

CMGE Leading the Guofeng Metaverse Initiatives in Entertainment Economy

中手游領導「娛樂消費型」元宇宙 打造國風元宇宙世界

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Metaverse is a virtual digital world that operates around and interconnects with the real world. Supported by highly sophisticated digital and hardware technologies, Metaverse has now become an ordered arena that enables avatars, natural persons, artificial intelligence and multiple communication means to co-exist and be integrated. The changes that our society is experiencing envisage how Metaverse has been shaping, and will reshape our communication culture through enhancement to digital interaction. Representing the combination of both virtuality and reality, digital interaction redefines our conventional lifestyles and social norms, hence may later mark the rise of another advancement of civilisation in human history.

Mr. Hendrick Sin, The Executive Director and Vice Chairman of CMGE Technology Group Limited (CMGE), believes that Metaverse would bring greater freedom to people, as well as to recover and preserve cultural relics and practices. In this virtual community, every person is allowed to freely express themselves. In the Metaverse, people could create and shape their identities by taking reference to their preferred culture, form groups from feeling that they belong, and socialize and create whatever they like. Metaverse gives rise to an entirely new commercial model, consumption patterns, division of labors and organizational form; the virtual economy rested in the Metaverse can therefore continue to thrive and sustain.

元宇宙是一個平行於現實世界的虛擬數字世界，在高度複雜的數字化技術和硬件技術的支撐下，通過自然人、機器人、虛擬人等多重傳播主體的共在共存，生成人、自然和機器緊密整合的系統化的生活世界。人類社會實踐的變遷預示元宇宙正在重塑我們的傳播生態，即通過虛實融合的數字交往改變我們的媒介化生存方式和社會生活，進而有可能生成人類歷史上一種新的文明。

中手游科技集團有限公司（簡稱中手游）執行董事兼副董事長洗漢迪先生認為，這個虛實融合的元宇宙世界將會給人類帶來更多自由，令經典文化復現和永存。每個人都能在這個虛擬社會中自由展現自我。人群將不再以現有的方式來劃分，而是根據文化劃分，大家在進入元宇宙後依托他們所認同的文化創造自己的身份，進行社交和自由創造。全新的商業模式、消費場景、協作分工、組織形態都會從元宇宙中誕生，元宇宙的經濟系統因此能夠持續運轉下去。

Legend of Sword and Fair portrays the very first Metaverse in Chinese Chic Style (Guofeng)

Mr. Sin noticed that the Chinese chic style (Guofeng) culture has been widely upheld and infiltrated into aspects of life in China. It generates a raft of new markets that are worth billions of dollars. Additionally, consumption driven by the spread of Guofeng culture has already reached thousands of billions in aggregate. In light of its enormous popularity and unrealised potential, it is highly probable that Guofeng culture will be transmitted worldwide. On bilibili, a video streaming platform in China, the number of followers of Guofeng content has exceeded 177 millions in 2021, of which 62% of the Guofeng content creators are aged 18-30. These enthusiasts are characterized by their long standing passion and commitment in producing high quality design pieces revolving around the Guofeng theme. Legend of Sword and Fair is the very first Guofeng Metaverse based on the "The Legend of Sword and Fairy". Its publisher owns a massive user base reaching hundred millions Chinese netizens around the globe. After years of running, the community has fuelled the rise of numerous fan groups who are dedicated to content creation while the "The Legend of Sword and Fairy" have also penetrated into a wide array of digital fields.

Based on the high quality open world gaming mechanism, Metaverse is giving full play to the power of Guofeng content creator groups and deeply integrating with offline consumption patterns in the real world. By leveraging the "content + platform" model, the integration between virtuality and reality and an immersive consumption experience in Guofeng driven market will open up a trillion dollar worth market opportunities. 88% of Legend of Sword and Fair's users are aged 18-45, proving the mature generation such as the millennials are more inclined to its Metaverse cultivated concept.

《仙劍·世界》打造首個國風元宇宙世界

冼漢迪先生表示，目前在國內，國風文化全面覆蓋國民“衣食住行娛”，誕生多個百億級、千億級品類市場，形成萬億級消費規模。“國風+”風頭正盛，且未來仍強勁，立足中國市場面向全球輸出是主旋律。2021年B站國風愛好者人數超越1.77億，這個群體的創作欲和創作水平非常高，其中18到30歲的年輕人占比約62%。《仙劍·世界》是以國風第一IP《仙劍奇俠傳》為載體打造的首個國風元宇宙，公司有著龐大的IP用戶基礎，覆蓋全球數億華人。仙劍IP經過多年的運營，培養了大量喜歡創作的粉絲，並且仙劍IP產業鏈也滲透多元領域。以高品質的開放世界遊戲為基礎，向上延展出元宇宙，充分發揮國風創造者群體的力量，持續創造豐富的內容，並深度融合綫下消費，實現內容+平臺模式、虛實融合和沉浸式消費體驗，打開萬億的國風經濟消費市場。《仙劍·世界》面向的用戶群中，18-45歲佔88%，可以說《仙劍·世界》是一個面向更成熟年齡段的元宇宙產品。



