

The Economic Lessons from the Success of "Black Myth: Wu Kong"

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Abstract: With the robust expansion of the digital economy, the gaming industry, as a pivotal segment, is witnessing growth at an unprecedented rate. The domestic game "Black Myth: Wu Kong" has achieved widespread global attention due to its distinctive cultural allure, sophisticated technical production, and accurate market positioning. This paper aims to conduct an in-depth economic analysis of the economic essence behind the "out-of-circle" phenomenon of "Black Myth: Wu Kong," exploring its commercial value as a cultural intellectual property, the innovative path in the era of the digital economy, the market response amidst the trend of consumption upgrading, and the significance of ecosystem cooperation. Employing a comprehensive analytical approach, this study evaluates the game's performance in the realms of cultural dissemination, technological innovation, market demand, and industry chain construction. The research findings of this article are: (1) "Black Myth: Wu Kong," as a cultural intellectual property, has successfully captivated a global audience by transcending geographical and linguistic barriers through its unique cultural identity and emotional resonance; (2) the game's accomplishments in technological innovation have charted a new course for the gaming industry in the digital economy era; (3) its precise market trend analysis and ecosystem collaboration models offer valuable strategic insights for other industries; (4) the success of the game has not only elevated its commercial value but also catalyzed market consumption upgrades for related hardware devices and peripheral products; (5) the game's popularity has also spurred the rise of the gaming live streaming and esports industries, infusing new vitality into the entire gaming sector. Furthermore, the paper proposes policy recommendations for strengthening industry chain cooperation and optimizing ecosystem dynamics to foster sustainable development within the industry.

Keywords: "Black Myth: Wu Kong", Cultural IP, Digital economy, Technological innovation Market demand, Construction of industrial chain.

1. Introduction

In recent years, with the booming development of the digital economy, the gaming industry, as an important component of it, is growing at an unprecedented rate. As an outstanding representative of domestic games, "Black Myth: Wu Kong" has successfully gained popularity in the global gaming market due to its unique cultural charm, exquisite technical production, and precise market positioning. This article will analyze in depth the economic implications behind the phenomenon of "leaving the circle" in "Black Myth: Wu Kong" from an economic perspective.

2. The Commercial Value of Cultural Ip

"Black Myth: Wu Kong" is based on the Chinese classical novel "Journey to the West" and reinterprets the classic story through modern gaming technology, successfully integrating traditional Chinese cultural elements into the game product. The commercial operation of this cultural IP not only enhances the cultural connotation and attractiveness of games, but also promotes the international dissemination of cultural products. The commercial value of cultural IP lies in its unique cultural identity and emotional resonance, which can transcend geographical and linguistic boundaries and attract the attention and love of global consumers [1]. Black Myth: Wu Kong, as a role-playing game set against the backdrop of the classic Chinese myth Journey to the West, has received widespread attention since its release. This game is not only loved by players for its exquisite graphics and exciting

combat system, but also highly anticipated for its profound cultural connotations and artistic value.

2.1. Unique Cultural Charm in Character Design

The game features Sun Wu Kong as the protagonist, and its image design and skill settings not only retain the essence of traditional mythology, but also incorporate modern elements, giving this classic character new vitality in the context of the new era [2]. By comparing the images and skills of different versions of Sun Wu Kong, we can see that the character design in "Black Myth: Wu Kong" not only enriches the sense of hierarchy of the characters, but also enhances the player's sense of immersion. This innovative expression of traditional culture enables games to attract a wider range of players, thereby enhancing their commercial value.

2.2. Art Style has a Unique Chinese Style

The visual style, color matching, and scene design in the game are deeply rooted in traditional Chinese culture, showcasing a unique Eastern aesthetic. By comparing the art styles in different scenarios, it can be found that the visual presentation of the game not only conforms to its worldview setting, but also allows players to experience the charm of traditional Chinese culture in the game. This deep integration of visual and cultural elements not only enhances the artistic expression of the game, but also enhances its competitiveness in the global cultural market.

2.3. The Game Mechanism Permeates the Connotation of Traditional Chinese Culture

The role-playing, combat system, and plot setting in the game deeply reflect the rich connotations of traditional Chinese culture. By comparing the mechanisms in other similar games, it can be seen that "Black Myth: Wu Kong" incorporates many innovative elements while retaining the essence of traditional role-playing games, making the game more interesting and challenging. This combination of traditional and modern game design not only enhances the gaming experience for players, but also strengthens the market appeal of the game.

