Analysis of the Business Model Canvas for "Black Myth: Wukong"

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ABSTRACT: *The domestic mythological action game "Black Myth: Wukong" attracted the attention of players from all over the world with its excellent animation quality design, and became a hot topic on many social media platforms. This article uses Osterwalder's business model canvas to analyze the business model of "Black Myth: Wukong", and explores how the game has created a highly anticipated domestic 3A masterpiece through nine key elements: customer segmentation, value proposition, key business, core resources, important cooperation, customer relationships, channel channels, cost structure, and revenue sources. The article also presents the experience and lessons learned from this business model.*

KEYWORDS: *Black Myth: Wukong, Business model, Business Model Canvas*

INTRODUCTION

August 20, China's first 3A game "Black Myth: Wukong" shortly after the official launch, it achieved a record of domestic single game business results, according to the national game sales list statistics, "Black Myth: Wukong" on August 20 online, the total sales of more than 4.5 million copies, total sales of more than 1.5 billion yuan**Error! Reference source not found.**. The game from the character plot, weapons and equipment are highly restored to the "Journey to the West" content, with a very realistic picture, unique action design and classic background music, so that the game hit the circle. In addition, the precise restoration of China's geographical features and cultural treasures in the game is also one of the reasons that are loved by players. This paper will analyze the game "Black Myth: Wukong" based on Osterwalder's business model canvas **Error! Reference source not found.**, and provide certain enlightenment for the development of related industries.

ANALYSIS OF THE BUSINESS MODEL OF "BLACK MYTH: WUKONG"

2.1 Customer segments

As a role-playing and action adventure game set against the backdrop of Chinese mythology, "Black Myth: Wukong" initially attracted players who enjoy role-playing and deep storyline; Secondly, foreign players who love single player games and Chinese classical mythology, especially those who wish to experience Chinese culture, are also the target customers of this game; As a large-scale global game, high-end users who are willing to pay for its content are also one of the target customers.

2.2 Value propositions

The value proposition provided by "Black Myth: Wukong" is mainly aimed at its own game products. This game is based on Journey to the West, providing users with a fantastic experience with Eastern characteristics while reconstructing the story of Journey to the West, bringing a sense of freshness; The high-quality performance of this game is also a major core value in terms of visual and sound effects. A game that combines Unreal Engine 5 ("UE5") technology**Error! Reference source not found.**to increase visual rendering capabilities, providing excellent visual effects and immersive sound effects, greatly enhancing players' sense of immersion; The game adopts innovative gameplay, incorporating fighter jet mechanics and diverse character skill designs, which not only meet player challenges but also greatly enhance the depth and playability of the game.

2.3 Key activities

The key activities of "Black Myth: Wukong" covers various aspects from game development to market promotion. Firstly, it is game development, including the entire process from conceptual design to actual development, such as programming, art creation, and sound effects production. These activities are the core of game production, determining the quality and experience of the game. Market promotion is achieved through offline and online stores (such as EPIC, STEAM, PS5, etc.) to increase exposure and attract more players through game sales operations; Secondly, the game also expands its business scope by authorizing IP+peripheral industries; Player interaction is also one of the key businesses. Through community

management and player feedback, game teams can improve game content and experience, and maintain good player relationships. Through these key activities, "Black Myth: Wukong" can ensure higher quality development and effective market promotion of the game.

2.4 Key resources

The core resources of "Black Myth: Wukong" include two aspects. Firstly, virtual resources The professional skills of the development team, consisting of programmers, artists, designers, and composers, work together to develop the game. The professional skills, creativity, and rich experience of the development team are the foundation for the success of the game Intellectual property, including the brand, design, and unique content of games, are the foundation for protecting innovative achievements Marketing resources are also crucial, including advertising budgets, promotional materials, and market analysis tools. These resources help the game gain exposure in the market and attract the attention of potential players. Next is physical assets The founder of the game, whose vision and creativity drove the overall design and development direction of the game, laid a solid foundation for its success Research and development talents, through their profound technical background and unique insights into game design, have driven technological breakthroughs and creative realization in games, thereby endowing them with unique charm.

