

BILIBILI CREATOR MEDIA KIT

Reach China's lore-driven gamers.

Native Chinese storytelling for games with deep worlds, tactical systems and dedicated communities.

YI WAN LONG XIA TANG

一碗龙虾汤

522K+

FOLLOWERS

554

PUBLIC VIDEOS

16–25

LARGEST AGE GROUP



BILIBILI UID 98684196

A strong fit when your game rewards understanding.

The channel works best when a creator can translate the game’s appeal culturally—not only linguistically.

01	DEEP WORLDS	Science fiction, fantasy, factions, lore and settings that reward explanation.
02	TACTICAL SYSTEMS	Strategy, simulation, CRPG, turn-based combat and management games.
03	DISTINCTIVE TONE	Grimdark, horror, war, monsters, dystopia and unusual independent games.

BEST CANDIDATES

Simplified Chinese available or scheduled

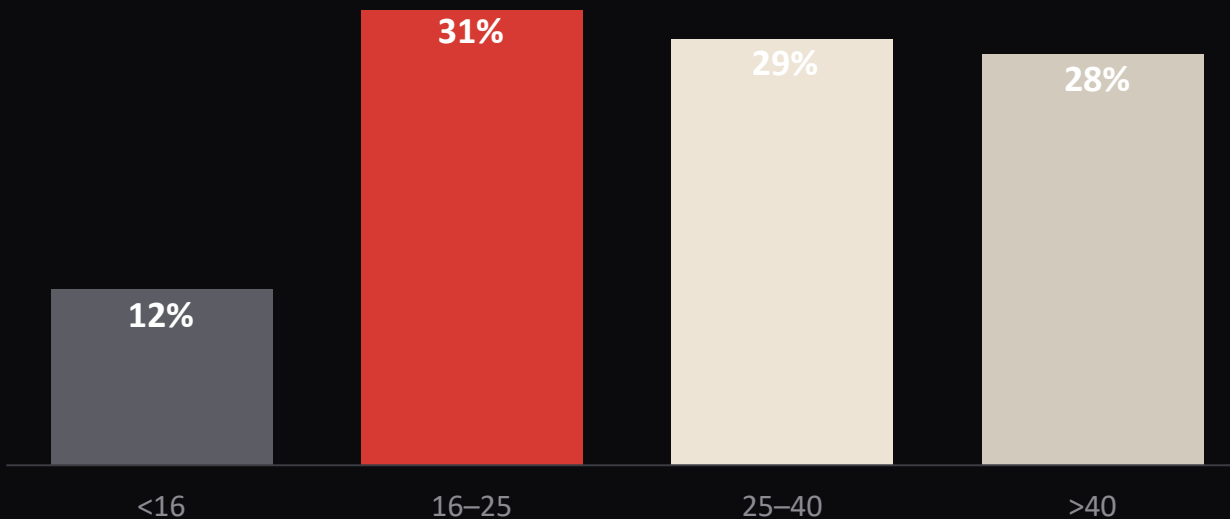
Clear launch, demo, update or DLC window

A story worth adapting to Chinese players

FIRST-PARTY CHANNEL DATA

The audience is older than the headline number suggests.

AGE DISTRIBUTION



Approximate shares read from Bilibili's creator dashboard.

≈57%

OF FOLLOWERS ARE AGE 25+

JIANGSU + GUANGDONG

TOP FOLLOWER REGIONS

21:00

PEAK ACTIVITY · CHINA STANDARD TIME

REGIONAL CONTEXT

2025 per-capita disposable income

Jiangsu ≈ RMB 58K · Guangdong ≈ RMB 54K
National RMB 43,377

Provincial context—not individual follower income.

Long-form viewers show up for complex worlds.

Three public examples—not sponsorship case studies.

1.54M

25:40

WHAT IS LIFE LIKE
AFTER BECOMING A
DREADNOUGHT?

PUBLISHED 7 AUG 2024

822K

24:38

WHAT IF YOU WERE BORN
IN A WORLD OF
DAEMONIC PLEASURE?

PUBLISHED 23 MAR 2025

714K

22:17

WHAT IF YOU BECAME
AN IMPERIAL TANK
COMMANDER?

PUBLISHED 1 JUL 2025

This is an audience accustomed to 20+ minute explanations—not only short promotional clips.

ONE CREDIBLE PILOT PRODUCT

Start with one native sponsor integration.

A creator-led placement inside a regular episode whose topic naturally overlaps the game's genre, mechanics or worldbuilding.

INCLUDED

Fit review · English-to-Chinese brief adaptation
Creator's established format · One factual review
Bilibili publication · Public 7 / 30-day reporting

INTENTIONALLY NOT PROMISED

No external promotional link · No designated pinned comment
No click or wishlist tracking · No sales or revenue guarantee

Duration and quotation are confirmed after fit review.

LOW-RISK NEXT STEP

Send your game page and launch date.

- | | | |
|----|--------|-------------------------------|
| 01 | REVIEW | Audience and editorial fit |
| 02 | FRAME | Scope, timing and quotation |
| 03 | CREATE | Production + factual review |
| 04 | REPORT | Publication + 7 / 30-day data |

QIXUAN DONG

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SUBJECT TO CREATOR APPROVAL + WRITTEN AGREEMENT