



## FORM 4: NEW WORK ITEM PROPOSAL (NP)

<b>Circulation date: 2021-04-15</b>	<b>Reference number:</b> (to be given by ISO Central Secretariat)
<b>Closing date for voting : 2021-07-08</b>	<b>ISO/TC</b> <b>/SC</b>
<b>Proposer</b> <input checked="" type="checkbox"/> ISO member body: <input type="checkbox"/> Committee, liaison or other <sup>1</sup> :	<input checked="" type="checkbox"/> Proposal for a new PC
<b>Secretariat</b>	<b>N</b>

A proposal for a new work item within the scope of an existing committee shall be submitted to the secretariat of that committee.

<sup>1</sup> The proposer of a new work item may be a member body of ISO, the secretariat itself, another technical committee or subcommittee, an organization in liaison, the Technical Management Board or one of the advisory groups, or the Secretary-General. See ISO/IEC Directives Part 1, [Clause 2.3.2](#).

The proposer(s) of the new work item proposal shall:

- make every effort to provide a first working draft for discussion, or at least an outline of a working draft;
- nominate a project leader;
- discuss the proposal with the committee leadership prior to submitting the appropriate form, to decide on an appropriate development track (based on market needs) and draft a project plan including key milestones and the proposed date of the first meeting.

The proposal will be circulated to the P-members of the technical committee or subcommittee for voting, and to the O-members for information.

### IMPORTANT NOTE

**Proposals without adequate justification risk rejection or referral to originator.**

Guidelines for proposing and justifying a new work item are contained [in Annex C of the ISO/IEC Directives, Part 1](#).

- The proposer has considered the guidance given in the Annex C during the preparation of the NP.

Resource availability:

- There are resources available to allow the development of the project to start immediately after project approval\* (i.e. project leader, related WG or committee work programme).

\* if not, it is recommended that the project be first registered as a preliminary work item (a Form 4 is not required for this) and, when the development can start, Form 4 should be completed to initiate the NP ballot.

**Proposal** (to be completed by the proposer, following discussion with the committee leadership)

**Title of the proposed deliverable**

**English title**

Online Game Term

**French title (if available)**

*(In the case of an amendment, revision or a new part of an existing document, include the reference number and current title)*

**Scope of the proposed deliverable**

This proposal specifies the definition of terms used in game research and development, operation, management, copyright, eSports, derivative production and sales.

**Purpose and justification of the proposal**

With the rapid development of technology, online game industry has become an important part of the cultural industry and an important carrier of culture to the world, but there is no basic standard on terminology in the world. Facing with the requirements of the Authorities and the development needs of the Market, it is urgent to develop basic standards to address social concerns, improve the management and service level of the game industry, and better fulfill social responsibilities.

**Consider the following:**

*Is there a verified market need for the proposal?*

*What problem does this document solve?*

*What value will the document bring to end-users?*

See [Annex C](#) of the ISO/IEC Directives, Part 1 for more information.

See the following guidance on justification statements in the brochure 'Guidance on New work': <https://www.iso.org/publication/PUB100438.html>

Please select any UN Sustainable Development Goals (SDGs) that this document will support. For more information on SDGs, please visit our website at [www.iso.org/SDGs](http://www.iso.org/SDGs)."

- GOAL 1: No Poverty
- GOAL 2: Zero Hunger
- GOAL 3: Good Health and Well-being
- GOAL 4: Quality Education
- GOAL 5: Gender Equality
- GOAL 6: Clean Water and Sanitation
- GOAL 7: Affordable and Clean Energy
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequality
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production
- GOAL 13: Climate Action
- GOAL 14: Life Below Water
- GOAL 15: Life on Land
- GOAL 16: Peace and Justice Strong Institutions
- N/A GOAL 17: Partnerships to achieve the Goal

**Preparatory work**

(An outline should be included with the proposal)

- A draft is attached
- An outline is attached
- An existing document will serve as the initial basis

The proposer or the proposer's organization is prepared to undertake the preparatory work required:  Yes  No

**If a draft is attached to this proposal**

Please select from one of the following options (note that if no option is selected, the default will be the first option):

- Draft document can be registered at Working Draft stage (WD – stage 20.00)
- Draft document can be registered at Committee Draft stage (CD – stage 30.00)
- Draft document can be registered at Draft International Standard stage (DIS – stage 40.00)
  
- If the attached document is copyrighted or includes copyrighted content, the proposer confirms that copyright permission has been granted for ISO to use this content in compliance with [clause 2.13](#) of the ISO/IEC Directives, Part 1 (see also the [Declaration on copyright](#)).

**Is this a Management Systems Standard (MSS)?**

- Yes  No

**NOTE:** if Yes, the NP along with the Justification study (see Annex SL of the Consolidated ISO Supplement) must be sent to the MSS Task Force secretariat ([tmb@iso.org](mailto:tmb@iso.org)) for approval before the NP ballot can be launched.

**Indication of the preferred type to be developed**

- International Standard
- Technical Specification
- Publicly Available Specification

**Proposed Standard Development Track (SDT)**

To be discussed between proposer and committee manager considering, for example, when the market (the users) needs the document to be available, the maturity of the subject etc.

- 18 months\*
- 24 months
- 36 months

\* Projects using SDT 18 are eligible for the 'Direct publication process' offered by ISO /CS which reduces publication processing time by approximately 1 month.

**Draft project plan (as discussed with committee leadership)**

Proposed date for first meeting: 2021-07-01

Proposed dates for key milestones:

Circulation of 1<sup>st</sup> Working Draft (if any) to experts: 2021-11-02

Committee Draft ballot (if any):

DIS submission\*: 2023-04-01

Publication\*: 2024-04-01

\* Target Dates for DIS submission and Publication should preferably be set a few weeks ahead of the limit dates (automatically given by the selected SDT).

For guidance and support on project management, descriptions of the key milestones and to help you define your project plan and select the appropriate development track, see: [go.iso.org/projectmanagement](http://go.iso.org/projectmanagement)

**NOTE:** The draft project plan is later used to create a detailed project plan, when the project is approved.

**Known patented items (see ISO/IEC Directives, Part 1, [clause 2.14](#) for important guidance)**

- Yes
- No

If "Yes", provide full information as annex

**Co-ordination of work**

To the best of your knowledge, has this or a similar proposal been submitted to another standards development organization?

