refer to this as the "game approval number".

4 Game Content Requirements & Restrictions

For your game to be approved by NPPA, please check your game content meets these requirements:

- No collecting of concubines and wives
 - No matter how historically accurate they may be in your feudal China game, this should not be used.
- 2 No more mahjong or poker games

Thousands have already flooded the market and are widely seen as encouraging gambling.

- 3 Cultural considerations
 - Games must contain "correct" information regarding politics, law, and history, as interpreted by the authorizing agency.
- 4 Security Assessment Form

You will need a Security Assessment Form on file with the appropriate government agency that details your system and process.

- No corpses, skeletons, zombies, vampires, pools of blood, or blood of any kind in any color
 - When a character or player is killed, they should simply disappear. Changing the color of blood will no longer be enough.

5 Compliance Roadmap in App Design

Inform the User of Personal Information Protection





Ask for the Identification Verification

5 Compliance Roadmap in App Design

Display Privacy Settings & User Agreement





我们会收集你在使用服务的 化手段收集你在使用功能。 信息、您可通过"隐私设置	排资服务过程中产生的
5988分字段的其位P	内容进行宣询和管理。
	可能会收集的个人信息

6 The XploreChina Solution

End-to-End App Launch & Grow Solutions

RELEASE Compliance Consultation	
Category Suitability	
SERVICE Qualifications	
Privacy & Regulations	
Release on Multiple Stores	
Recommend the proper st	ores
APK packing support	
SDK integration support	
ONE-STOP Analysis & Localization	
Language	
SOLUTIONS Functions of Product	
Local Cloud Server	
Appstore Management	
Data Monitoring	
App version update	
User Management & Inter-	action
PROMOTION & Monetization & Payment	
In-Ann Advertising	
Recommend & help to eml local well-known monetize networks & mediation plat	ation ad
Customize the fund related	d needs
User Growth	
Insight of user acquisition	in China
In-store UA solutions	
Top-media marketing	

XPLORECHINA

YOUR GATEWAY INTO THE LARGEST MOBILE MARKET ON THE PLANET

GET IN TOUCH

Learn more about

XploreChina

Contact Nativex