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The challenges faced by China's game industry in the new era and the ways to break the game -- Based on the comparative analysis of Chinese and American online game industry

Haoyu Zhao*, Jingjing Yan
School of journalism and communication, Beijing Institute of Printing and Technology,China
***Corresponding author E-mail: 2721823833@qq.com**

Abstract:
As an important industry constituent of Internet economy system, the network game has an important role to the development of digital economy in our country. By comparing the market size and growth trend, game type, technology application and existing problems of the game industry in the United States and China, there is development potential in the aspects of market size, cultural heritage and surrounding industry. It is suggested that the combination of cultivating innovative talents and tapping the national innovation ability, based on cultural background and technological innovation, strengthening intellectual property supervision and improving user self-discipline should be combined to inject more vitality into the development of China's online game industry.

Keywords:
digital publishing, Network publishing, Online games, Industry analysis

1 Introduction

The history of online games can be traced back to the early 1950s, when people began to design stand-alone and simulation games[1]. The 1978 MUD (Multi-User Dungeon) is seen as the first online game, and online games of this period were largely text-based and graphically simple. With the popularity of the Internet, online games began to develop rapidly. Multiplayer online role-playing games (MMORPGs) became popular, with games shifting from simple text graphics to complex 3D graphics. After the 21st century, online games began to diversify, and the development of new technologies brought new possibilities to online games. By comparing and analyzing the development trend of the online game industry in China and the United States, we can have a more in-depth understanding of the changes of the global game market as well as the challenges and opportunities it faces, which provides enlightenment for the development of China's online game industry.

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2 The development trend of the global network game industry

2.1 The market scale is growing steadily, and the mobile market is rising

According to NewZoo's report, the global game market will generate $184 billion in revenue in 2023, up 0.6% year on year.[2] Mobile games will account for the largest share of revenue at $90.4 billion, however, shrinking by 1.6% from 2022. PC games accounted for $38.4 billion, up 5.2% from a year earlier; And $1.9 billion in page games, down 16.9 percent year over year.

The number of global gamers will reach 3.38 billion in 2023, an increase of +6.3% year-on-year. The majority of these players (2.85 billion) will be on mobile gaming platforms, followed by PC (892 million) and console (629 million). Newzoo believes that "the industry will continue to stabilize after the volatility caused by the impact of the pandemic," predicting that the global gaming industry will reach $205.7 billion by 2027, with 3.79 billion players.

Overall, the growth trend of the online gaming market has been very strong. In the past, due to the impact of the epidemic, many people can only seek entertainment at home, and the online game market has seen significant growth, although the current growth trend has normalized, but the development prospects of online games are still good.

2.2 Technology application redefines gaming experience

The interconnectedness of modern technology and social structures is making Heidegger's "riding" thinking a reality. Technology is the foundation and origin of human action, and it is constantly redefining the game experience, providing immersive and interactive gameplay like never before.

Virtual reality technology is applied to games to provide players with a three-dimensional (3D) artificial environment, bringing a whole new experience. According to NEWZOO's survey data, VR gaming is currently growing significantly, and revenue is increasing year by year. In 2017, it was $400 million, rising to $800 million in 2019. VR gaming revenue is expected to grow at a compound annual growth rate of 31.4 percent between 2021 and 2028. By 2028, its revenue will reach US $53.44 billion.

As Internet speeds increase around the world, cloud gaming is also becoming more common. In 2021, the global reach of cloud gaming was 160.2 million, a figure that increased to 220.2 million a year later. According to cloud gaming statistics, the global cloud market revenue grew by nearly 174 percent between 2021 and 2022, and industry experts predict that the global cloud market revenue will exceed $8 billion by 2025. With the development and rise of more emerging technologies, the penetration of gaming will also become deeper and deeper, and the vision of gaming in the movie Ready Player One may become a reality.