- Yes
- No

If "Yes", please specify which one(s):

**A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing ISO and IEC deliverables. The proposer should explain how the work differs from apparently similar work, or explain how duplication and conflict will be minimized**

None

**A listing of relevant existing documents at the international, regional and national levels**

Information technology–Online game–Vocabulary, issued by National Standard Committee of China in 2016 (national level)  
 Online game cheating program prevention and control, issued by National Standard Committee of China in 2015 (national level)  
 SFML Game Development by By Jan Haller , Henrik Vogelius Hansson , Artur Moreira, published in June 2013

**Please fill out the relevant parts of the table below to identify relevant affected stakeholder categories and how they will each benefit from or be impacted by the proposed deliverable**

	<b>Benefits/impacts</b>	<b>Examples of organizations/companies to be contacted</b>
<b>Industry and commerce – large industry</b>	Game and the related platform companies	Tencent, NetEase, UBISOFT, Unity, SONY,Apple
<b>Industry and commerce – SMEs</b>		
<b>Government</b>	National Authorities	National Press and Publication Administration in China and General Administration of Sport of China
<b>Consumers</b>	Game players	
<b>Labour</b>	Developers, Publishers, E-sports players	
<b>Academic and research bodies</b>	Universities, Researcher Institutes	
<b>Standards application businesses</b>		
<b>Non-governmental organizations</b>	Game and the other related industries	The International Game Developers Association
<b>Other (please specify)</b>		

<p><b>Liaisons</b></p> <p>A listing of relevant external international organizations or internal parties (other ISO and/or IEC committees) to be engaged as liaisons in the development of the deliverable.</p> <p>IEC TC 100 <i>Audio, video and multimedia systems and equipment</i></p>	<p><b>Joint/parallel work</b></p> <p><b>Possible joint/parallel work with</b></p> <p><input checked="" type="checkbox"/> IEC (please specify committee ID) ISO/IEC JTC 1/SC 34</p> <p><input type="checkbox"/> CEN (please specify committee ID)</p> <p><input type="checkbox"/> Other (please specify)</p>
<p><b>A listing of relevant countries which are not already P-members of the committee</b></p> <p><b>NOTE:</b> The committee manager shall distribute this NP to the ISO members of the countries listed above to ask if they wish to participate in this work</p>	
<p><b>Proposed Project Leader</b> (name and e-mail address)</p> <p>Zhang Chuanjing zhangchuanjing@126.com</p>	<p><b>Name of the Proposer</b> (include contact information)</p> <p>Dr. Li Yubing Deputy Director General, Department of Standards Innovative Management, SAMR; Secretary General of Chinese Member Body of ISO, SAC Liyb@sac.gov.cn</p>
<p><b>This proposal will be developed by</b></p> <p><input type="checkbox"/> An existing Working Group (please specify which one: )</p> <p><input type="checkbox"/> A new Working Group (title: ) (Note: establishment of a new WG must be approved by committee resolution)</p> <p><input type="checkbox"/> The TC/SC directly</p> <p><input checked="" type="checkbox"/> To be determined</p>	
<p><b>Supplementary information relating to the proposal</b></p> <p><input checked="" type="checkbox"/> This proposal relates to a new ISO document;</p> <p><input type="checkbox"/> This proposal relates to the adoption as an active project of an item currently registered as a Preliminary Work Item;</p> <p><input type="checkbox"/> This proposal relates to the re-establishment of a cancelled project as an active project.</p> <p><input type="checkbox"/> Other:</p>	

**Maintenance agencies (MA) and registration authorities (RA)**

- This proposal requires the service of a **maintenance agency**.  
If yes, please identify the potential candidate:
  
- This proposal requires the service of a **registration authority**.  
If yes, please identify the potential candidate:

**NOTE:** Selection and appointment of the MA or RA is subject to the procedure outlined in the [ISO/IEC Directives](#), Annex G and Annex H, and the RA policy in the ISO Supplement, Annex SN.

- Annex(es) are included with this proposal (provide details)

**Additional information/questions**

No

**Title** (Online game term)

**WD/CD/DIS/FDIS stage**

**Warning for WDs and CDs**

This document is not an ISO International Standard. It is distributed for review and comment. It is subject to change without notice and may not be referred to as an International Standard.

Recipients of this draft are invited to submit, with their comments, notification of any relevant patent rights of which they are aware and to provide supporting documentation.

*To help you, this guide on writing standards was produced by the ISO/TMB and is available at <https://www.iso.org/iso/how-to-write-standards.pdf>*

*A model manuscript of a draft International Standard (known as "The Rice Model") is available at [https://www.iso.org/iso/model\\_document-rice\\_model.pdf](https://www.iso.org/iso/model_document-rice_model.pdf)*



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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see [www.iso.org/iso/foreword.html](http://www.iso.org/iso/foreword.html).

This document was prepared by Technical Committee[or Project Committee] ISO/TC [or ISO/PC]###, [name of committee], Subcommittee SC ##, [name of subcommittee].

This **second/third/...** edition cancels and replaces the **first/second/...** edition (ISO #####:####), which has been technically revised.

The main changes compared to the previous edition are as follows:

— xxx xxxxxxxx xxx xxxx

A list of all parts in the ISO ##### series can be found on the ISO website.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at [www.iso.org/members.html](http://www.iso.org/members.html).

## Introduction

Type text.

*Identification of patent holders: the following text shall be included if patent rights have been identified.*

The International Organization for Standardization (ISO) [and/or] International Electrotechnical Commission (IEC) draw[s] attention to the fact that it is claimed that compliance with this document may involve the use of a patent.

ISO [and/or] IEC take[s] no position concerning the evidence, validity and scope of this patent right.

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# Title(Introductory element — Main element — Part #: Part title)

## 1 Scope

This standard defines the terms and definitions of game genres, game research and development, game operations, game copyright, and Esports in the field of online games.

This standard is applicable to the standard formulation, research and development, operation, Esports and copyright management of online games.

## 2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

GB/T32626—2016, Informationtechnology—Onlinegame—Vocabulary

## 3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

### 3.1 Game Genres

#### 3.1.1

##### Video Games

Interactive games that run on electronic device platforms.

#### 3.1.2

##### Single-player Games

Video games with gameplay that only require one device to complete.

#### 3.1.3

##### Online Games

Video games that depend on information networks to stay online and be playable.

#### 3.1.4

##### Console Games

Video games run on the TV with the TV screen as a display device.

### 3.1.5

#### **Handheld Games**

Video games run on convenient and portable exclusive game devices.

### 3.1.6

#### **Online Client/PC Games**

Online games played by running client software.

### 3.1.7

#### **Handheld Mobile Games**

Video games run as applications and played on mobile devices.

### 3.1.8

#### **Webgames**

Video games that are run on internet browsers and do not require client software.

### 3.1.9

#### **2D Games**

Video games implemented with two-dimensional interaction, where camera angles usually cannot be changed.

### 3.1.10

#### **3D Games**

Video games developed with spatial stereoscopic technology.

### 3.1.11

#### **AAA Games**

Video games that are high in budget, size and quality.

### 3.1.12

#### **Turn-based Games**

Video games where game characters perform actions alternately.

Note: One alternate action is usually termed as a “turn”.

### 3.1.13

#### **Real-time Games**

Video games where various in-game commands are input and their results are displayed in real time.

### **3.1.14**

#### **Competitive Games**

A battle game built on fair and logical game regulations and platforms. Usually includes games that are shooters, strategy, action etc.

### **3.1.15**

#### **Shooting Games (First Person Shooting/Third Person Shooting)**

Action games with their core gameplay involving precision shooting, with emphasis on utilizing the method of “shooting” to complete objectives.

### **3.1.16**

#### **Fighting Games (FG)**

Action games where fighting techniques are used to defeat the opponent and achieve victory.

### **3.1.17**

#### **Adventure Games**

Video games where virtual adventures take place with story themes and plot as the backdrop, and combine puzzles, exploration, action and other gameplay elements for a greater user experience.

### **3.1.18**

#### **Simulation Games (Sim Games)**

Video games that simulate real life in various forms to increase player familiarity, deduction and intuition.

### **3.1.19**

#### **Simulation Management Games (Sim Management Games)**

Simulation games where the player plays a managerial role overseeing macro elements in a virtual world.

### **3.1.20**

#### **Education Simulated Games**

Simulation games where the player trains specific characters (persons or animals) to derive a sense of achievement.

