



# BRIEF INTRODUCTION of HONOR OF KINGS

## 王者荣耀IP介绍

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# 01

The Influence of Our IP “Honor of Kings”

王者荣耀IP影响力介绍

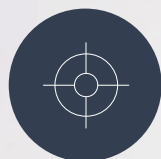
# “Honor of Kings”, a Phenomenal Game of China

## 王者荣耀，中国最具有影响力的现象级游戏



Total Registration

**0.2+ Billion**



Rank Top1 on both of download list and paid list of APP store

**TOP 1**



Active Users Daily

**50+ Million**





# User Constitution——Young Adults Target

## 王者荣耀玩家构成——以年轻人为主的国民游戏

### Covering all the User Types

- Covering almost all the young groups of China

### Dominated by Young Adults Users

- **70%** of our users are of the age from **15 to 29**

### Female takes 40%

- The proportion of female is still increasing for superior social property



KPL has become the most popular pro mobile e-sports game tournament of China by 2 years  
王者荣耀职业电竞，两年4个赛季，成为中国最受欢迎的电子竞技赛事

## KPL Lega Pro

"Made in China, Benchmark of the World", viewed for billions of times, with tens of millions of players concerning, whole-net whole-resource whole-amount promotion



- The total online game-watching amount of 2017 KPL system was **10.3 billion**.  
2017年全职业赛事体系观赛量103亿
- Nearly **10,000** tickets were sold out within **8 minutes**.  
2017年总决赛近万张门票8分钟售罄
- In 2017 autumn finals, the daily online live-watching reached **240 million**, which became No.1 mobile e-sports game across the world.  
2017年秋季赛总决赛，单日直播观赛量达到2.4亿，成为全球收视第一的移动电竞联赛
- In 2018 Spring regular season, the daily online live-watching UV reached **34 million**, which beat any sports game at that time in China.  
2018年KPL春季赛常规赛日均观赛UV达到3400万，在中国已超过同期任何体育赛事







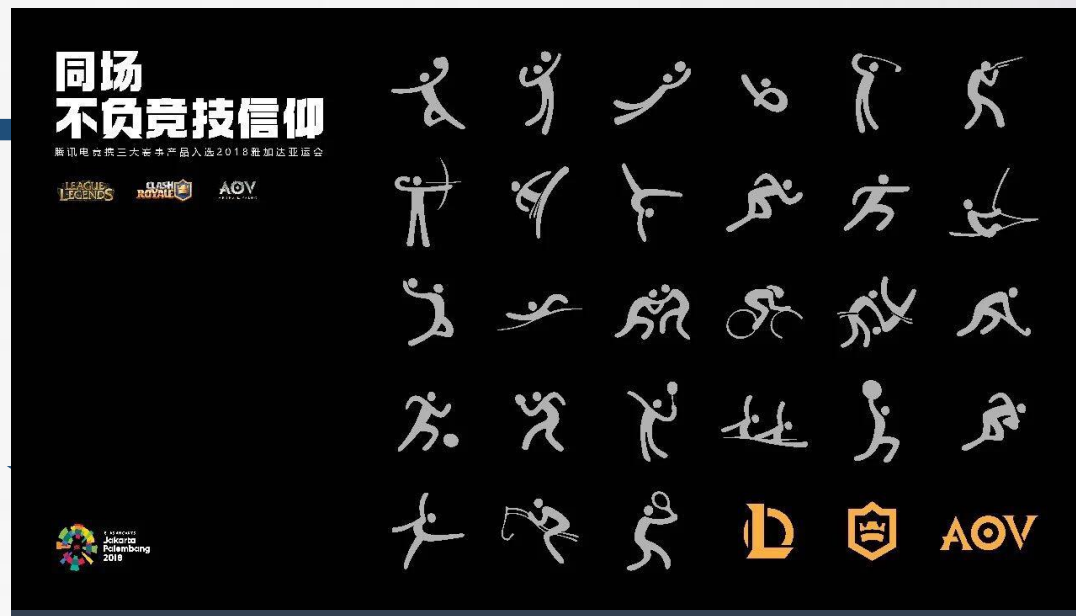
# “Honor of Kings” will make its debut in Djakarta Asian Olympic Games

