

《乐高与腾讯联手：两大巨头打造玩具+互联网帝国》

近日，世界知名玩具制造商乐高宣布同腾讯达成合作伙伴关系，在中国共同开发在线游戏和社交平台。



BEIJING/COPENHAGEN (Reuters) - Danish toymaker Lego is teaming up with Chinese internet giant Tencent Holdings Ltd to jointly develop online games and potentially a social network aimed at Chinese children.

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Privately-owned Lego has seen a slowdown in sales growth in recent years, but the Chinese market has been a bright spot with sales growing 25-30 percent in 2016.

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It is competing with Barbie maker Mattel Inc and Hasbro, the firm behind My Little Pony, for a slice of the \$31 billion toys and games market in China.

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Lego said on Monday the partnership with Tencent, China's biggest social network and gaming company, aimed to create a safe online environment covering content, platforms, and experiences tailored for Chinese children.

2016?11????????????????????????????????70-80%?