The Black Myth: Wu Kong not only achieved great commercial success, but also played an important role in cultural inheritance and exchange. As a game set against the backdrop of traditional Chinese mythology, it spreads Chinese traditional culture to global players through the medium of gaming, allowing them to experience the unique charm of Chinese culture in the game. This cross-cultural dissemination and exchange have made "The Dark Myth: Wu Kong" an important cultural carrier, with profound significance for promoting cultural exchange and understanding between China and foreign countries.

3. Digital Economy and Technological Innovation

Black Myth: Wu Kong also performs well in terms of technological innovation. The game adopts advanced game engines and rendering technology, providing players with high-quality visual effects and immersive gaming experience. This technological innovation not only enhances the competitiveness of games, but also promotes the upgrading and development of the gaming industry. As a 3A action role-playing game set against the backdrop of the Chinese classic novel Journey to the West, it has not only achieved great success in cultural inheritance, but also demonstrated the infinite possibilities of technological innovation and cultural integration in the wave of digital economy. Since its official release on August 20, 2024, the game has rapidly ignited the global gaming market and become a model of digital technology empowering the cultural industry.

3.1. Profound Cultural Heritage and Technological Innovation

The game revolves around the classic character of Sun Wu Kong and reinterprets the classic story of Journey to the West, perfectly combining traditional culture with modern technology. The game adopts the latest Unreal Engine 5, combined with self-developed AI intelligent scene generation technology, to achieve an open world map of over 1000 square kilometers. The introduction of NVIDIA's DLSS3.5 and panoramic ray tracing technology has significantly improved the graphics performance and visual quality of games, providing players with a stunning visual experience. This dual empowerment of culture and technology not only creates excellent cultural products, but also promotes innovation and development of related technologies.

3.2. Wide Application of AI Technology

This game has AI technology everywhere, from scene generation, character animation to dialogue system. The

enemies and NPC in the game are equipped with highly intelligent AI systems that can react based on the player's behavior, enhancing the challenge and playability of the game. In addition, AI is also used to optimize the motion performance of characters, analyzing large amounts of motion capture data through machine learning to generate smoother and more natural character animations. This technological innovation not only improves creative efficiency, but also provides players with richer and more diverse exploration experiences.

The success of "Black Myth: Wu Kong" has also provided new ideas for the international development of China's cultural industry. While maintaining Chinese cultural characteristics, the game also fully considers the needs of the international market, achieving world-class standards in gameplay, visual effects, and other aspects. This product model, which has both cultural characteristics and international competitiveness, provides a new example for Chinese enterprises and culture to "go global". AI digital technology is empowering a new model of cultural industry, promoting the development of the cultural industry towards a more intelligent, personalized, and diversified direction by improving creative efficiency, enhancing expressiveness, achieving personalization, and promoting cross-border integration.

4. Market Demand and Consumer Upgrading

The success of "Black Myth: Wu Kong" still relies on a precise grasp of market demand and a keen insight into consumer upgrading trends. With the increase of consumer income level and the change of consumption concept, high-quality and personalized game products have become the new favorite of the market. Black Myth: Wu Kong has met the needs of players and won market recognition through high-quality game production and rich game content [3]. This article believes that enterprises should pay attention to changes in market demand and trends in consumer upgrading, and win market competitive advantages by providing products and services that meet consumer needs.

4.1. Black Myth Wu Kong and Market Demand

In the current gaming market, players' requirements for game content are no longer just simple entertainment and leisure, but more focused on the experience of the game's plot, graphics, sound effects, and immersion. Black Myth: Wu Kong meets the urgent demand of players for high-quality game content with its top-notch artistic expression, rich game content, and profound cultural heritage. This game not only reinterprets the classic literary work of Journey to the West, but also brings players an unprecedented visual feast and gaming experience through modern game engines and technological means.

Market positioning

The market positioning of "Black Myth Wu Kong" is clearly focused on the player group who pursue high-quality gaming experience. The game captivates a dedicated player base through its sophisticated aesthetic presentation and intricate narrative construction, simultaneously capitalizing on the global appeal of Chinese cultural elements to engage a diverse international audience. Its market positioning reflects a profound insight into the high-end gaming market and a

high emphasis on cultural value.

How to meet market demand

The "Black Myth Wu Kong" meets market demand through the following aspects:

It provides high-quality visual and auditory enjoyment, catering to players' pursuit of high-end gaming experience;

It deeply explores Chinese cultural resources, combines tradition with modernity, and meets the dual needs of players for cultural identity and fresh experiences;

It has successfully built a community atmosphere through social media marketing and word-of-mouth communication, enhancing user stickiness and brand loyalty.