## 王者荣耀海外版将亮相2018年雅加达亚运会的赛场

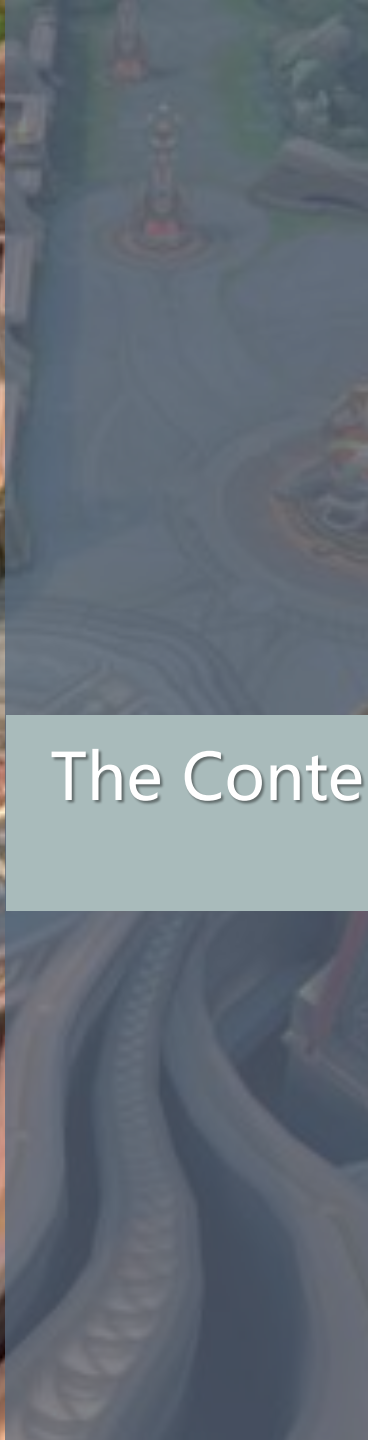
### E-sport will make its debut in Asian Olympic Games for the FIRST TIME!

电子体育第一次作为表演示范项目亮相亚运会

14 May, The Asian Olympic council officially announced the e-sports event of the 18th Asian Olympic Games, among which, "Arena of Valor", the overseas version of “Honor of Kings”, will be represented as a demonstration match in the Asian games.







# 02

The Content of Our IP “Honor of Kings”

王者荣耀IP内容介绍

“Together, Everyone Achieves More” is the Core Spirit of the Game

王者荣耀倡导“团队成就更多”精神价值

Tencent 腾讯  
INTERACTIVE ENTERTAINMENT 互动娱乐



团队精神价值标签聚焦在  
TEAM



**T**ogether  
**E**veryone  
**A**chieves  
**M**ore

Together, Everyone Achieves  
More

团队成就更多



# “Valley of the King” is where our story begins...

## 王者荣耀故事发生地——王者峡谷



### Re-optimization of Classical MOBA Map 经典MOBA地图持续优化

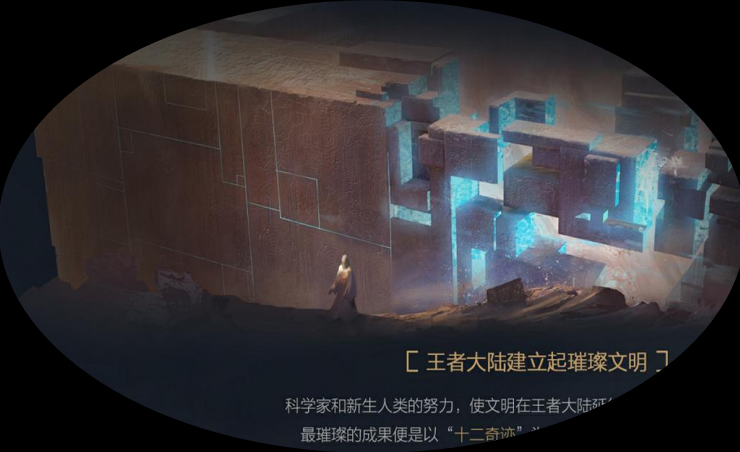
- Mobile adaptation of traditional 3-routes MOBA Map
- Being suitable to size and proportion of mobile-phone map at maximum
- The map would be used by hundreds of millions of users everyday





