

# FOOTBALL MANAGER

## Entering the Chinese Video Gaming Market

**1. Chinese corporation or business entity  
Software Copyright Certificate (SCC).  
Game Registration Number (GRN / ISBN).  
Internet Content Publishing (ICP) license.**



**2. Identify potential publishing partners  
Our suggestions:  
Tencent Holdings Ltd, NetEase, Inc.**



**3. Initiate marketing campaigns:  
Social Media campaign  
Streaming platforms**



**4. Improve Mobile Version:  
In terms of gaming revenue in China,  
mobile games ranked first  
controlling over 75 percent  
of market share in 2020.**



**5. Improve Multiplayer Feature:  
Make it Esports Friendly**



**6. Awareness tournaments:  
“PogChamps” but for Football Manager  
(Introducing the new Multiplayer Feature)**



**7. Traction:  
Ask the people.  
What do they think about  
the new Multiplayer Feature?**



**8. Esports (Desktop and Mobile)**



## Insights Gathered from China

To get a better idea of the current Chinese market and the presence of Football Manager, we asked 3 people from China that currently are playing Football Manager, and 3 people that although they like football, they never played Football Manager. Below you can read some of the most notable quotes from these interviews that helped us shape our recommendations.

### People that like Football but have not played Football Manager.

“I like FIFA games more because they give me the option to play against my friends.”  
“I think that FIFA is more popular in China because Tencent bought some FIFA Copyrights. TenCent’s influence in China is very large.”  
“Football Manager is not a game that often appears on live streaming platforms. People tend to play FIFA because it gets them more involved, and it is more popular”.  
“If Football Manager introduced a world ranking leader board, I would be more interested. I might be in a certain level today, but I want to reach a higher level someday.”  
“I am definitely more inclined to compete with real players”.

### People that are currently playing Football Manager

“When you explore an invincible lineup, you will gradually lose interest in this game because the difficulty is not particularly big. In the real world, the formation of coaches must be based on the opponent’s situation, observing the opponent’s lineup and core players. But in the game, regardless of the opponent’s lineup, you can win with the invincible lineup.”  
“Because of the poor network optimization, players rarely play online battles, and almost no one plays. Just like the invincible lineup I just mentioned. Players can copy a set of invincible lineup from the Internet, and then use this lineup to compete with other players.”  
“The game becomes very stuck during online battles. I played it once, and every time I had to wait a long time to operate the game, it consumed a lot of time during the waiting process, which was very boring. During the game, the change of players and the adjustment of the lineup are also very slow, and there will be stuttering.”