These strategies work together to make "Black Myth Wu Kong" not only successful in the market, but also play an important role in promoting consumer upgrading.

4.2. "Black Myth: Wu Kong" and Consumer Upgrades

"Black Myth: Wu Kong" and Consumer Upgrades The success of "Black Myth: Wu Kong" has not only influenced the gaming industry itself but also spurred a wave of consumer upgrades across various sectors. This section will explore the transformative impact of the game on hardware device requirements, the growth of peripheral product markets, and the burgeoning interest in game live streaming and esports.

Hardware Device Upgrades

The high graphics quality and smoothness of "Black Myth: Wu Kong" require players to have hardware devices with high configurations. In order to meet this demand, many players have updated their computer configurations or purchased high-end game consoles. The increasing demand for hardware devices has directly driven the consumption upgrade of the PC hardware market and game console market. According to reports, sales of some high-end hardware devices such as graphics cards, processors, and memory have significantly increased before and after the release of "Black Myth: Wu Kong".

The prosperous development of peripheral products

In addition to hardware devices, it has also given rise to a series of market demands for peripheral products in "Black Myth: Wu Kong". Classic characters, scenes, props, and other elements in the game are made into figurines, models, costumes, and other peripheral products, which are deeply loved by players. The hot sales of these peripheral products not only meet the collection needs of players, but also provide new business opportunities and development space for manufacturers.

The increasing popularity of game live streaming and Esports industry

With the rising popularity of "Black Myth: Wu Kong", more and more game hosts and Esports players are choosing this game as their live streaming and competition content. This further enhances the popularity and influence of the game, and also drives the rise of game live streaming and Esports industry. For entrepreneurs who want to enter the gaming live streaming or Esports industry, the popularity of "Black Myth: Wu Kong" undoubtedly provides new opportunities and challenges.

5. Industrial Chain Construction and Ecosystem Cooperation

The success of "Black Myth: Wu Kong" cannot be

separated from the construction of the industrial chain and the cooperation of the ecosystem. The game has collaborated with multiple brands across borders to jointly build a win-win ecosystem. The construction of this industry chain and the cooperation of the ecosystem not only enhance the commercial value of games, but also promote the development and prosperity of related industries [4]. This article emphasizes that the construction of industrial chains and the cooperation of ecosystems are key ways to enhance the overall competitiveness of industries and achieve sustainable development. The industry chain of "Black Myth: Wu Kong" covers upstream hardware and technical support, midstream game development, downstream sales promotion, and extensive derivative cooperation, forming a multi-level and cross domain complex system. The specific analysis is as follows.

5.1. Upstream: Hardware and Technical Support

Hardware support: "Black Myth: Wu Kong" has received support from companies such as Hisense Video and Lenovo in terms of hardware. Hisense Video provides official customized TVs and cooperative displays, which not only enhance players' gaming experience but also drive sales in the hardware market with high-performance hardware devices.

Application of AI technology: Games may use AI behavior trees and blackboard systems to design complex NPC and enemy behaviors, which enable enemies to make intelligent responses based on player actions, significantly enhancing the combat experience of the game. The deep application of this AI technology marks a major advancement in modern gaming technology.

5.2. Midstream: Game Development

Development team: Game Science is the main development team responsible for the core production of "Black Myth: Wu Kong". The participation of companies such as Tencent, miHoYo, and NetEase has provided abundant resources and technical support for game development.

The combination of creativity and technology: The success of game science lies in its profound understanding of traditional Chinese culture and clever application of modern game technology [6]. This combination not only showcases the company's innovative spirit, but also provides a brand new gaming experience for players worldwide.

5.3. Downstream: Sales Promotion

Multi channel sales: "Black Myth: Wu Kong" adopts various sales models such as one-time purchase, subscription, in app purchase, and micro transactions to meet the needs of different players. The brand linkage and sales of surrounding products have expanded the market share of the game.

Electronic sports and community participation: Through electronic sports events and community activities, games enhance interaction with players, increase player stickiness, and further promote the influence of games.

5.4. Derivatives and Cooperation

Brand cooperation: "Black Myth: Wu Kong" has launched joint products with multiple brands such as Didi Qingju, Bawei Tang, Luckin Coffee, etc. These collaborations not only enrich the game's derivative market, but also enhance the brand awareness and sales of the cooperative brands.