2.3 Bottlenecks

Market saturation and intensifying competition. Many new games and companies are emerging constantly, and the competition is becoming more and more fierce. Meanwhile, with the rapid development of the online game industry, the market is gradually becoming saturated, and it is difficult for new games to gain significant market share. The living space of small and medium-sized enterprises has been squeezed. The development

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of online games relies on rapidly developing technologies such as cloud computing and VR. Constantly updated technologies require enterprises to invest continuously to maintain their competitiveness. However, some small companies are often unable to support large amounts of investment, which will also lead to the continued expansion of some large companies, which is not conducive to the healthy development of the game market. Privacy protection and data security issues. Online games collect and process a large amount of user data, which makes user privacy and data security become important issues. It is a challenge that game companies must face to deal with personal information in compliance and prevent data leakage and hacker attacks; The problem of game addiction needs urgent attention. With the growing number of teenagers addicted to games and negative issues such as these affecting the social image of the game industry, game companies need to strike a balance between providing a good gaming experience to users and preventing game addiction.

3 Comparative analysis of game industry in China and the United States

3.1 Comparison of game development

In terms of investment scale, the number of self-developed games in the United States is very large, covering a wide range from small independent games to large AAA games. The US gaming industry is one of the largest in the world, with titles such as *Call of Duty, Battlefield, Fallout, Bioshock, GTA (Grand Theft Auto), Red Dead Redemption* and others, in part due to the existence of several long-standing and large gaming companies, Like Electronic Arts (EA), Activision Blizzard (ATVI), Take-Two Interactive, etc. .These companies typically invest huge amounts of money in game development to ensure high quality and innovation[3]. Although Chinese game companies have increased their investment in technology and research and development at present, there is still a certain gap compared with some top US game developers, such as Valve, Blizzard, Epic Games, etc., especially in high-end game engines and graphics rendering technology. According to *the Report on the R&D Competitiveness of Chinese Game Enterprises 2022-2023*, the actual sales revenue of online games independently researched and developed in China reached 222.377 billion yuan, down 13.07% year-on-year, and the performance of new games continued to decline. In the TOP20 mobile games in 2022, only one was the actual sales revenue of China's independent research and development games in the overseas market of 17.346 billion US dollars, down 3.70% year-on-year[4].

In terms of hardware development, China's game market attaches much less importance to the research and development of game consoles and hardware than overseas markets. Whether it is the research and development of new models of game consoles and game consoles, or the research and development of PC firmware, China is relatively behind the overseas head market[5].

In terms of content research and development, the United States focuses on game content innovation, storytelling and gameplay breakthroughs, and a major game often takes several years of research and development cycle to elaborate. And most of the successful products are the continuation of well-known game IP: whether it is the PC platform *"World of Warcraft", "Diablo III",* or the console popular games *"Assassin's Creed", "FIFA",* and even the mobile terminal *"Royal Clash", "Angry Birds"* and so on. There is It can be seen that the overseas game market has invested a lot of energy in the in-depth cultivation of relevant game IP and the

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maintenance of subsequent content. also a wide range of popular game genres massively : frommultiplayer online role-playing games (MMORPGs) to indie games. In contrast, China's game developers prefer to use the "small and fast" R & D model, by launching a large number of small and medium-sized games to quickly seize the market, realize user value, and pay more attention to market demand and profit model in the operation process, according to the "*2023 China Game Industry Report*" shows that China's small program games show leapfrog growth revenue . In 2023, China's small program game marketreached 20 billion yuan, an increase of 300%. On the basis of the country's large smartphone user base, mobile games are especially valued.[6]

3.2 Comparison of talent environment

In terms of education and training, the game education system in the United States is more mature, with several top universities and professional colleges offering high-quality education programs related to game design and development. These programs not only cover technical skills, but also include diversified courses in game theory, user experience design, art and narrative. The education system in the United States encourages innovation and practice, and students have the opportunity to work on real projects and gain experience that is closely linked to the industry. However, as the country with the largest game market in the world, the number of specialized game design majors in 'sChinese universities is very rare.[7] Among the full-time colleges and universities above bachelor degree, only the Communication University of China has the relevant major of game design, while other colleges and universities pay more attention to the training of animation art and programming technology, and indirectly train game professionals.