2.5 Key partnerships

The industry chain cooperation of "Black Myth: Wukong" involves multiple key areas, jointly promoting the overall success of the game. The creative and technological development of the game is led by Shenzhen Game Science Company as the core developer. Zhejiang Edition Media is responsible for content review and publication application work to ensure that the game complies with relevant regulations. The game peripheral products are developed and marketed by CITIC Publishing to expand the gaming market. In terms of distribution, channels such as Steam and JD.com promote the game to a wide range of players. The filming locations for the game are numerous physical scenes in China, while the online media responsible for promoting and advertising the game, such as local cultural tourism and Xiaohongshu, have greatly increased the exposure of the game. In terms of IP co branding, Hisense Video has launched a TV specially designed for gaming, Bayonetta has launched a matching game controller, Luckin Coffee has launched Tengyun American Coffee, Jicos has launched related clothing, and Lenovo Legion has launched a computer targeting esports players. These co branding collaborations have greatly enhanced the brand influence and market awareness of the game.

2.6 Customer relationships

Black Myth: Wukong is committed to establishing and maintaining good player relationships. Firstly, the game provides players with a platform to share experiences, provide feedback, and participate in discussions, while also establishing official forums and social media accounts. This kind of interaction can help the development team continuously improve the game while understanding the needs and suggestions of players. Secondly, the game will regularly release updated information packages to keep players interested and keep the game fresh. Regular updates of content can not only prolong the vitality of the game, but also attract players to continuously invest their time and energy into it. In terms of customer acquisition, the game adopts innovative marketing strategies, including pre announcing 4 years in advance to satisfy players' appetite, deeply exploring national sentiment and cultural confidence, initiating cross-border alliances with brands such as Rising, and leveraging mainstream media such as CCTV to promote hot events and reports; By utilizing the traditional cultural IP inherent in the game, players' emotions naturally burst forth, sparking heated discussions across the entire network.

2.7 Channels

The digital platform is the main distribution channel, and the game will be released digitally on platforms such as Steam and EPIC, making it convenient for players to purchase and download. Games can quickly reach a massive number of players through these platforms and provide a convenient purchasing experience. At the same time, the game has also launched an offline physical version to meet the needs of users who prefer physical games; Black Myth: Wukong is promoted through various channels, including game exhibitions, social media, video platforms, etc. These activities can not only increase market awareness of the game, but also enhance the overall popularity and sales of the game, attracting more potential players'

attention and interest.

2.8 Cost structure

The cost structure of "Black Myth: Wukong" mainly includes the following aspects. The first is game development expenses, which include labor costs, technology costs, and equipment costs. Development costs are the main expenditure of game production, accounting for an important part of the cost structure; Marketing is also a part of the cost structure, including advertising expenses, event promotion, brand promotion, IP derivative operating costs, etc. These costs are used to enhance the market awareness of the game and attract players; Platform revenue sharing is another important cost for game platforms to collect revenue sharing fees for each sale, which occupies an important part of the game revenue model.

2.9 Revenue streams

The main sources of revenue for "Black Myth: Wukong" include several aspects. Firstly, there is game sales, where game developers can generate the main revenue by directly selling game copies, which is the most direct source of income; Secondly, downloading content (DLC) is also an important revenue channel. The game will sell additional content such as new tasks, characters, or equipment to increase revenue, while also providing players with a rich gaming experience. Virtual item sales are another source of revenue for virtual items such as skins and props that meet the personalized needs of players in games. Finally, the sales of peripheral products derived from the game "Black Myth: Wukong" are also one of the sources of revenue for the game.

The business model canvas of "Black Myth: Wukong" is shown in Table 1.

Table 1: Canvas of Business Model for "Black Myth: Wukong"

Key Partnerships	Key Resources	Value Propositions	Customer Relationships	Customer Segments
● Shenzhen Game Science Company serves as the core developer ● Zhejiang edition media is responsible for content review and publication application ● CITIC Publishing is responsible for the development and marketing of game peripherals ● Promote games through online channels such as Steam and JD.com ● Collaborate with multiple parties on IP addresses	● Game development ● Market promotion ● Authorize IP+surrounding industries ● Player interaction and community management **Key Resources** Virtual resources ● Professional skills of the development team ● Intellectual Property ● Marketing resources Physical assets ● Founder of the game ● R&D talents	Product advantages ● Cultural characteristics, reconstructing the story of Journey to the West Technical advantages ● Unreal Engine 5 provides an excellent gaming experience Innovative gameplay ● Newfighter system and character skill design	● Establish official forums and social media accounts ● Regularly update the data package ● Adopting innovative marketing strategies ● The traditional cultural IP inherent in the game has sparked heated discussions **Channels** ● Digital platform ● Offline physical version ● Promote and advertise through various channels	● Users who enjoy role-playing and in-depth storyline ● Domestic and foreign users who love single player games and Chinese classical mythology ● High end users willing to pay for content

