

# Le développeur de jeux américain Unity renforce sa présence en Chine

*Chaque vendredi, dans sa revue de presse, Maddyness vous propose une sélection d'articles sur un sujet qui a retenu l'attention de la rédaction. Cette semaine, Unity dévoile sa stratégie de développement en Chine.*

Temps de lecture : minute

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12 août 2022

## Unity renforce sa présence en Chine

*L'actu*

Unity Software Inc ([U.N](#)), the U.S. developer whose software is used in video games like Tencent Holdings' ([0700.HK](#)) "Honor of Kings", said on Tuesday it had struck a deal to create a joint venture with multiple partners, valued at \$1 billion, from its China business.

The announcement follows an exclusive Reuters report last week that Unity was in talks to spin off its China unit to help it expand in the world's biggest games market. [Lire l'article complet sur le site de Reuters.](#)

## Un travail de longue haleine

*Le process*

Unity's spin-off plan is being driven by a desire to see its software used more extensively in China in areas as varied as smart city modelling to industrial design, as well as in the metaverse, two of the people said. Potential investors Unity has been speaking to have made big bets on the metaverse, they said.

With China tightening data handling regulation, Unity believes a spin-off would aid this expansion as it would give the unit more local ownership and autonomy over how it operates in the country, which could also increase its attraction to local government and state-owned partners, the people said.

The spin-off would be one of China's bigger technology deals this year as investment activity has slowed due to weak economic growth, COVID-19 outbreaks and regulatory tightening.

Unity China Chief Executive Zhang Junbo has been working on the plan for at least a year, two of the people said. Progress has been further slowed by Unity's share price sinking 80% since its November 2021 high amid weakness in U.S. tech stocks, and by a product missing performance expectations, they said. [Lire l'article complet sur le site d'Euronews.](#)

## Unity conservera la main sur l'entreprise

### *Les conditions*

The local partners it plans to work with include major players in China's tech industry: Alibaba ([BABA](#)), China Mobile ([CHL](#)), ByteDance's Douyin Group, smartphone company Oppo, miHoYo, Xiamen-based online game developer G-Bits Network Technology, and PCI Technology, an AI technology service provider.

Unity will have majority control of its China venture, it said. The venture will be valued at \$1 billion following investments from the local partners.

Junbo Zhang, who currently serves as Unity's general manager for Greater China, will lead the venture as president and CEO, the company added.

[Lire l'article complet sur le site de CNN Business.](#)

## AppLovin lorgne sur Unity

### *L'attractivité*

A year after [going public](#), app growth and monetization agency AppLovin submitted an unsolicited [proposal](#) today to buy the game engine Unity in a deal worth \$20 billion.

“We believe that together, AppLovin and Unity create a market leading business that has tremendous growth potential,” said Adam Foroughi, AppLovin CEO, in a press release. AppLovin estimates that together, the companies could reach an estimated run-rate adjusted EBITDA of over \$3 billion by the end of 2024. In AppLovin’s proposal, Unity would own 55% of the merged company’s shares, representing 49% of voting rights. But in the agreement with ironSource, the Israel-based company would become a wholly owned subsidiary of Unity. [Lire l'article complet sur le site de Tech Crunch.](#)