In terms of talent sources, the US game industry attracts talents from all over the world, with a high degree of diversity and internationalization. The open immigration policy of the United States and the international leadership of the game industry have brought talents from different cultural backgrounds and innovative thinking from all over the world to its game development teams. China's game industry talents are mainly from the country, although in recent years it has gradually begun to attract some international talents, but the overall degree of internationalization of talents is lower than that of the United States. The rapid growth and internationalization of China's games industry are accelerating, but there is still room for progress in terms of cultural diversity and international talent attraction[8] .

In terms of employment environment, the US game industry offers a wide range of employment opportunities, including independent game development, large game companies, and gaming-related technology enterprises. Game developers in the United States can enjoy a mature industry ecology and high industry recognition. China's game industry has developed rapidly in recent years, becoming one of the largest game markets in the world. However, in the stereotype of many parents, engaging in the game industry is equivalent to "playing games", that is, not doing business. This misunderstanding has also influenced young people's consideration of career choices in the game industry, as well as social support for the development direction of games to a certain extent.

3.3 Comparison of business models

In terms of market positioning, the US gaming industry has traditionally focused more on the core gamer and console market, and while mobile and social games have seen significant growth in recent years, the US

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tends to develop deeply immersive, story-driven games with the goal of providing players with a long-term entertainment experience. [9]China's gaming market leans more toward social and mobile games, with a focus on quick consumption and easy-to-play experiences. The emphasis on social interaction and instant gratification is also closely related to the country's large mobile user base and social networking culture.

In terms of revenue model, the revenue model of the game industry in the United States is relatively diversified[10]. There are two popular models at present: Buy-to-play (B2P), in which players pay a one-time fee to Buy a game. This is the traditional business model, common in console and PC games, for example, *Minecraft* is a typical B2P game, as of October 2023, *Minecraft* officially announced that the total sales has reached 300 million copies, with 150 million monthly active users; Free to Play (F2P) is a game that players can download for free, and the game company makes money by selling in-game items or services. F2P games have become increasingly popular in recent years, and in order to minimize the initial barrier to new players, many games have adopted the F2P business model. Since the launch of *Hearthstone* in 2012, Blizzard has been shifting to an in-game purchase revenue model. In October 2022, Electronic Arts announced that *The SIMS 4* would be free-to-play across all platforms. China's gaming market is largely dependent on in-game purchases and advertising revenue, especially in the mobile gaming sector. Games are usually provided for free and monetize by selling virtual items (such as equipment, skins, in-game currency) or advertisements. This model is adapted to the country's huge mobile game user base and players' spending habits.

In terms of distribution channels, game distribution channels in the United States are relatively open, including console, PC and mobile platforms. Digital distribution platforms (e.g. Steam, Epic Games Store) and official game stores (e.g. PlayStation Store, Xbox Live) play a significant role in game sales. The country's game distribution channels are more strictly regulated and need to pass government approval. The mobile game market is further complicated by the fragmentation of Android app stores, with major Internet companies (such as Tencent and NetEase) controlling the main distribution channels and promoting games through their own platforms.

3.4 Comparison of copyright protection

The United States has a mature and comprehensive legal system for copyright protection and attaches great importance to intellectual property protection. The US government has always emphasized the protection of intellectual property rights for developers[11]. As early as 1789, Article 1, Section 8 of the US Constitution stipulates that "Congress shall have the power to secure the exclusive rights of authors and inventors to their works and inventions for a limited time". Subsequent laws such as *the Digital Millennium Copyright Act (DMCA)* have been passed to combat piracy and illegal copying. In order to ensure that inventors and creators can profit from their inventions and works, US intellectual property law encourages continuous investment in research and development, further promoting the cycle of innovation. It can be said that it is the high importance of intellectual property rights in the United States that maintains its competitive advantage in the global production system. In addition, the United States has a high degree of efficiency and intensity in enforcing copyright protection, and the U.S. Copyright Office and court system handle copyright infringement cases more quickly and strictly. The United States also has a special mechanism for copyright infringement complaints and dispute resolution, such as DMCA notice and counter-notice procedures.