### **3.1.21**

#### **Flight Simulation Games**

Simulation games that utilize modern technology to incorporate real-life flight scenarios into a virtual computer program to simulate real-life flight commands.



### 3.1.22

#### **Strategy/4X Games**

Video games that utilize tactics or strategy to achieve various forms of victory.

### 3.1.23

#### **Real-time Strategy Games (RTS)**

Strategy games that utilize tactics or strategy to perform real-time combat.

### 3.1.24

#### **Multiplayer Online Battle Arena Games (MOBA)**

Competitive games where two teams of players compete online and strategically against each other on a predefined battlefield. Each player controls a single character with unique skill kits.

### 3.1.25

#### **Real-time Tactics Games**

Video games where players perform tactical commands on a virtual battlefield in real-time.

Note: Real-time tactics games only focus on combat victory, and usually do not include construction or unit production.

### 3.1.26

#### **Role-playing Games (RPG)**

Video games where a player plays one or more characters in-game and interacts in a fictional world.

### 3.1.27

#### **Action Role-playing Games (ARPG)**

Role-playing games that introduce an abundance of action experiences and performances.

### 3.1.28

#### **Strategy Role-playing Games(SRPG)**

Role-playing games that have tactical (usually in “battle chess” format) gameplay with emphasis on battle strategy instead of exploration.

### 3.1.29

#### **Massive Multiplayer Online Role-playing Games (MMORPG)**

Online role-playing games that have servers capable of supporting many players (1000+) online at the same time.

Note: Usually contains a persistent virtual world, where even after the player goes offline, the virtual world still continues progressing on the game publisher’s servers.

**3.1.30****Tower Defense Games (TD)**

Strategy games where the objective is to prevent enemies from getting through by building towers or related buildings on a map.

**3.1.31****Rhythm Games**

Video games where the player inputs commands and actions in sync with the music.

**3.1.32****Sports Games**

Video games where sports activities are their main theme.

Note: Sports games provide sports events that reflect normal sports activities and sportsmanship, and allow players to control or manage athletes or teams in-game to perform sports tournaments.

**3.1.33****Racing Games**

Sports games that simulate race car events.

**3.1.34****Endless Runner Games**

“Physical exercise” games where players must perform climbing, jumping, obstacle traversal and obtain rewards to reach the destination in the game.

**3.1.35****Board Games**

Video games adapted from traditional board and card games.

**3.1.36****Trading Card Games/Collectible Card Games(TCG/CCG)**

Card games where players purchase already-built base decks and other randomized cards (in the form of booster packs) to expand their card selection and perform card battles using various game rules.

**3.1.37****Sandbox Games**

Video games where players use elements provided by the games to change or create the virtual world within the rules of the base game.

Note: Sandbox games usually focus on creation as their core gameplay.

### 3.1.38

#### **Survival Games**

In a challenging environment, players survive in-game using limited resources to complete various tasks.

Note: Survival games usually focus on surviving as long as possible as their core gameplay.

### 3.1.39

#### **Idle Games**

Video games where players don't have to input real-time commands, but game outcomes are automatically calculated based on the system's various computational rules.

### 3.1.40

#### **Fishing Games**

Video games where fishing is the theme, and have deep seas and rivers as game worlds.

### 3.1.41

#### **Coloring Games**

Video games where players fill out colors in the game's coloring sections.

### 3.1.42

#### **Dress-up Games**

Video games where players play as virtual characters and perform cosmetic make-up, change outfits, design hairstyles etc.

### 3.1.43

#### **Dating Simulator Games**

Video games where players control characters that simulate dating actions.

### 3.1.44

#### **Puzzle Games**

"Brain training" games where players analyze and process information and scenarios that appear in-game to discover clues and solve various puzzles.

### 3.1.45

#### **Serious Games**

Video games where the main objective is to resolve realistic social and industry problems, and encompass three main features: globalization, diversity and contextualization. They also play prevalent roles in

knowledge learning, sparking creativity, expanding on educational academia, management simulation, skill training, behavioural adjustment, developing cultural, moral and personal growth and other aspects.

### 3.1.46

#### Word Games

Video games that use words and images as their medium and have set rules as restrictions.

### 3.1.47

#### HTML5 Games

Video games that are developed with HTML5 technology (Mobile webpage technology), and have webpage interaction and cross-platform capabilities.

### 3.1.48

#### Virtual Reality Games (VR)

Video games that use virtual reality technology and devices to create an immersive virtual world in which players can experience.

### 3.1.49

#### Augmented Reality Games (AR)

Video games that use augmented reality technology to combine in-game content and the real world.

### 3.1.50

#### Cloud Games

Online games that fundamentally rely on cloud computing. All games are run on cloud servers, and game scenarios are rendered via video and audio streaming and transmitted to players through a network connection.

## 3.2 Game Research and Development

### 3.2.1

#### Game Design

Writing of game background story, setting game rules, calculating game formulae, designing game world details and other activities.

### 3.2.2

#### Game Engine

An already-written key component of an editable game engine or interactive real-time image processor.

### 3.2.3

#### Game Modeling

Creation and design of models of environments, characters, items etc. to scale.

### 3.2.4

#### **Game Modding**

Creation of a modified or improved program of a game that modifies in-game items, characters, objects, modes, storylines etc., or adds new items and objects.

### 3.2.5

#### **Game Balance**

Ensuring a game meets assigned experience objectives, that its system scale and complexity match expected results, while its system's elements work normally in tandem at the same time with no unexpected results.

### 3.2.6

#### **Game Scene**

A virtual space comprising environments, buildings, machinery, items, trees, the sky, roads and other usable elements (including weapon items and NPCs etc.) in a game.

### 3.2.7

#### **Game Map**

A reduced image of the in-game environment that includes its environmental elements, building elements and areas where the character can and cannot traverse.

### 3.2.8

#### **Game Audio**

Sound effects and music played when certain behavior and actions are performed in a game.

### 3.2.9

#### **Game Concept Art**

Creation of art materials that adhere to design document settings according to game design documents.

### 3.2.10

#### **Game Prototype/Demonstration (Demo)**

A playable or demo game version that showcases a portion of the game's core gameplay and features.

### 3.2.11

#### **Game Server Side**

A program installed on a server to implement network request data transfers, storage verification and other functions that serve multiple clients.

### 3.2.12

#### **Game Client Side**

A game program that corresponds to the game server side and is installed on a user's local terminal that interoperates with the server side programs.

### 3.2.13

#### **Game End Device**

A device that processes online game commands and inputs/outputs.

### 3.2.14

#### **Gamepad/Game Controller**

A device that acts as a game's input controller and usually comprises directional keys and function keys.

### 3.2.15

#### **Cloud Virtual Pad/Controller**

An emulated game controller with dedicated buttons provided for mobile devices in a cloud gaming environment that simulates button input with touch-screen functionality on the mobile device.

### 3.2.16

#### **Game Script**

A game program written with programming language.

### 3.2.17

#### **Game Add-on**

A legal software tool that helps players realize game controls by emulating keyboard strokes, mouse movements and other methods.

### 3.2.18

#### **Editor**

A tool used by game developers to produce in-game content. Includes level editors, character editors, event editors etc.

### 3.2.19

#### **Downloadable Content (DLC)**

Digital media distributed via the internet mainly aimed at released video games, and can be downloaded for additional updated content.

### 3.2.20

#### **Game Season Pass**

A compilation of future game DLCs added during a certain period of time.