It is an epic integrated with both domestic and overseas historical figures and cultural characters in an imaginary parallel universe.....

## 王者荣耀世界观简介



「王者大陆建立起璀璨文明」

科学家和新生人类的努力，使文明在王者大陆研

最璀璨的成果便是以“十二奇迹”

## The outline of the story:

In the unlimited time and space, the torrent of time gathered in the same land. The world is beyond recognition due to raging Infusion and magic. Heroes, those familiar names, are gathered in an unbelievable manner. With past glory casted away, they follow the ambitions and desires and chase each other for killing for power arbitrarily. The figure of overlord appears from time to time behind legend after legend. Indeed, they are true creators of history. Survival or doom, war seems to be endless.

科技滥用招致旧地球的陨灭，精英科学家们制造“方舟”逃离到王者大陆，创造出新的人类与“十二奇迹”。随着文明的发展，王者大陆再次面临陨灭的命运，各方势力都试图按照各自的意志来掌控大陆的命运，“方舟”与“十二奇迹”成为争夺的焦点



Someone from the legend of the lost ark that contain powerful energies as chang 'an, so the hero aimed at changan, eyeing energy covet the ark, a fierce fight is about to begin...  
有人从失落的传说里得知蕴藏强大能量的方舟就在长安城中，于是各方英雄瞄准长安，虎视眈眈觊觎着方舟的能量，一场激烈的对抗即将拉开帷幕.....

World-wide Top CG company, Blur Studio has produced the openning CG for game “Honor of Kings”  
王者荣耀与业界最知名的CG动画公司Blur Studio为游戏制作开场CG

Blur Studio has been making the series of movies for “Honor of Kings” for a long-term collaboration.  
与Blur Studio持续合作，打造系列CG与王者荣耀大电影







With rich cultural connotations, we have nearly 100 characters, each of whom has an original story.

近百位英雄自由选择，每位英雄都拥有原创的背景故事

The design of our characters gives prominence of “**Oriental Fantasy**”, who are rooted from Chinese traditional culture and re-conceptualize with the latest fashion trend. All of the property has been verifid by Chinese Ministry of Culture.

英雄设计凸显 “**东方幻想**” 气质，背景故事在传承中国传统文化同时，融入时下年轻人审美特点，并且成功通过中国文化部审核





# Li Po 李白

中国唐代最杰出的诗人之一，中国的莎士比亚  
one of the greatest poet in Tang dynasty, Shakespeare of China





# 孙悟空

## The Monkey King

著名神话人物，中国人的超级英雄  
a famous fictional character and Chinese own superhero



# 花木兰

## MuLan

Tencent  
INTERACTIVE ENTERTAINMENT

腾讯  
互动娱乐



替父从军

She took the place of her father to join the army and become a strong warrior





Zhu Ge  
Liang  
诸葛亮

三国第一军师，中国智者的象征  
The No.1 military counsellor and a symbol of a person of  
great wisdom and resourcefulness in China