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China's legal system for copyright protection is also constantly improving, including *the Copyright Law* and a series of related laws and regulations. China's copyright law has a wide scope of protection, including not only literary, artistic and scientific works, but also computer software. In recent years, China has intensified its crackdown on online copyright infringement, implemented a special action on online copyright protection, strengthened the responsibilities of Internet service providers, and promoted the registration of copyright and the openness and transparency of copyright information. However, due to the rapid development of current technology, the cost of copying an ip is gradually decreasing, and the current IP copyright protection mechanism is not perfect, which is sometimes affected by factors such as unclear legal boundaries and difficult cross-regional law enforcement. For example, the rise of small program games in recent years, some game teams are limited by the number of plate approval restrictions, transformation and development of small program games. In addition, with the gradual opening of Tiktok to wechat mini games and wechat mini programs, the mini program game has obtained a new traffic dividend. However, small program games have not been fully included in the strong regulatory scope of plate number approval and anti-addiction like regular mobile games, which provides a "shortcut" for some illegal businesses. In addition, there have been many cases of domestic games copying popular foreign games in China's game market. For example, China's *Mini World* was accused of copying the design and content of *Minecraft*, triggering a copyright dispute and was sentenced to 50 million yuan in compensation for economic losses, which not only affected the international image of Chinese game companies, but also negatively affected the innovation environment of the entire industry.

3.5 Comparison of game culture

In terms of social culture,American game culture is deeply influenced by Western values, emphasizing individualism, exploration and competition.[12] American games often explore themes of independence and freedom, emphasizing individual heroism and depth of storytelling. In addition, American gaming culture embraces all types of games, from hardcore role-playing games to casual mobile games. China's gaming culture, on the other hand, is heavily influenced by Eastern philosophy and values, with a greater emphasis on collectivism and community interaction. Chinese game developers tend to focus on social functions and online interaction, encouraging cooperation and competition among players. In addition, Chinese games often incorporate local cultural elements and historical stories, reflecting a deep cultural heritage.

In terms of player preferences, the American gamer community is very diverse and receptive to all types of games. [13]American gamers tend to prefer games that are challenging and have a rich story, and tend to prefer games that have a big worldview and a very distinct content culture. It is in this market context that game IP such as *Warcraft* and *StarCraft* was born, and the R&D team is willing to spend a lot of money to create a world-leading grand world tailored for its games. At the same time, the loose regulation of content in the United States has led to more game content involving gambling, violence and some politically sensitive issues in the market. Considering that American society and culture are already more open, such adult-oriented games may restore American society to a certain extent, and therefore be popular in the local market. Chinese gamers prefer fast-paced, easy-to-play games, especially those on mobile platforms. Social and competitive elements are very popular in the Chinese market, such as MOBA (multi-player online tactical competitive game) and casual games, and they pay more attention to their achievements and strengths in the game, and

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the spirit of studying "quick" methods in the game is generally higher than that of overseas players.On the other hand, Chinese players are sometimes so focused on getting through the game quickly that they neglect to explore other branches of the game, stories and hidden content. The Chinese cultural preference for group activities is not only reflected in regular life scenarios such as traveling, shopping and studying, but also in the game world. Not only do Chinese players tend to participate in team games and online games when playing, but they also show great enthusiasm for social platforms such as live game broadcasting, voice communication and game forums. At the same time, Chinese players also show a strong interest in games that contain elements of Chinese culture.