### 3.2.21

#### **Localization**

Additional optimization, adaptation and/or processing of exported or imported games to meet special political, legal, cultural, linguistic, functional and other requirements for the local market.

### 3.2.22

#### **Level of Detail (LOD)**

The complexity of 3D model representation, whereby resource allocation of a rendered object is determined by its position and importance of its placement in the displayed environment, and unimportant object polygons and details are reduced to achieve more efficient rendering workload.

### 3.2.23

#### **Wallhack**

Usage of a third-party program to draw the outlines of other players behind obstacles and detect their locations.

### 3.2.24

#### **Keyframe Animation Method**

A type of animation method that involves first adding a few key frames before filling the frames with in-betweens.

### 3.2.25

#### **Behavior Tree**

Mainly used for game AI modeling by expressing decisions and behavior in different states, using a tree structure.

### 3.2.26

#### **Ambient Occlusion(AO)**

The resulting effect of blocking surrounding diffuse light when portrayed objects and objects intersect or are near.

### 3.2.27

#### **Shader**

An editable program that implements image rendering used to process image illumination, brightness, color etc.

### 3.2.28

#### **Character Art**

A type of game character drawing with a transparent background for convenient usage in game production.

### 3.2.29

#### **Full Motion Video (FMV)**

A narrative method for video games using pre-recorded video files to show game plot.

### 3.2.30

#### **Global Illumination (GI)**

A system that models how comprehensive lighting such as reflection, refraction, caustics etc. is produced when colors and objects interact with one another in the 3D engine.

### 3.2.31

#### **Real-time Rendering**

Real-time calculation and output of graphical data.

Note: IEC TC 100 Audio, video and multimedia systems and equipment

### 3.2.32

#### **Physically Based Rendering (PBR)**

A simple, physics-based, real-time rendering of materials can describe more accurately how light interacts with surfaces.

Note: IEC TC 100 Audio, video and multimedia systems and equipment

### 3.2.33

#### **3D Texturing/Texture Mapping/Mapping**

The process of mapping surface textures over a 3D model. Can be divided into: ID mapping, UV mapping, texture mapping etc.

### 3.2.34

#### **Virtual Joystick**

A touch-screen joystick simulated by a program to achieve character or camera angle movement in a game.

### 3.2.35

#### **Graphics Primitive**

Small images used in-game that can be displayed at high speed.

### 3.2.36

#### **Light Trail**

Trail effect produced by in-game moving objects.

### 3.2.37

#### **Seamless Map**

A map that does not require loading when switching maps or environments.



### 3.2.38

#### **Scroll**

A level mode where game content continuously move in a certain direction.

### 3.2.39

#### **Players on the Same Screen**

The number of user characters on-screen at the same time in-game.

### 3.2.40

#### **Invisible Wall**

An invisible obstacle in a game. Looks traversable visually, but movement is prohibited.

### 3.2.41

#### **Player**

Participants in a game or in-game users.

### 3.2.42

#### **Guild**

A type of organization in a game formed by different players with specific names and labels. A group that shares a common interest and combined forces to achieve specific objectives.

### 3.2.43

#### **Non-player Character (NPC)**

The generic term for all game characters other than those of the players.

[GB/T 32626—2016, definition 2.2.5]

### 3.2.44

#### **Game Pet**

Belongs to a game's user, growing with a player's active behavior and is controlled by both a certain system program and the player him/herself.

[GB/T 32626—2016, definition 2.2.6]

### 3.2.45

#### **Virtual Currency**

A virtual exchange tool issued by online game publishing companies, and directly or indirectly purchased by game users using fiat currency at set conversion rates. Exists outside the game program, is stored in servers provided by online game publishers in the form of electromagnetic records, and is indicated in specific digital units.

Note: Revised GB/T 32626—2016's definition 2.2.8.

### 3.2.46

#### **Cross-server Battle**

A versus combat outcome among users on different servers in the same game by way of temporary data extraction.

[GB/T 32626—2016, definition 2.2.10]

### 3.2.47

#### **Player Versus Player (PvP)**

A game mode where players fight against other players.

Note: Revised GB/T 32626—2016's definition 2.2.12.

### 3.2.48

#### **Player Versus Environment (PvE)**

##### **Player Versus AI**

A game mode where players fight against opponents controlled by the computer.

Note: Revised GB/T 32626—2016's definition 2.2.13.

### 3.2.49

#### **Clan Battle**

A game mode where players form small groups i.e. clans or battle teams as a unit and fight against each other in group combat.

Note: Typically seen in MOBA games where there will be extended periods of time when groups fight against each other.

### 3.2.50

#### **Save File**

Saving of player game progress and other data in digital information format.

### 3.2.51

#### **Save Point**

A location or time during which players can perform save commands in the game.

### 3.2.52

#### **Game Instance**

An exclusive, time-restricted game space created by the system for a player or a group of players in a party.

Note: Revised GB/T 32626—2016's definition 2.2.14.

### 3.2.53

#### **Local Area Network Battle (LAN Battle)**

A game mode where game players achieve versus combat in a local area network.

**3.2.54**

**(Game) Item**

An item used by players provided in-game.

Note: Revised GB/T 32626—2016's definition 2.2.21.

**3.2.55**

**Bound Item**

An item only exclusive to a certain character in-game, and cannot be transferred between characters.

**3.2.56**

**Mount**

**Vehicle**

An interactive character or item that helps players move in levels, maps and plot.

**3.2.57**

**Consumable**

An item with limited uses in a game.

**3.2.58**

**Skin**

An external decorative effect of a game character or item, or a special decoration for game user interfaces (UI).

**3.2.59**

**Game Mall**

Platform that sells in-game virtual items.

**3.2.60**

**Game Compendium/Index/Archive/Codex**

Related information of a game's displayed virtual items, characters and other things.

**3.2.61**

**Game Faction**

A character-type attribute in a game, and the label or tag of how players differentiate themselves and form groups in multiplayer games.

**3.2.62**

**Stage/Level**

The progression of a game, usually depicted through maps or missions/quests.

**3.2.63****Stage/Level Clear**

All the stages/levels that must be completed from start to finish once in a game.

**3.2.64****Game Perspective****Camera Perspective**

The angle with which players view game content.

**3.2.65****First Person Perspective**

The screen does not show the protagonist's perspective, but through protagonist's own line of sight.

**3.2.66****Third Person Perspective**

A line of sight viewed from the third-person perspective.

**3.2.67****Game Rewards**

EXP or virtual items and other rewards assigned in the game.

**3.2.68****Achievement**

Rewards, titles, prestige and other rewards received by meeting in-game progression conditions through a player's in-game behavior.

**3.2.69****Economy System**

A set of rules and regulations revolving around in-game virtual currency and resource output and consumption.

**3.2.70****Trade System**

A functional system where players can exchange or trade items either among themselves or with the system in-game.

**3.2.71****Friends System**

A functional system that supports player establishing social connections and saving their relationship progress in-game.

**3.2.72**

**Chat System**

A functional system where players send and receive messages with and from one another.

**3.2.73**

**Face/Character Customization System**

A functional system where players can customize their virtual avatars' facial features.

**3.2.74**

**Character Outfit System**

A functional system where character equipment, outfits and other cosmetic items can be changed, which also changes their character's outlook in the game.

**3.2.75**

**Class Change System**

A functional system where characters in-game change classes or jobs from their current one to another.

