

**Company setup
in China for game
distribution?**

YES

if you don't have a
local partner

NO

if you have a local
partner

We need to conclude
a Game Publishing Agreement



What's usually included in a Game Publishing Agreement, and what matters most?

Exclusive licence in the territory of Mainland China (as a rule)

Monthly Reports. What should be included? What if I have questions?

Does the publisher get all necessary licences and certificates?

Is localisation required? Will my publisher assist with it?

Mid- and long-term agreement? How to terminate?

Profit-sharing? Calculation?

How much will the publisher spend on marketing? Do I have any control over it?

SDK integration? How much time do I have?



There are loads of things to consider, and don't forget your game and its content should comply with Chinese laws



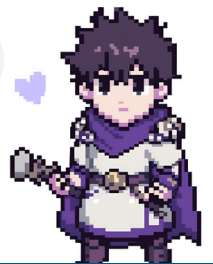
I need to adapt
my game...

REVERA

Banned content in games

Blood, corpses, skeletons, political events, wars; gambling (or its imitation), anything that undermines the authority of the government or contradicts the Constitution of the PRC; religious, sexual or supernatural motifs (in certain cases) and so on

And localise...



Localisation

Text and voiceovers should be localised

Simplified Chinese — for Mainland China

Traditional Chinese — for Taiwan, Hong Kong and Macau

These are not interchangeable;
separate localisation is required for each

Including a Healthy Gaming Advice screen,
protection of minors, and other related
requirements

Contact us

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We can help to go through Game
Publishing Agreement review and
negotiations and let you to concentrate
on your business