4 Comparative analysis of Chinese and American game industry

The Chinese and American online game industries show significant differences in market size, platform distribution, user characteristics, policy environment, cultural elements, global influence and business models. The Chinese market is dominated by mobile games, with a rapidly growing market size and a large user base, but it faces relatively strict regulations, emphasizes local cultural characteristics, and is gradually expanding its global influence. In contrast, the US market is highly mature, with the dominance of console and PC games, the increasing popularity of mobile games, a relatively relaxed policy environment, a well-established game rating system, and leading technological innovation, especially in cutting-edge technologies such as virtual reality and augmented reality. The two countries also have different business models, with China focusing more on in-app purchases and ad-driven "freemium" models, while the United States shows a mix of paid purchases, subscription services, advertising and in-app purchases. These differences together shape the unique face of the online game industry in China and the United States.

Table 1 Comparison of Chinese and American online game industries

	China's online game industry	**American online game industry**
Market size	Rapid growth with a huge user base In 2023, the revenue of online game market will reach 303 billion yuan	Leading the world, the market is highly mature The online game market will reach $63.1 billion in 2023
Major platforms	Mobile games dominate Main platforms: Tencent Games, NetEase Games	Console and PC games dominate, while mobile games become popular Major platforms: Blizzard, Steam
User base	The majority of users are young	It covers a wide range of age groups, but the trend of younger people is becoming increasingly obvious
Policy environment	Stricter censorship and time limits Typical policies: Regulations on the Online Protection of Minors Online Game Quality Publishing Project	Relatively loose market conditions Typical policies: Digital Millennium Copyright Act Game rating system
Cultural elements	Emphasize local cultural features	Multi-cultural integration
Global reach	Is expanding	Taking the lead for a long time

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Business model	Emphasis on in-app purchases and advertising, "freemium" model is common	Diversified models, including paid purchases, subscription services, advertising and in-app purchases
Technological innovation	Mobile technology is developing rapidly, cloud gaming is emerging, and emphasis is placed on the social aspects of games	It emphasizes hardware and graphics technology, takes the lead in cutting-edge technologies such as virtual reality and augmented reality, and attaches importance to the high-quality experience of games

Through the above analysis, it can be concluded that China's online game industry is currently facing challenges.

4.1 Content homogenization is serious, and the ability of independent innovation is insufficient

In the United States, a series of large developers represented by Blizzard and EA can produce a large number of high-quality 3A level games every year, while the products of most Chinese developers are mainly mobile games and small and medium-sized PC games, which are characterized by small production scale, fast production cycle and low production level, but will lead to more and more homogenization of products: In order to quickly produce game products and seize the first game market, the content is generally meaningless copy, the game quality is greatly reduced, it is difficult to compete with foreign 3A level games, so that China's game to the sea "worse".

At the same time, China's independent innovation ability is poor, from the perspective of the game industry in recent years, such as MOBA, survival competition, asymmetric competition and other innovative gameplay are emerging from overseas, for example, the current domestic market is more popular *"King of Glory"* at the beginning is the introduction of "*League of Legends*" game mechanism, And "*Egg Party*" also started by learning from the game mode of overseas "*Jelly Bean Man*". Chinese game enterprises are more derivative development based on new gameplay, or directly obtain IP authorization through capital means and mobile related products, but this does not fundamentally solve the problem of insufficient creativity in China's game industry, and it is imperative to improve the originality and content quality of the game.

4.2 Lack of innovative talent team construction

According to a survey conducted by Gamma Data, 45 percent of professionals believe that the lack of talent is one of the major problems in the development of China's game industry. Further research from specific R & D positions shows that the creative / level planning practitioners who test the most innovative ability are the most scarce, and the shortage of creative talents has become an important factor hindering the development of China's game industry. On the one hand, the reason stems from the shortage of talents exported by China's current education system. China's traditional education system has not paid enough attention to game design and related professional education. Although this situation has been improved in recent years, it is still lagging behind compared with Western countries due to the short development time. On the other hand, the development and change of technology is fast, the industry's demand for high-tech and innovative talents is growing rapidly, and the training cycle of such talents is generally long, and the demand is not proportional to

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the supply.