**3.2.76**

**Combat System**

A functional system that allows game characters to engage in combat with each other.

**3.2.77**

**Achievement System**

A functional system that includes many independent personal achievements, and when players reach certain objectives, they can claim these achievement points in the system and accumulate them to obtain various rewards.

**3.2.78**

**Mobs/Monsters**

Units in a game that confront players; usually referring to NPCs using similar module composition, are large in numbers and have possessed no complicated behavior.

Note: Players can defeat mobs to obtain EXP, virtual currency and other in-game rewards.

**3.2.79**

**Elite Mobs/Monsters**

Units that possess stronger attributes or special skills.

**3.2.80**

**Boss**

The last enemy of a level, story act or area in a game. Story progression at this point is locked until the boss is defeated and the level is cleared.

**3.2.81****Drops/Loot**

Items provided by enemies or mobs upon defeating them in a game.

**3.2.82****Story Quest/Mission**

Mandatory missions that drive the game story or core event design and must be completed in order to continue story progression.

**3.2.83****Side Quest/Mission**

Non-mandatory secondary story missions that do not affect the participation or completion of main missions.

**3.2.84****Skills**

Abilities (including attack, defense, support and other abilities) that game characters can obtain through various means.

**3.2.85****Active Skills**

Skills possessed by game characters, pets or mounts etc. that need to be actively input to be cast.

**3.2.86****Passive Skills**

Skills possessed by game characters, pets or mounts etc. that do not need to be actively input to be cast.

**3.2.87****Crowd Control Skills (CC)**

Skills that limit character movement, skill cast and effects, item usage etc.

**3.2.88****Summon Skills**

Skills that summon other game characters or items etc.

**3.2.89****Healing Skills**

Specific skills that increase health in-game.

**3.2.90****Class Skills**

Special skills of characters pertaining to their different classes.

**3.2.91**

**Area of Effect (AoE) Skills**

Skills that can be used on multiple targets and are cast by game characters in a specific range.

**3.2.92**

**Ultimate/Special Skill**

A character's powerful offensive skill.

**3.2.93**

**Skill Pre-cast**

The process when a character starts casting a skill to when the skill is released.

**3.2.94**

**Skill Post-cast**

The process when a character releases a skill to when it completes the skill cast.

**3.2.95**

**Cast Time**

The time consumed from when a skill is released to when it takes effect or ends.

**3.2.96**

**Game Character Attributes**

A game character's related ability values. Include: Health, Experience Points, Attack, Defense, etc.

**3.2.97**

**Health Points (HP)**

**Life**

The health value of a character or combat unit.

**3.2.98**

**Magic/Mana Points (MP)**

The quantitative value of a game character's usable magic energy.

**3.2.99**

**Experience Points (EXP/XP)**

Points that a game character obtains by completing in-game events to increase its level.

Note: Revised GB/T 32626—2016's definition 2.2.9.

**3.2.100**

**Skill Points**

Points used to exchange for new skills or increase skill levels in a game.

### 3.2.101

#### **Battle/Combat Power**

A calculated overall value that aggregates a player's various abilities.

Note: In games that primarily focus on character growth (RPGs, SLGs, etc.), combat power is calculated according to player equipment, skills, attributes etc. In battle arena games, combat power is calculated according to a player's past battle history.

### 3.2.102

#### **Basic/Normal Attack**

The most basic and normal form of attack in a game.

### 3.2.103

#### **Physical Attack**

An attack that deals damage using limbs, instruments/equipment/objects, etc.

### 3.2.104

#### **Trajectory**

The path of a weapon's ranged shot or player skill in a game.

### 3.2.105

#### **Attack Detection**

In action, shooter, fighter and other game genres, the system determines if an attack is effective.

### 3.2.106

#### **Critical Hit**

An attack that deals higher than normal damage.

### 3.2.107

#### **Block**

An act that prevents an enemy's attack and nullifies or reduces damage received.

### 3.2.108

#### **Cooldown Time (CD)**

The required time interval between using virtual items or casting skills in succession in a game.

### 3.2.109

#### **Global Cooldown Time (GCD)**

A shared cooldown time interval of similar or all skills.



**3.2.110**

**Continuous Casting**

The circumstance when a caster continuously maintains a skill's effect.

Note: During cast channeling, the caster usually cannot move or cast other skills.

**3.2.111**

**Healing Over Time(HoT)**

Continued healing performed on a target over a period of time.

**3.2.112**

**Physical Damage**

Damage dealt by physical attacks.

**3.2.113**

**Magical Damage**

Damage dealt by magical attacks.

**3.2.114**

**Attribute Damage**

Damage dealt by game-defined attributes interacting with one another.

**3.2.115**

**Friendly-fire Damage**

Damage dealt by ally attacks.

**3.2.116**

**Damage Over Time (DoT)**

Continued damage dealt to a target over a period of time.

**3.2.117**

**Damage Reflect**

The circumstance when a character deals damage to a target and receives damage at the same time in a game.

**3.2.118**

**Armor/Defense**

An attribute used to reduce received damage by a player, usually only reducing physical damage.

**3.2.119**

**Physical Defense**

Defensive value against physical attacks.

**3.2.120****Magical Defense**

Defensive value against various magical attacks.

**3.2.121****Magical Resistance**

An attribute that reduces magical damage.

**3.2.122****Stamina/Endurance**

The attribute that restricts player in-game behavioral attempts.

**3.2.123****Fatigue**

The duration a player spends in a game performing actions. Upon reaching a certain value, no actions can be performed in the game, and can only be restored after waiting for a certain period of time.

**3.2.124****Durability**

The consumption value of item usage in a game.

**3.2.125****Duel**

A non-fatal match previous agreed upon between players in a game.

**3.2.126****Tutorial**

Information that provides help and guidance to players who have just entered a game for the first time.

Note: Revised GB/T 32626—2016's definition 2.2.11.

**3.2.127****Safe Zone****Safe house**

An area where characters in-game will not receive damage.

**3.2.128****Spawn Point**

The initial location of a player in a game.

3.2.129

**Respawn Point**

A special area where the game can progress when characters die in-game or resume their game progress.

3.2.130

**Portal**

A special area that allows quick transportation from one location to another specified location.

3.2.131

**Recruit**

Game users can obtain new characters or allies through specific means in a game.

3.2.132

**Attribute Point Adding**

The act of players distributing or assigning attribute and skill points to their game characters.

3.2.133

**Enhance/Upgrade**

The act of increasing a user character or virtual item's values in a game.

3.2.134

**(Game) Equipment**

A series of items that can be equipped in-game. Usually directly or indirectly impacts offensive and defensive utility, and affects game character attribute values and combat power.

3.2.135

**Equipment Grade**

A design concept that differentiates equipment values into tiers according to their strengths. Usually divided into grades: ordinary, superior, rare, epic, legendary etc.

3.2.136

**Equipment Enhance**

The act of consuming certain materials and game currency to upgrade equipment characteristics.

3.2.137

**Buff**

A status where a game character's attributes and abilities are improved.

Note: Revised GB/T 32626—2016's definition 2.2.3.

3.2.138

**Debuff**

A status where a game character's attributes and abilities are weakened.

Note: Revised GB/T 32626—2016's definition 2.2.4.

### 3.2.139

#### **Physical Immunity**

A status of being completely immune to physical damage in a game.

### 3.2.140

#### **Magical Immunity**

A status of being completely immune to magical damage in a game.