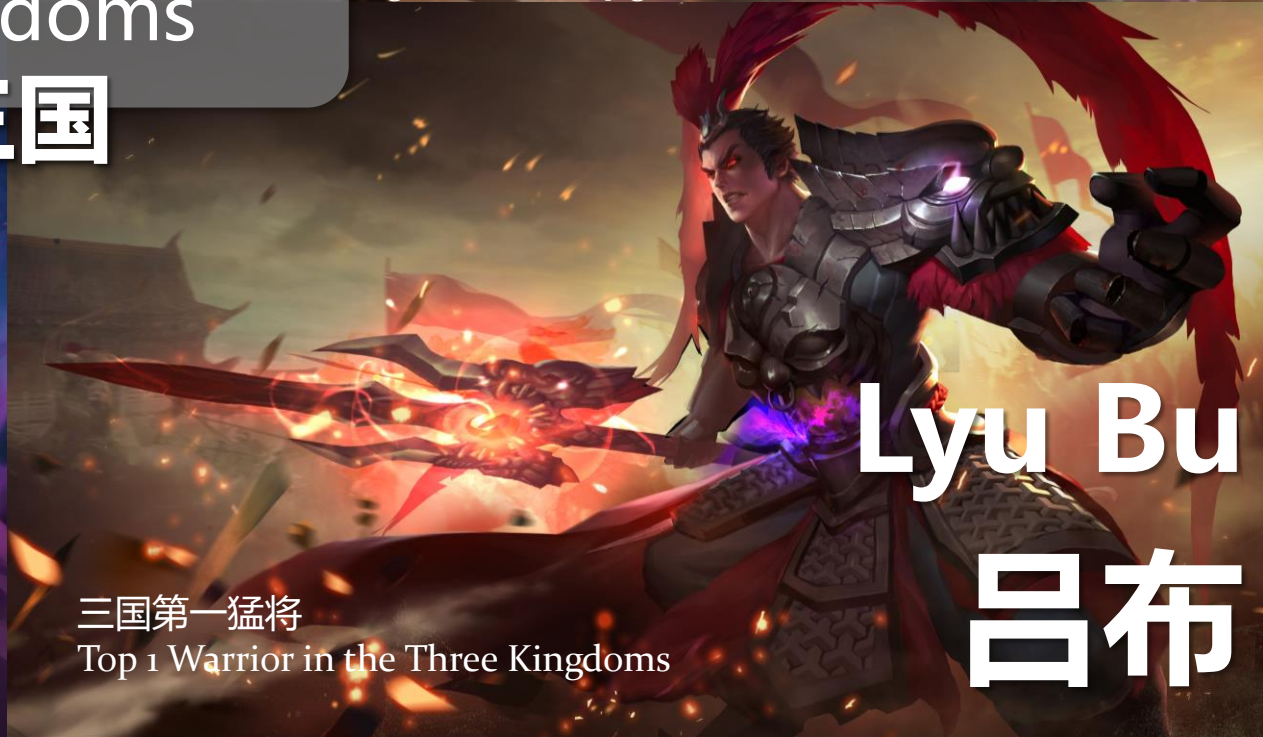
Guan Yu  
关羽

中国武神，深受敬仰崇拜  
The God of Warrior, who is worshiped  
generations by generations in China



Diau Charn  
貂蝉

中国古代四大美人之一  
one of the Four Great Beauties of  
ancient China



Lyu Bu  
吕布

三国第一猛将  
Top 1 Warrior in the Three Kingdoms

The Three  
Kingdoms  
三国





# 02

The Construction of IP Eco-system

王者荣耀IP生态建设

To upgrade “Honor of Kings” from a “super game” to a “**super IP**”, we have built an eco-system  
多形态打造王者荣耀IP生态圈，将国民游戏升级为国民IP



IP Spirit & World Outlook  
丰富IP精神与世界观

Game  
游戏

Literature  
文学

Movie  
影视

TV Show  
综艺

Comics  
漫画

Animations  
动画

Sculpture  
雕塑

Music  
音乐

 CONTENT  
CONSTRUCTION  
内容生态建设

 COMMERCIALIZATION  
CONSTRUCTION  
商业化生态建设

Variety of Licensing Products  
衍生产品持续丰富多元

Long-term distribution of **Space Experience**  
空间体验长期布局



# Content Construction of IP“Honor of Kings”

## IP内容生态建设



IP Spirit &  
World  
Outlook  
丰富IP精神与  
世界观



与中国交响乐团合作，推出《王者荣耀》游戏原声交响音乐会



# Content Construction of IP“Honor of Kings”

## IP内容生态建设

The Game of Super Heros is the 1st TV reality show adopted from game, the sharing of which received very positive feedbacks in MIPTV of 2017.

