

Analysis of the Factors Behind Tencent's Success - A Case Study Based on Honor of Kings

Yiqiu Dai *

Department of Media and Design Arts, Wenzhou Business College, Zhejiang, China

* Corresponding Author Email: Daisy1352127223@outlook.com

Abstract. This article aims to explore the key factors of Tencent's success and take its popular mobile game "King of Glory" as a specific case for in-depth analysis. With the rapid development of mobile Internet, Tencent has made remarkable achievements in the game field with its keen market insight and excellent product innovation ability. As one of Tencent's representative works, "King of Glory" not only occupies a leading position in the domestic market but also successfully expands to the global market, with more than 200 million registered users and more than 3 billion monthly flow. This paper first Outlines the background and development goals of Tencent and "King of Glory", and then analyzes the core elements of Tencent's success in detail from the perspective of the product side, operation side, and business side. Finally, this paper summarizes the implications of Tencent's success for the industry and emphasizes the importance of technological innovation, user orientation and global vision in promoting the sustainable development of enterprises.

Keywords: Tencent success; King of Glory; Product side; Operation side; Business side.

1. Introduction

In the era of mobile Internet, the game industry, as an important part of digital entertainment, has become a social phenomenon that cannot be ignored due to its rapid development and wide influence [1]. Among them, Tencent, as the leader of the game industry in China and even the world, has won a wide user base and market share with its rich game product line, strong technical strength and innovative market strategies. As a phenomenon of Tencent's mobile games, "King of Glory" has quickly become the leader of the mobile games market since its public beta in 2015, with its unique game design, deep social interaction and broad user base, not only dominates the domestic market but also successfully goes to the international market, becoming one of the games loved by global players.

In the 21st century, with the advent of the information age, science and technology are changing rapidly, and people's communication through social network platforms has become increasingly popular [2]. Tencent, founded in November 1998, is one of the largest Internet-integrated service providers in China. The continuous innovation process of an enterprise is a long-term systematic process, which requires the effective cooperation of various elements within the enterprise. From the perspective of the system, this paper analyzes the development process of Tencent, the main leaders and leadership styles of the enterprise and the business system at each stage, and deeply analyzes and studies the talent management and salary system of Tencent. The results show that innovative culture and talents are the key driving factors of enterprise sustainable innovation, enterprise managers are the main promoting factors, organizational structure and incentive system constitute the guarantee factors of enterprise organizational innovation and provide theoretical reference and mechanism guarantee for the sustainable, stable and rapid development of enterprises.

From the perspective of players, analyzing the reasons for Tencent's success has important theoretical and practical significance.

2. Product Side: Excellent Game Design and User Experience

2.1. Deep Game Design

"King of Glory" not only integrates classic elements of MOBA (Multiplayer Online Battle Arena) games in its design but also incorporates a rich array of Chinese cultural elements, such as IP designs based on historical figures and game details derived from mythological stories [3]. This ensures that each hero character has a unique set of skills, background story, and visual presentation, making the game content challenging while offering a fun experience of traditional culture. The game's design for various heroes is extremely clever, providing tutorials for the use of related heroes alongside their selection, demonstrating a high level of professionalism and innovation. This makes the game content challenging while also offering a fun experience of traditional culture. Additionally, with each season, the game continuously introduces new scenes, new heroes, new skins, and new gameplay, maintaining the game's freshness and playability. Each hero character is ensured to have a unique combination of skills, background story, and visual presentation, which increases the game's playability and employability.

2.2. Ultimate User Experience

"Honor of Kings" is precisely targeted at young users, especially young players who seek fast-paced, highly interactive and social experiences [4]. The Chinese history, culture and mythology in the game provide users with a familiar experience while integrating modern game design concepts to create a familiar and novel game world, allowing users to understand part of Chinese culture in an easy and interesting way, which greatly stimulates players' interest and resonance. At the same time, Tencent has invested a lot of resources in game optimization and user experience. Whether it is the fluency of the game, the beauty of the picture, or the ease of operation, "King of Glory" has reached the industry-leading level. At the same time, the game also provides a rich set of options, giving players endless possibilities, and allowing players to adjust according to their own preferences and needs, further enhancing the user experience. These humanized designs not only deepen the game experience, but also make "King of Glory" sit firmly in the position of the main player in the game market among young users, and become the main choice for most people's game entry and even long-term attention.

3. Operation Side: Strong Social Attributes and Diverse Activity Strategies

3.1. Strong Social Attributes

In today's digital age, games are no longer just synonymous with entertainment, they have become an important platform for people to interact socially [5]. King of Glory, as a popular MOBA (multiplayer online tactical arena) game, is to play this concept to the fullest. Its well-designed login page not only provides users with a variety of ways to log in but also cleverly incorporates social elements to further reduce the distance between players.