The United States has the world's top scientific research universities and large companies, providing high-quality financial support and scientific research ecological environment for top-notch innovative talents. For example, Silicon Valley has a large number of concentrated high-tech industrial chains, and talents can get sufficient industrial practice opportunities and resources and environment for scientific and technological innovation. [14]In addition, the game design profession has formed a relatively mature system in foreign countries. World-class universities such as Carnegie Mellon University, New York University and Massachusetts Institute of Technology have opened game-related majors.

4.3 Copyright awareness needs to be raised

Although China has strengthened the protection of intellectual property rights in recent years, the law enforcement efforts and efficiency in game copyright still need to be improved. [15]In addition, for a long time, the popularization and education of copyright awareness in China is insufficient, resulting in many consumers' lack of adequate understanding of the concept and importance of copyright. China's market economy started late, most of the early national income level is generally low, unable to support the high price of legitimate games, coupled with the low availability of legitimate international games in China at that time, players in order to experience these games, have to obtain games through informal channels, and then in the early stage of the development of the game industry, most of China's games adopt the internal purchase system. Users do not need to pay to experience the game content, which led to many users used to this "free" game mode, at the same time, the internal purchase may also destroy the balance of the game, especially in competitive games, willing to a lot of "krypton gold" players will gain more advantages. This sense of inequality also drives some players to seek to "balance" the gap by pirating games, which offer a higher "price/performance ratio" by allowing them to play the full content without paying for it.

With the advent of the Internet, China's game market has also ushered in rapid development and huge demand, which once made regulation lag behind market development, providing room for piracy and infringement: This has also made China's piracy culture very widespread, not only limited to games, but also software, music, movies and other fields. This culture of piracy has, to a certain extent, reduced the public's awareness of and respect for copyright protection.

5 Suggestions

5.1 Combine cultural background and technological innovation

China's outstanding traditional culture accumulated for thousands of years is a valuable resource for the game industry. The combination of unique cultural elements such as dynasty background and intangible cultural heritage will add attraction to the game. Such cultural features can attract not only local players, but also global players by providing players with novel game experiences. For example, the game *"100 Views of Jiangnan"* uses China's ancient Jiangnan as the game background, making the game more educational and exploratory. *"Original God"* in the "glass moon" to Chinese culture as the prototype, reflecting the complex realistic cultural elements, in September 2020, "Original God" in 150 countries and regions simultaneously

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launched, 2021-2022, the sea revenue is estimated to be more than 2 billion US dollars, not only led to the development of China's game industry, but also promote China's traditional culture better "going out".

Technological innovation is also key to the continued development of the game industry. The use of technology can bring better visual effects and user experiences to players, but if the content lacks cultural depth, the game can become superficial and stereotyped. Culture provides a rich backstory and emotional depth to games. For example, the first time in a mobile game, AI technology is integrated to make NPCS more anthropomorphic. Allowing games to more realistically reproduce the visual and sensory features of a culture, and this innovation in interactivity and storytelling allows players to deeply experience and understand the cultural elements involved. In short, technological innovation and cultural heritage complement each other and reinforce each other in the field of games. Technological innovation has made games a powerful tool of cultural expression and communication, and the rich and colorful cultural content has continuously guided the technological innovation and creative development of games. This interaction not only promotes the development of the game industry, but also opens up new ways for the preservation and dissemination of culture. By integrating modern technology and excellent traditional culture, unique and in-depth game products can be created.