The amount of total broadcast of the first season broke through **1.5 billion**

《王者出击》首款游戏IP改编的真人秀综艺节目，中国首个原创综艺模式在戛纳电视节做专题推介  
首季累计播放量突破15亿

### TV Show 综艺



### TV Reality Show 真人秀



# Content Construction of IP "Honor of Kings"

## IP内容生态建设



Comics  
漫画

Animations  
动画

Music  
音乐

- favorited for **1.415,000** times
- Clicks: **0.92 billion**
- TOP3 among comics

总阅读量 9.2亿，收藏量 141.5万  
，同人漫画领域TOP3



Comics  
漫画

The total amount of playing of 2 seasons was over **1 billion**, ranking **No.2** among China animations list of 2017

2季总观看量破10亿，  
2017年国漫年榜第2



Animations  
动画

The amount of playing was over **0.1 billion** within a month ; all of the 5 theme songs ranked **TOP1** across the billboards

全网累计播放量超10亿，5首英雄主打  
歌均登录各大主要榜单当期首位



Music  
音乐



# Content Construction of IP“Honor of Kings”

## IP内容生态建设

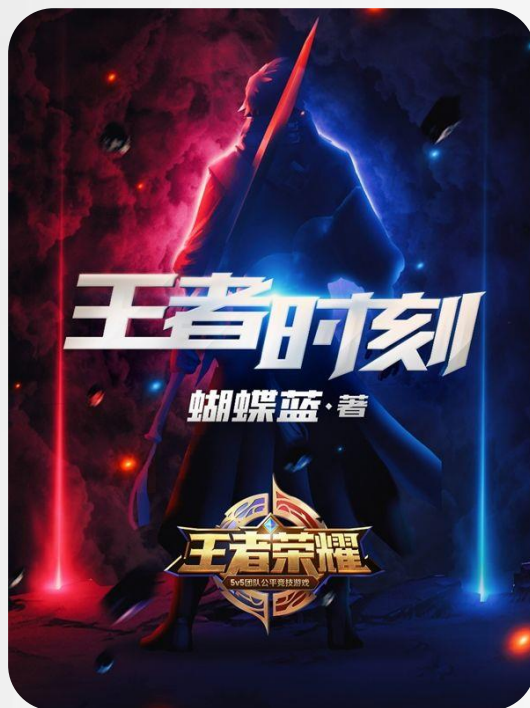


Literature  
文学

Movie  
影视

The original “Honor of King” story is currently under creation by a well-known novelist. It will be adapted for movies&TV series, starting from the year 2019.

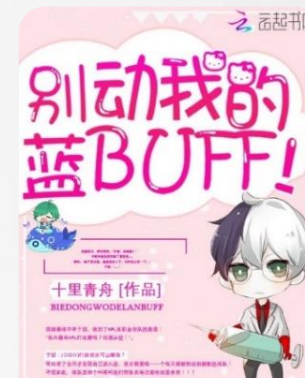
邀请一线人气作家创作王者荣耀同人小说  
并且已有影视化计划，预计19年起陆续开播



中国第一小说网站总榜第二  
TOP 2 of the biggest  
fiction portal in China



言情天后倾力打造  
小说改编电视剧皆为爆款



The novel contest of “Honor of King” is the most popular essay contest in nation history, with more than 30,000 fictions submitted.  
举办王者荣耀主题征文比赛  
三个月已征集作品超3万，投稿热度为阅文征文史上最佳