### 3.2.141

#### **Aura**

A passive skill that allows its possessor and nearby units in a certain radius to be granted with certain characteristics.

### 3.2.142

#### **(Attacked) Flinch**

A "stun" action produced when striking enemies or being struck by attacks in a game.

### 3.2.143

#### **Invincible**

A status of being completely immune to attacks and crowd control in a game.

### 3.2.144

#### **Crowd Control Immunity**

A status of being immune to displacement and crowd control in a game.

### 3.2.145

#### **Stun**

A status that persists for a period of time, during which a character is unable to perform any actions and a stun animation and light effects are displayed.

### 3.2.146

#### **Stealth**

An effect when a character cannot be seen by non-allies.

### 3.2.147

#### **Quick-time Event (QTE)**

Events that test player reaction. Players must quickly react to events displayed on the game screen and input the corresponding commands.

### 3.2.148

#### **Private Message (PM)**

A private message sent from one player to another.

### 3.2.149

#### **Offline Version**

A running game version where a player does not log into the server.

### 3.2.150

#### **Offline PvP**

When the system automatically accepts challenges from other online players while the other player is offline.

### 3.2.151

#### **Cloud Game Playability**

A player's overall experience in a cloud gaming environment determined by interactive response times, game video streaming speeds, video quality, etc.

### 3.2.152

#### **Cloud Game Streaming**

In a cloud gaming environment, audio and video data are bundled using a transport protocol and converted into streaming data and transmitted to users.

### 3.2.153

#### **Cloud Game Video Encoding**

Using compression technology, the cloud game's source video format file is converted into another video format file in the cloud.

## 3.3 Game Live Operations

### 3.3.1

#### **Official Website**

A game publisher's official website that provides services including but not limited to: game client downloads, game information and resource browsing, notices, news announcements etc. for game users.

Note :Rewrite the definition 2.2.12 of GB/T32626—2016.

### 3.3.2

#### **Cloud Gaming Service Provider**

A vendor that provides users with cloud gaming services and technically provides a cloud platform that executes cloud-based processing of game content.

### 3.3.3

#### **Cloud Gaming Subscription Model**

A payment model where cloud gaming service providers bundle cloud game platform services and content and rent them to users in a "packaged" or "bundled" price.

### 3.3.4

#### **Community Management**

The act of managing and maintaining a user community.

### 3.3.5

#### **Live Operations**

Refers to game operators targeting users with attraction, sales and other events in-game and outside of it.

### 3.3.6

#### **Account**

User-registered information with online game service companies, entering an online game with said information including username, password, personal information etc.

Note: Revised GB/T 32626—2016's definition 2.3.9.

### 3.3.7

#### **Account Suspension/Ban**

The act of freezing a user's game account to prohibit continued usage.

Note: Revised GB/T 32626—2016's definition 2.3.16.

### 3.3.8

#### **Revoke Rights**

The act that game operators implement to temporarily or permanently revoke some or all of a game user's privileges.

Note: Revised GB/T 32626—2016's definition 2.3.21.

### 3.3.9

#### **Block List/Ban List/Blacklist**

A list of rejected IPs or user accounts.

### 3.3.10

#### **Whitelist**

Allowed accounts or IPs in situations enforcing restricted access policies.

Note: Outside users cannot access a game during server shutdowns, but to evaluate release version quality, some testers may be allowed to log into the game to QA the game. Provision of test accounts is considered whitelisting.

### 3.3.11

#### **Server Launch**

An act where the game can be logged in normally during closed beta testing, open beta testing and other key operational launch phases.

[GB/T 32626—2016, definition 2.3.18]

### 3.3.12

#### **New Server Launch**

An act where new servers are added and run to accommodate more users for an online game.

Note: Revised GB/T 32626—2016's definition 2.3.19.

### 3.3.13

#### **Server Merge**

An act where different servers of a game are able to exchange data with each other, allowing data merging between servers.

### 3.3.14

#### **Server Shutdown**

An act where an online game operator halts game services for one or more groups of servers.

### 3.3.15

#### **(Game) Lobby**

A place where game users gather before getting ready for combat.

### 3.3.16

#### **Stress Test**

A testing method on a game system's database, network and server load capabilities to ensure that it is functioning properly and stable.

### 3.3.17

#### **Closed Beta**

Testing of a game's design features accessible to the game developer's testers and a limited number of game users who meet testing conditions.

[GB/T 32626—2016, definition 2.3.3]

### 3.3.18

#### **Open Beta**

User experience (UX) testing post-closed beta accessible to all game users.

Note: Revised GB/T 32626—2016's definition 2.3.6.

**3.3.19****Game Guide/Walkthrough/FAQ**

A game guide detailing game progress, gameplay and techniques, and/or clearing the game to completion.

**3.3.20****User Generated Content (UGC)**

Game-related buildings, art, social ecosystems and other relevant game guides, information and other content created by users themselves.

**3.3.21****Professionally Generated Content (PGC)**

Game content created by professionals that are visually higher in quality and harder to create than content created by game users themselves.

**3.3.22****Game Merchandise/Peripherals**

Related products derived from using a certain game as the theme and packaging potential merchandising resources in creative ways.

Note: Can be toys, food, accessories and other physical items, or music, images, books and other cultural products with the game as the main concept.

**3.3.23****Game Administrator/Gamemaster (Admin/GM)**

A game operator's online game manager whose main responsibility is to enforce game regulations and maintain order in an online game.

[GB/T 32626—2016, definition 2.3.14]

**3.3.24****Game Digital Marketing**

The act of promoting a game via digital marketing and attracting user clicks and registrations etc. by way of obtaining advertising space and other advertising resources in internet applications.

**3.3.25****Game User Acquisition (UA)**

The act of funneling users obtained by an online game operator into a game, depending on game circumstances.

**3.3.26****Complaints Processing Time**

The time interval from when a game operator records a complainant's information to when the operator provides a solution for the complainant.



[GB/T 32626—2016, definition 2.3.22]

### 3.3.27

#### **Pre-download**

The act of releasing the client download early, before a game is released.

### 3.3.28

#### **Mute**

When game customer support uses admin tools to revoke a player's ability to send messages within in-game communication functions.

### 3.3.29

#### **Rollback**

The status where a server's data is partially or fully restored to a previous timestamp.

Note: Revised GB/T 32626—2016's definition 2.3.15.

### 3.3.30

#### **(Game) In-app Purchase (IAP)**

A game monetization model where players purchase virtual items, game currency etc. in a game.

### 3.3.31

#### **Battle Pass**

An IAP method where players are rewarded for their activity. Players can purchase "battle passé" to obtain their own activity rewards.

### 3.3.32

#### **Peak Concurrent Users (PCU)**

The greatest number of users online at the same time during a reference period.

### 3.3.33

#### **Daily Average Session/Online Time**

The average time spent online of daily active users.

Note: Calculation formula is usually Daily Total Time Online/Daily Active Users.

### 3.3.34

#### **Daily Engagement Count (DEC)**

The total count of a user's daily engagement with the game. Usually used to measure a game's stickiness.

### 3.3.35

#### **Average Session/Online Time**

The average time spent online of all active users during a reference period.

**3.3.36****Daily Active Users (DAU)**

The average value of users online at the same time during a reference period.

**3.3.37****New User Conversion Rate**

The rate of registered users who completed the tutorial in a game during a reference period.