In the login link, King Glory showed its humanized design concept. In addition to the traditional account login method, the game also launched a special WeChat account login and QQ account login function. These two methods not only simplify the login process but more importantly, build on the huge social relationship chain of WeChat and QQ, allowing players to easily integrate the game world with their real-life social circle.

Glory of Kings' efforts to make the game more social go far beyond that. Based on the social relationship chain of WeChat and QQ, the game has also added a series of innovative features, such as inviting friends, the LBS system and nearby people to open black, and the team interface to add friends. These features not only make it easier for players to find like-minded partners but also provide them with more diverse social scenes and ways to interact. For example, the Invite Friends function allows players to send game invitations to their friends directly through WeChat or QQ, making it

easy to play in a team without cumbersome typing and searching. The LBS system and nearby people's open black function use geographical location information so that players can find the game enthusiasts around, and invite them to play together in real-time, this novel social way undoubtedly brings more exciting and interesting game experiences for players.

In addition, Honor of Kings is further consolidating its social attributes through refined design and high-quality gaming experiences. The team interface in the game is designed to be both beautiful and practical, and players can clearly see the profile pictures, segments, win rates and other information of teammates, so as to more accurately choose the right teammates for the game. At the same time, the game also provides a wealth of chat and interactive functions, such as voice chat, quick messages, emojis, etc., so that players can enjoy a relaxed and pleasant social atmosphere in the tense and exciting battle.

According to statistics, since its launch, the social function of King of Glory has been warmly welcomed by the majority of players [6]. More and more players are using games to make new friends, expand their social circle, and even find their own "small team" in the game world [7]. This social way based on the game platform not only enriches people's spare time lives but also promotes exchanges and communication between people, contributing to the construction of a harmonious society.

3.2. Diversified Activity Strategies

Here, this paper will illustrate its strategy through two of the most iconic festivals. The Spring Festival, a major traditional Chinese festival, King Glory will carefully launch a series of "years" skin, such as five tiger general, and Chang 'a race year, each skin has a rich cultural heritage and a strong festival atmosphere. These skins are not only beautifully designed but also contain a compelling storyline, effectively engaging players to participate in the collection, while promoting social interaction and sharing between players.

For the Chinese Valentine's Day, King of Glory held a "love match" activity, so that players could participate in the two-person competition with friends or smart matching partners of the system. Winning players not only get their own couple's skin or title but also further strengthen their emotional bond with each other in the game. This move is not only in line with the modern interpretation of festival culture by contemporary young people but also reflects the unique intention of King Glory in promoting emotional communication among players.

4. Commercial Side: Diversified Business Model and Cross-Border Brand Linkage

4.1. Diversified Profit Model

In the game, King of Glory has carefully designed a diversified virtual goods system, covering traditional props such as skin, heroes, and inscriptions, as well as innovative elements such as music and voice packages, to fully meet the personalized pursuit of players [8]. In addition, Tencent also launched an advanced version of the battle order, points and other value-added services, aimed at further stimulating the consumption potential of players and stimulating consumers' consumption desires. In the field of e-sports, Tencent closely follows the trend of The Times and actively organizes online and offline events, especially the KPL professional league. According to authoritative statistics, the number of official KPL games watched in 2018 reached 17 billion times, and the single-day live viewing of the finals exceeded 300 million times [9]. During the event, Tencent made full use of the live-streaming platform to spread the event content and attract advertisers to advertise [10]. Maximize the commercial value. This series of initiatives not only built a perfect e-sports ecosystem but also brought rich business returns for Tencent. According to the financial report, in the second quarter of 2024, Tencent achieved revenue of 161.117 billion yuan, gross profit of 85.895 billion yuan, and operating profit of 58.443 billion yuan, the growth rate of gross profit and operating profit reached

21% and 27% respectively, continuously outperforming the growth rate of revenue, reflecting the optimization of income structure and the improvement of profit quality. Ma Huateng, chairman and chief executive officer of Tencent, said in the earnings statement that revenue from local and overseas games grew in the second quarter thanks to increased user engagement of several evergreen games and the successful launch of several new games. According to the financial report, in the second quarter of this year, Tencent's game revenue in both local and international markets increased by 9%.

4.2. Cross-border Cooperation and Brand Linkage

On the occasion of the Qixi Festival, King Glory joined hands with the popular animation "Fox Demon Little Matchmaker", and grandly launched the joint name limited skin "Miracle Voyage". This move not only cleverly integrated into the romantic atmosphere of the holiday, but also continued the wonderful storyline of both sides, greatly stimulated the enthusiasm of the majority of players to participate, and significantly improved the user activity.

In terms of cultural IP linkage, Tencent actively explores the path of cooperation with traditional cultural treasures, such as the combination of the classical masterpiece "Journey to the West" and the classic movie "Journey to the West", and carefully creates a series of hero skin and limited time activities [11]. These initiatives not only allow players to enjoy the unique charm of cultural integration in the game but also successfully attract user groups from different areas of interest, further broadening the audience base of the game.