Cost Structure	Revenue Streams
● Game development expenses ● Marketing ● Platform division	● Game sales ● Download Content (DLC) ● Virtual item sales ● Peripheral product sales

Experience and reference of the business model of "Black Myth: Wukong"

"Black Myth: Wukong" fire, its business model has its own unique characteristics. Through the analysis of the business model of "Black Myth: Wukong", we can sum up the experience and reference for other

industries, and provide new possibilities for the innovation and development of more industries.

3.1 Technological innovation to promote the construction of traditional culture

The popularity of "black Myth: Wukong" has brought the rich Chinese cultural elements in the game art design into people's vision. The success of the game art is inseparable from the careful textual research and technical support of the production team in terms of culture**Error! Reference source not found.**. During production, the game scanned a number of scenic spots and historic sites across the country, with as many as 36 locations, and made a special study of huge sculptures and buildings, forming a scene of "ancient temples in villages and ancient buildings everywhere"**Error! Reference source not found.**, allowing players to experience the game and further experience the charm of Chinese excellent traditional culture. At the same time, the popularity of the game will virtually drive the rapid development of the culture and tourism industry, and the linkage between the game, culture and tourism and traditional cultural IP has been formed. "Games and E-sports events are one of the important ways for young people to understand culture"**Error! Reference source not found.**. Black Myth: Wukong is not only a more in-depth cultural experience for domestic players, but also a unique cultural experience for players all over the world. Promoting "culture going to sea" with "game going to sea" is a positive attempt to promote the going out of Chinese excellent traditional culture, effectively improve the opening level of Chinese excellent traditional culture, and show the image of Chinese civilization to the world**Error! Reference source not found.**.

3.2 Digital intelligence integration enables the development of cultural industry

The reason why "black Myth: Wukong" has become a game masterpiece of great concern is inseparable from the strong technical support behind it. Advanced technology empowerment is one of the important factors for its success. Therefore, we should continue to explore the powerful driving force of digital intelligence technology on all aspects of the cultural industry, and play its due role and influence. First, we can use digital intelligence technology to tap cultural resources. Through advanced technologies such as scanning, we can more completely and truly record and retain the scarce information of excellent traditional cultural resources, so as to realize digital preservation. Secondly, we can strengthen the research and development of cultural products. Use VR, AR and other technologies to develop and create more immersive and enhanced digital intelligence cultural products, so as to meet people's spiritual needs for digitization and intelligence. The development of digital intelligence technology can also cultivate cultural talents. Cultivate an excellent cultural talent team with large scale, exquisite business and the characteristics of digital intelligence empowerment, and comprehensively enhance their learning ability, adaptability, work competency and innovation ability under the background of digital intelligence**Error! Reference source not found.**.

3.3 Business model promotes industry market reform

Black Myth: Wukong has a significant impact on business model innovation. Black Myth: Wukong has received early financial support through successful pre-sale and crowdfunding**Error! Reference source not found.**. In the later stage, while increasing the popularity of the domestic game sector, relevant game funds will also benefit. The marketing strategy of the game is also quite innovative. By using the influence of social platforms, short video channels, etc, the live broadcast of well-known game anchors to show the game clearance process, heavy media and popular people's recommendations are used to improve the reputation, and the film promotion mode is also used for marketing. Through all-round promotion, it has attracted a large number of potential consumers to try the game under the influence of others, and further expanded the market share. At the same time, this process has also brought a broad customer base and considerable sales volume for IP co-branded products, and has sent several positive signals to the capital market, thus generating significant economic benefits**Error! Reference source not found.**. This marketing method shows how to attract target users through comprehensive publicity strategies, increase market acceptance, and create favorable conditions for the listing of games. In addition, the spread of "black Myth: Monkey King" has achieved remarkable success overseas, successfully promoting Chinese traditional culture to the world, and stimulating the interest of international players in Chinese traditional culture. At the same time, it skillfully combines cultural elements with commercial products, which provides a lot of valuable experience and Enlightenment for China's culture to go abroad**Error! Reference source not found.**.

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