**3.3.38****Rolling Users**

Users who play a game on a new server when they already have existing characters.

**3.3.39****Churned Users**

Users who did not log into a game during a reference period.

Note: Can be divided into Daily Churned Users, Weekly Churned Users, Monthly Churned Users etc.

**3.3.40****Returning Users**

Churned users who log into the game again during a reference period.

**3.3.41****Daily Churned Users**

The daily number of users who logged in the current day and did not log in to the game for the next  $N$  days.

Note:  $N$  is usually denoted in 2, 3, 7 for Day 2 Churned Users, Day 3 Churned Users and Day 7 Churned Users respectively.

**3.3.42****Weekly Churned Users**

The weekly number of users who logged in last week but did not log into the game on the current week.

**3.3.43****Monthly Churned Users**

The monthly number of users who logged in last month but did not log into the game on the current month.

**3.3.44****Churn Rate**

The rate of the number of active users on the previous reference week against the number of active users on the next reference week. Calculated parameters can be categorized into Daily Churn Rate, Weekly Churn Rate, Monthly Churn Rate etc.

### 3.3.45

#### **Retained Users**

Users who have logged in from the day they registered to the reference period.

### 3.3.46

#### **Day N Retention Rate**

The rate of the number of users who logged in on Day *N* among new users on a certain day.

Note: *N* is usually denoted in 2, 3, 7 and 30 for Day 2 Retention Rate, Day 3 Retention Rate, Day 7 Retention Rate, Weekly Retention Rate and Monthly Retention Rate respectively.

### 3.3.47

#### **Active Users (AU)**

Users who have logged in at least once during a reference period.

Note: Usually can be denoted as Daily Active Users, Weekly Active Users, Monthly Active Users etc.

[GB/T 32626—2016, definition 2.3.8]

### 3.3.48

#### **Weekly Active Users (WAU)**

The number of active users calculated weekly.

### 3.3.49

#### **Monthly Active Users (MAU)**

The number of active users calculated in a calendar month.

### 3.3.50

#### **Daily Active Users (DAU)**

The number of active users calculated daily.

### 3.3.51

#### **Paid/Paying Users (PU)**

Users who registered in a game and have monetized.

[GB/T 32626—2016, definition 2.3.2]

### 3.3.52

#### **Active Paying Accounts**

The total number of paying accounts that have logged in at least once during a reference period.

**3.3.53****Average Revenue Per User/Average Revenue Per Active User (ARPU)**

The average game revenue derived from each user during a reference period. Can be obtained from Total Revenue/Active Users.

**3.3.54****Average Revenue Per Paying User (ARPPU)**

The average game revenue derived from each paying user during a reference period. Can be obtained from Total Revenue/Paying Users.

**3.3.55****User Lifetime**

The time interval from when a player logged into the game for the first time till the last time logged in before churning.

**3.3.56****User Lifetime Value (LTV)**

The total revenue created from a user's lifetime in a game.

Note: Formula calculation is  $LTV=LT \times ARPU$

Variables: *LTV*—User Lifetime Value, *LT*—User Lifetime, *ARPU*—Average Revenue Per Active User.

**3.3.57****User Acquisition Cost**

The cost incurred from obtaining a new user.

**3.3.58****Unique Visitors (UV)**

The number of users with different IP addresses who visited a website or clicked on a webpage.

**3.4 Game Copyright****3.4.1****International Standard Book Number**

A numeric commercial book identifier which is intended to be unique.

**3.4.2****Game License Number**

Generic term for an approval number issued by the national governing body approving its respective game operation. Includes the game's Game Approval Number and ISBN.

**3.4.3****Internet Content Provider License (ICP)**

A license policy for vendors providing internet information services according to the Measures on the Administration of Internet Information Services of China, and one of the criteria for a game's online operation.

#### 3.4.4

##### **Anti-addiction System**

A set of restriction measures designed to prevent under aged individuals from becoming addicted to online games.

#### 3.4.5

##### **Blocked/Banned Words**

##### **Profanity Filter**

Words that have been blocked from showing to create a more conducive online game environment.

#### 3.4.6

##### **Healthy Gaming Advice (HGA)**

Full text published in a notable position in a game, usually when a user starts the game: Resist unhealthy games. Reject pirated games. Pay attention to personal security. Beware of fraud. Game in moderation. Addiction causes health problems. Manage your time. Enjoy a healthy life.

#### 3.4.7

##### **Game Age Rating**

Categorized suitable age ranges and labels that match game content to teenagers of different age groups according to physiological and cognitive abilities, and moral standards.

#### 3.4.8

##### **Online Game Real-name System**

A measure where online game users use their real name and identities to perform real-name registration.

#### 3.4.9

##### **Parental Monitoring/Parental Guidance Controls**

A social public welfare movement that builds harmonious family relationships by increasing parental supervision on minors participating in online games and guiding them towards healthy participation of online games.

#### 3.4.10

##### **Software Copyright**

Various exclusive software rights owned by software developers or other authorized entities according to relevant copyright regulations.

#### 3.4.11

##### **Game Operation Rights**

The rights for a game operator to release a game product on the market and, through product operations, increase user awareness, understanding and playing of said product, eventually converting potential customers into loyal users.

#### 3.4.12

##### **Game Adaptation Rights**

The rights to adapt other artistic works into games in accordance with copyright laws.

#### 3.4.13

##### **Copyright License Fee**

The required payment fee to obtain authorization of a game work's copyright.

#### 3.4.14

##### **Copyright Trust**

The act where the copyrights owner entrusts said copyrights to the trustee for management, and the trustee is responsible for copyright operation. The copyrights owner obtains operation revenue, and at the same time, pays trust revenue to the trustee.

#### 3.4.15

##### **Copyright Trade**

A method of obtaining copyrights or authorized use of a work. The rights holder and user perform an act of trade with the copyrights as the subject within previously agreed upon business terms.

#### 3.4.16

##### **Copyright Import**

A copyright trade activity where, through transferal, authorization or other means, overseas (including Hong Kong, Macao and Taiwan) rights holders import authorized works or IPs that they own into the local market.

#### 3.4.17

##### **GameIntellectual Property (IP)**

Intellectual property rights produced from game works, including but not limited to game trademarks, game material content copyrights, software copyrights and patents.

#### 3.4.18

##### **Game Delisting**

An act when various game platforms or game operator platforms do not provide downloading and sales or marketing services for a game product any longer.

#### 3.4.19

##### **Supervision**

An act where the original copyrights owner provides feedback on the produced works of the copyrighted IP over the course of its process of adaptation or its related works.

### 3.4.20

#### **Private Server**

A network server established via acquisition of a game server's server-side installation program or source code without the authorization of the copyrights owner and through illegitimate means.

### 3.4.21

#### **Private Server Distribution Website/Platform**

A distribution platform website provided for a game's private servers.

### 3.4.22

#### **Reskinned Game**

A game that has had its game visuals, item design, text descriptions, sound effects, story theme, game name and other visual elements changed without changing its gameplay rules, character relations and other core game features.

### 3.4.23

#### **Doujin Work**

Created non-commercial works spawned from content (such as images, audio, text etc.) of games, novels, plays and other artistic works.

### 3.4.24

#### **Gold Farmer**

An organization or individual that make a living from obtaining in-game gold or virtual items and equipment in video games, then sells them for real-world currency.

### 3.4.25

#### **Multiboxing**

Logging into multiple accounts at the same time on one game client to play a game.