In addition, Tencent is also committed to launching brand linkage challenges with well-known fashion brands and sports brands. By designing unique skins or equipment, and holding limited challenges, King of Glory encourages players to actively participate in and complete specific tasks in order to earn significant rewards. This series of initiatives not only enhances the brand exposure outside the game but also effectively improves user loyalty and stickiness, laying a solid foundation for the long-term development of the game.

5. Conclusion

This article explores the key factors of Tencent's success and makes a comprehensive analysis of its popular mobile game "King of Glory" as a specific case. The research content covers the background and development process of Tencent and "King of Glory", and analyzes the various reasons for Tencent's remarkable achievements in the game field in detail. Specifically, from the three dimensions of product side, operation side, and business side, we analyze how Tencent has successfully expanded from the domestic market to the global market through keen market insight, excellent product innovation ability, efficient operation strategy, and accurate market positioning.

In terms of product innovation, Tencent has always adhered to innovation in game development and constantly introduced new products that meet market demand. "Honor of Kings" has successfully attracted a large number of players with its unique MOBA (multiplayer online tactical arena) gameplay, beautiful game graphics, and rich hero character design. At the same time, Tencent also pays attention to the continuous update and optimization of the game to maintain the freshness and competitiveness of the game.

For users, Tencent understands user psychology and puts user experience in the first place. "King of Glory" provides personalized game experiences and services for different player groups through accurate user portrait analysis. In addition, Tencent has also established a sound user feedback mechanism to respond to the needs of players in a timely manner and constantly optimize products.

Tencent has shown strong strength in operation and successfully enhanced the popularity and user stickiness of the game through accurate market positioning, effective marketing strategies and rich activity promotion. The social nature of Honor of Kings is also fully utilized, and the interaction and sharing between players further expands the influence of the game.

For the development of mobile games, technological innovation is the core! Tencent successfully demonstrates the key role of technological innovation in promoting the sustainable development of

enterprises. Enterprises should continue to increase investment in research and development, promote technological innovation, and lead the market trend with technology. Moreover, in the highly competitive market environment, enterprises should always put user needs in the first place and constantly improve user experience and service quality. Only by truly understanding and meeting the needs of users can we win the trust and loyalty of users. At the same time, with the in-depth development of globalization, enterprises should actively expand the international market and realize the global layout. This can not only bring broader market space and development opportunities for enterprises but also help to enhance the international competitiveness and brand influence of enterprises.

In the future, Tencent is expected to continue to maintain a leading position in the game field and continue to explore new growth points. With the continuous development of 5G, AI, and other technologies, Tencent is expected to apply these advanced technologies in game development to bring players a more immersive and intelligent game experience. At the same time, Tencent will continue to deepen its globalization strategy, strengthen cooperation and exchanges with global partners, and jointly promote the prosperity and development of the global game industry.

References

- [1] Shang Constitution, Cui Mingzhe, Park Seol-im, et al. Research on Organizational Structure Innovation of Tencent Enterprises. *Chinese Regional Studies*, 2021, 8(1): 167-188.
- [2] Zhou Lianrong. Research on the Socialization of Mobile Online Games. Shandong University, 2019.
- [3] Drachen A , Yancey M , Maquire J ,et al. Skill-Based Differences in Spatio-Temporal Team Behaviour in Defence of The Ancients 2 (DotA 2).*IEEE*, 2015.
- [4] Wu Qiong, Yu Ouyang, Liu Yunfei. Research on the Branding Method of Client Online Games: A Case Study of "Honor of Kings". *New Media Research*, 2017, 3(11):2.
- [5] Xu Shuang. The Influence of Mobile Games on Current Social Culture from "Honor of Kings". *Consumer Guide*, 2017, 000(017):96-97.
- [6] Li Mengmeng. A Study on the Identity of "Honor of Kings" Game Players. Northwest University, 2021.
- [7] Zhang Wenting. Research on the Interactive Relationships of Gamers and Their Social Value from the Perspective of Relationship Communication: A Case Study of the Mobile Game "Honor of Kings". *Youth Development Forum*, 2021, 31(5):11.
- [8] Xing Qingliang. Learning How to Implement In-Game Advertising with "Honor of Kings". *Advertisers*, 2017(2):72-72.
- [9] Zhen Bang, Huang Yanchun. Research on the Current Development and Future of the Electronic Sports Industry in China. *Proceedings of the 11th National Sports Science Conference*. 2019.
- [10] Yang Chao. A Study on the Interactive Effects of Huya's "Honor of Kings" Live Streaming from the Perspective of Interaction Ritual Chains. Chengdu Sport University, 2023.
- [11] Gao Fei, Liu Jiaqi. The Integration and Dissemination of China's Intangible Cultural Heritage in the Context of "New Cultural Creation": A Case Study of "Honor of Kings". *Media Forum*, 2024, 7(1):83-86.