Cultural Communication: With its profound cultural connotations, games have spread traditional Chinese culture globally, enhancing the international influence of Chinese culture [6]. This not only helps to enhance the position of Chinese games in the global market, but also promotes the development of the cultural industry.

5.5. Future Prospects and Challenges

The future success of "Black Myth: Wu Kong" hinges upon strategic global market penetration and relentless technological advancement, which are essential for preserving its market competitiveness and providing valuable insights to the evolving landscape of the international gaming sector.

Overseas market expansion: With the overseas promotion plan of game science, "Black Myth: Wu Kong" is expected to achieve greater success in the global market. In the face of fierce international competition, the continuous updating and internationalization strategy of games will be the key to future development.

Continuous technological innovation: Driven by cutting-edge technologies such as artificial intelligence and cloud computing, the gaming industry will continue to undergo changes. This requires "Black Myth: Wu Kong" to continuously innovate its technology to maintain its leading position in the market.

In essence, "Black Myth: Wu Kong" is not only a game product, but also a successful case of a comprehensive industry chain that spans multiple industries and integrates multiple technologies. Its success demonstrates the strong strength and cultural innovation capability of China's gaming industry, and also provides new references and inspirations for the development of the global gaming industry [7].

Although the success of the game "Black Myth: Wu Kong" has provided many positive insights for the gaming industry, it also faces several challenges and issues.

Competitive Pressure in High-End Game Development:

The development of high-end games demands substantial financial investment, talent, and technological resources, potentially leading to a "Matthew Effect," where established entities consolidate power and smaller players face heightened challenges.

Balancing Cultural Value and Social Responsibility:

It is imperative to balance technological innovation with the cultural and social responsibilities inherent in game content, ensuring that games are both entertaining and educational.

Cultural Adaptability in International Markets:

The game must navigate the complexities of cultural adaptation to resonate with players from diverse backgrounds, a key aspect of its international success [8].

Challenges of Continuous Innovation:

Given the rapid pace of technological change, the gaming industry must innovate continuously to maintain competitiveness, requiring developers to invest in R&D and stay attuned to evolving player preferences.

Integration and Optimization of the Industry Chain:

The construction and maintenance of the gaming industry chain is a complex process that involves multiple stages and the coordination of various stakeholders' interests [8]. Effectively integrating resources and optimizing the structure of the industry chain to enhance overall efficiency and competitiveness is a task that requires sustained effort.

Sustainability of Ecosystem Cooperation:

Securing the long-term stability of cross-sector collaborations is essential for sustained market impact and necessitates the establishment of enduring, mutually beneficial partnerships [8].

Intellectual Property Protection:

Robust intellectual property protections are essential to protect game content from infringement while encouraging innovation and fair competition [8].

Player Privacy and Data Security:

With the increasing digitalization of the gaming industry, safeguarding player data and privacy is critical to prevent data breaches and misuse [9].

Gaming Addiction and Social Impact:

Game developers must consider the risks of gaming addiction and implement measures to mitigate negative social impacts when designing games.

Environmental Impact and Sustainability:

The industry must also consider its environmental impact, including data center energy consumption and electronic waste disposal, to promote green and sustainable development.

To address these challenges, a collaborative approach between the gaming industry and regulatory authorities is required to develop policies that foster a healthy and sustainable industry ecosystem. Developers should also prioritize social responsibility and cultural value alongside commercial interests.

As a high-quality domestic game, the successful launch of "Black Myth: Wu Kong" not only meets the urgent market demand for high-quality game content, but also promotes the consumption upgrade of related hardware devices and peripheral products. At the same time, the popularity of the game has also driven the rise of live streaming and Esports industries, injecting new vitality and momentum into the entire gaming industry. In the future, with the continuous advancement of gaming technology and the continuous maturity of the market, we have reason to believe that the Chinese gaming industry will continue to forge ahead on the path of high-quality development and contribute more excellent domestic game works to the global gaming market.

6. Conclusion

In summary, the success of "Black Myth: Wu Kong" has brought us rich economic insights. From the perspectives of the commercial value of cultural IP, digital economy and technological innovation, market demand and consumption upgrading, as well as industry chain construction and ecosystem cooperation, "Black Myth: Wu Kong" not only sets a new benchmark for the gaming industry, but also provides a development model and strategy for other industries to learn from. In the future, with the continuous development of the digital economy and technological innovation, we have reason to believe that more excellent works like "Black Myth: Wu Kong" will continue to emerge, injecting new vitality and momentum into economic development.

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