### 3.4.26

#### **Game Text Script**

Text content that appears in online games, including but not limited to game UI text, story summary text, character dialogue text etc.

### 3.4.27

#### **Hack/Cheat Programs**

A cheat program that uses programming language to target one or more online games to achieve automatic playing of games or tampers with game settings.

Note: Revised GB/T 32626—2016's definition 2.3.11.

### 3.4.28

#### **Account Hack/Takeover (ATO)**

The act of forcefully acquiring other players' accounts through trojan horses, fraud, phishing and other illegitimate methods.

#### 3.4.29

##### **Pirated Games**

Games that have been illegally copied, distributed, used and sold outside the scope of legal authority without the game copyrights owner or legal authority's permission.

### 3.5 Electronic Sports

#### 3.5.1

##### **Electronic Sports (E-sports)**

A virtual competitive sports activity based on competitive games, with software and hardware devices as its equipment and revolving around information technology. E-sports take place in a virtual environment created by information technology, adhering to standardized competitive rules and carried out fairly with the pretext that said rules are upheld.

#### 3.5.2

##### **E-sports Tournament**

The generic term for electronic sports competitions, mainly referring to team-based, rule-abiding, e-sports format competitions and its related forms.

#### 3.5.3

##### **First-party Tournament**

A related e-sports tournament organized by game developers, operators and other game vendors by themselves.

#### 3.5.4

##### **Third-party Tournament**

An e-sports tournament hosted by a non-gaming vendor.

#### 3.5.5

##### **E-sports Media**

A media platform that provides news relevant to e-sports tournaments.

#### 3.5.6

##### **E-sports Streaming Platform**

A streaming platform that includes e-sports tournament content.

#### 3.5.7

##### **E-sports Industry**



An emerging industry formed globally from the rapid development of the world's game industry in the late 1990s, and is a combination of the technological, cultural, sports and media industries. It is an excellent space for creative development that has obvious interconnected, economic and social effects.

### 3.5.8

#### **E-sports Products**

Software and hardware products and service platforms developed by relevant enterprises in the e-sports industry for use on e-sports culture, entertainment, tournaments, training and academic teaching.

### 3.5.9

#### **E-sports Stadium**

A venue dedicated to the organization of e-sports events and their related assortment of activities.

### 3.5.10

#### **E-sports Team**

An organization whose objective is to join e-sports tournaments. An e-sports team comprising a coach and its team members.

### 3.5.11

#### **E-sports Coach**

A member of an e-sports team who is responsible for guiding athletes and dictating strategy and tactics in e-sports tournaments.

### 3.5.12

#### **E-sports Training Partner**

A person who performs tactical training with other team members during an e-sports tournament.

### 3.5.13

#### **E-sports Referee**

A person who, during e-sports matches, ensures that they are carried out transparently, fairly and impartially, and determines participant (or team) results, wins and losses and rankings according to match outcomes.

### 3.5.14

#### **E-sports Athlete/Professional Gamer/Pro Gamer**

A professional player who has earned the right to participate in e-sports tournaments after multiple selection rounds.

### 3.5.15

#### **E-sports Shoutcaster**

A person who is responsible for commentating or in charge of hosting during e-sports tournaments, and is involved in planning, editing, recording, production, crowd hype and other work.

**3.5.16****E-sports Event Coordinator/Manager**

A person who organizes events and manages content in the e-sports industry.

**3.5.17****E-sports Employee**

A person who works in different aspects of e-sports, such as tournaments, training, experiences and event shows.

**3.5.18****Swiss System**

A type of competition system where teams or athletes (usually) will not be eliminated. Winners gain points, while losers do not, and it is a mode where, every round, there are higher odds of the stronger side facing off against another strong side, and a weaker side against another weaker side.

**3.5.19****Double-elimination**

A competition system where each team is eliminated after two losses, until the champions of the winning and losing groups face off for the grand championship.

**3.5.20****Single-elimination**

A competition system where the loser of each match is eliminated.

**3.5.21****Best of N (BoN)**

An e-sports competition system where the winner is decided in N rounds.

**3.5.22****(Game) Power Leveling**

The act of helping other players or having other players help to quickly increase character levels, points or obtaining more powerful equipment.

**3.5.23****Attack Damage Carry (ADC)**

One of the player's roles in a MOBA game. Uses basic attacks to deal sustained damage to avoid a window of time where no damage is dealt.

**3.5.24****Burst/Nuke**

A damage method where a massive amount of physical, magical or item damage is released in a short period of time.

### 3.5.25

#### **Minion Wave/Lane**

The combat location of minions in a MOBA game.

### 3.5.26

#### **Gank/Roam**

A suppression tactic in MOBA games where player numbers or skill advantages are used in premeditated ambushes, assaults etc. to attack opponents.

### 3.5.27

#### **Carry**

A character that plays the main force in the game.

### 3.5.28

#### **Ganker/Roamer**

A character that dictates the pace of the match by providing roaming support in the game.

### 3.5.29

#### **Support**

A character that is responsible for supporting the team in the game.

### 3.5.30

#### **Ban & Pick**

A step or act where both competitive sides fairly take turns to remove specific maps or game characters from the current match to meet strategic objectives.

### 3.5.31

#### **Insta-kill/Instant Kill**

A circumstance where a target is instantly defeated in the game.

### 3.5.32

#### **Grind**

Grinding usually refers to normal players in a game performing repeated labor such as missions, farming instances etc. to obtain game resources.

### 3.5.33

#### **Away From Keyboard (AFK)**

The status when a player's character remains online, but no actions are performed. Also used to describe when a player does not input commands, but has a game's built-in settings or functions provided by third-party add-ons automatically play the game for him/her.

**3.5.34****Offline**

The status when a player exits a game.

**3.5.35****Kiting**

A tactic that requires a certain input of skill to prevent the enemy from getting close or producing effective damage, and in turn defeating the enemy instead.

**3.5.36****Teleport/ Blink/Flash**

Allows a character's absolute position to change, and usually appears in the form of a skill or item in MOBA games.

**3.5.37****Nerf**

The act of tweaking and weakening some characters, items, tactics etc. in a game by game developers or operators during a game version update.

**3.5.38****Combo**

A series of continuous action commands input in a game. This string of commands usually has strict time limits, and completing it yields many points or advantages. Commonly seen in fighting games.

**3.5.39****Captains Mode (CM)**

A game mode where team captains pick and ban their choice of characters in an e-sports tournament.

**3.5.40****Observer/Spectator Mode**

A mode where persons enter a game as observers or spectators without participating in it.

**3.5.41****Fog of War**

A mechanic in strategy battle games used to restrict player vision on a map.

**3.5.42****Dragon Kill Points (DKP)**

A point system of each player's contribution in a team fight.

Note: A widely-used basis on which boss loot is distributed in MMORPGs.

**3.5.43**

**Kill/Death(K/D/Ratio)**

Used to evaluate character kills/assists and deaths ratios in a single match in MOBA games.

**3.5.44**

**Actions Per Minute (APM)**

The sum of all player in-game actions per minute in games, including mouse clicks, keyboard strokes and other actions.

**3.5.45**

**Gold Per Minute (GPM)**

The average amount of gold earned per minute by a single character in a match in MOBA games.

**3.5.50**

**Damage Per Second (DPS)**

The average damage value dealt per second to a target by a player.

## Bibliography

None.