5.2 Combine the cultivation of innovative talents with the tapping of the innovation capacity of the whole people

Game as a cultural and creative industry, the key lies in innovation, and it is crucial to strengthen the cultivation of talents. At the end of December 2017, The General Office of the State Council issued *Several Opinions on Deepening the Integration of Industry and Education*, which pointed out that deepening the integration of industry and education is an urgent requirement for promoting the structural reform of the supply side of human resources at present, and clarified the "four-in-one" institutional structure that plays the role of supply and demand docking of government overall planning, the important subject of enterprises, the main line of talent training reform, and social organizations. Promote the integration of industry and education from the development concept to the system supply landing. In the context of the national promotion of the integration of industry and education, colleges and universities should be more proactive in exploring the integration of industry and education. They can further set up game design courses, innovate teaching models, adhere to coordinated development, increase the construction of integrated teaching and research platforms for government, industry and research, actively contribute professional theories, and promote the organic connection of education chain, talent chain, industrial chain and innovation chain. [16]To cultivate more high-level innovative talents and support the sustainable development of the game industry with professional education.

In addition, it should also be seen that the creativity of the gaming community plays an important role in game innovation, and Roblox has nurtured a community of 164 million creators with more than 58 million DAUs to develop and share content with each other. As you can see, the UGC model has a lot of potential for development, such as *the Egg Party* built-in map editing tools, players can use these tools to create maps, limited map components under the player's creativity to show endless possibilities, has become an important reason for the popularity of eggs. In the future, the application of UGC model will become an important engine to accelerate China's game "out of the circle", so we should encourage more users to participate in it, tap the cultural innovation ability of the whole people, which will effectively enhance the creative ability of China's game industry, and make up for the lack of creative talents brought about by the industry problems.

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5.3 Strengthen the supervision of intellectual property rights and improve user self-discipline

The development of technology has enabled the rapid development of games, but it has also brought a series of copyright issues. The reason why overseas markets can still have a relatively stable regulatory effect in a relatively loose regulatory environment is mainly due to the strong self-discipline of overseas users. For example, content review bodies such as ESRB are achieved by users' conscious self-discipline. In contrast, in the Chinese market, users' boundaries for reasonable and legal game-related consumption and experience are blurred. It directly leads to the phenomenon that market users show generally poor self-discipline: pirated games are prevalent, and there are new forms of infringement such as copying game elements and providing game "rent number" services. This may further lead to a market flooded with copycat and copycat products, which is unfair to those companies that have invested huge resources in original development, and this unfair market environment will cause the suppliers of original content to exit the market. At the judicial level, we need to constantly update our laws to deal with emerging technologies and new forms of infringement, while strengthening the capacity of law enforcement agencies to ensure that IP laws are effectively enforced. At the technical level, markets and networks can be monitored using technological means such as blockchain to detect and deal with infringements in a timely manner.

To effectively regulate piracy in the Chinese game market, the key is to enhance the legal awareness of the majority of users, which requires strengthening the self-discipline education of users, for example, through extensive public education and publicity through the media, social platforms and educational institutions, to raise users' awareness of the importance of intellectual property rights; Improve reporting channels, encourage users to participate in activities to combat piracy and infringement, and enhance users' sense of participation. Only when everyone can consciously participate in the supervision and actively resist piracy and infringing games, those game developers and operators who rely on piracy or illegal means will be forced to take the road of legal compliance, and can better promote the healthy development of China's game market.

6 Conclusion

Although from the current point of view, there is still a certain gap between China's online game industry and that of the US, which takes the lead with its cutting-edge technology, strong IP resources and far-reaching global influence. However, the Chinese game industry is rising rapidly through its rapid growth, huge user base and deep integration of local cultural elements. In terms of game design, marketing strategies and improving user experience, the two countries have shown emphasis based on different cultural backgrounds and market demands. The comparison of Chinese and American game industries will not only highlight the development advantages and challenges of China's game industry, but also open up a new path for future exchanges, cooperation and mutual learning between the two sides. Looking forward to the future, China and the United States should seek a balance between competition and cooperation in the development of the game industry, promote a win-win situation through complementary advantages, and work together to promote the sustained progress and prosperity of the global game industry, so as to achieve a more diversified and innovation-driven global game ecology.

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