Content Co-creation is the key to success

How the Metaverse is different from a simple creation is that content co-creation is of the very essence to its success. In the past, most products were acknowledged and released by official parties only. However, the production efficiency and product quality of the official teams were sometimes underperformed and limited. Mr. Sin emphasized that the ability to co-create is a core component in Metaverse. A high quality, user-friendly creation tool designed for user generated content with a low threshold to participate must be provided to all Metaverse users so that they can easily and freely create. At the same time, the officials should foster the development of a showcase platform with the team being able to demonstrate good operational capabilities in order to nurture an ideal breeding ground for creativities.

Metaverse: Today and Tomorrow

In order for an economic system to reach its full maturity, CMGE believes that officials should possess excellent planning ability so as to integrate social resources and design new economic models to create an ecology that promotes co-creation, enhancement and sharing.

Take CMGE as an example, various products and initiatives originated from the Metaverse concept have already been orchestrated, including the realms of virtual gaming, online entertainment, immersive B2C e-commerce, C2C creators and F2C economy which directly reaches the customers.

內容共創是成功關鍵

元宇宙的創作形式與過往的產品形態不同，內容共創是其核心。過往產品著重於官方產出內容，而官方團隊產出的效率和質量都有一定局限性。冼先生強調元宇宙的重點在於用戶共創，所以元宇宙要做出好的內容，必須為用戶提供高品質、低門檻、易用的UGC (User Generated Content) 創作工具，讓用戶可以非常輕鬆自由地創作，同時官方也要有優秀的展示平臺和運營能力，打造良好的創造氛圍。

元宇宙·今天·未來

中手游認為為了創造成熟的經濟系統，官方需要有出色的規劃能力，整合社會資源和設計新的經濟模式，打造共創、共建、共享的生態。以中手游為例，具備元宇宙概念的產品目前已經規劃了虛擬遊戲經濟、線上娛樂演出消費經濟、沉浸式 B2C 電商消費經濟、C2C 創造者經濟和直達終端消費者的 F2C 經濟。

中手游主要從國風元宇宙及數字藏品兩方面進行了元宇宙布局。國風元宇宙場景能夠承載所有國風商業形態，為萬億級消費市場打開線上立體化和沉浸式的銷售渠道，多市場融合想像力空間巨大。冼先生更透露今年中手游已經與多個數字藏品領域的平台合作推出超過 14 萬份數字藏品，一經發售全部售罄。



CMGE's Metaverse mission was laid out after primarily taking the Guofeng concept and digital collectibles into account. Business models operating in the Metaverse and stem from the Guofeng concepts open up new sales channels, being both online and immersive. Such transformation undoubtedly opens up tremendous market opportunities in the trillion-dollar consumer market coupled with huge room for multi-market integration. Mr. Sin also revealed that CMGE has collaborated with numerous digital collectible platforms and have launched more than 140 thousands digital collectibles. All of them were immediately sold out after the release.

Additionally, the core to the Metaverse development lies within accessories, the network and artificial intelligence. According to the latest trends, the dawn of the 5G generation sparks a breakthrough in networking speed that enables the cloud gamers to enjoy a smoother network experience. There is a certain network speed requirement before users can fully indulge themselves into the Metaverse. To avoid any disruption to the immersiveness, the enhanced 5G technology should be put into practice and contribute to the growth of Metaverse.

Meanwhile, cloud computing plays a significant role in setting up gaming scenes and enhancing users' experiences in Metaverse. Cloud computing, cloud storage and cloud rendering have benefited from the rapid evolution of large-scale games. These technological advancements offer a strong support and ideal foundation for Metaverse to thrive, and it certainly depicts an incredible optimism down the road.

此外，元宇宙的發展核心在於配件，網絡和人工智能。按照現在的趨勢來看，5G時代的新開始是一個新的網速突破，可以讓雲玩家有更流暢的網絡體驗，而元宇宙正需要有一定的網速才可以不影響體驗感，所以5G的開始正可以加快元宇宙的發展速度。此外，無論是大型的遊戲場景還是給用戶更加良好的體驗，元宇宙都離不開雲計算這一算力基礎。隨著大型遊戲的發展，雲計算、雲存儲以及雲渲染都得到了快速的發展，作為元宇宙的基礎也算是一個强有力的支撐，所以在有基礎的前提下，元宇宙的發展速度是樂觀的。