# Content Construction of IP“Honor of Kings”

## IP内容生态建设



### 手办玩具品类





# Content Construction of IP“Honor of Kings”

## IP内容生态建设



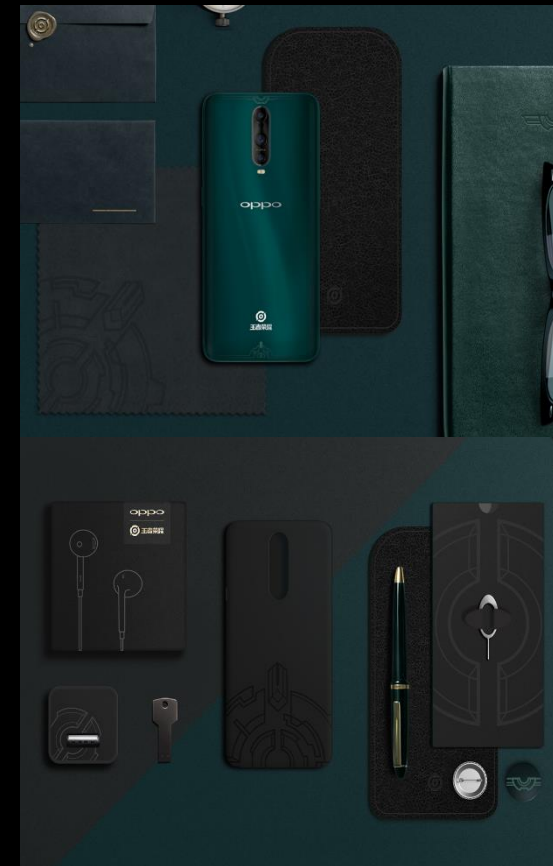
3C数码品类



王者 X 卡西欧 联名手表



王者 X 工匠社 眉山机器人



王者 X OPPO联名手机



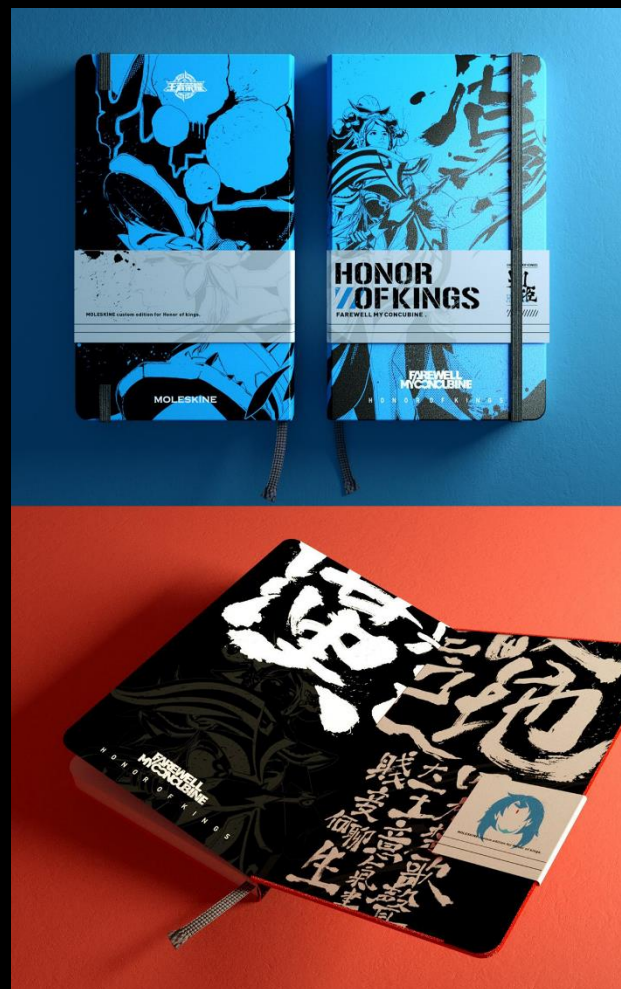
# Content Construction of IP“Honor of Kings”

## IP内容生态建设

### 文具品类



王者 X 派克钢笔



王者 X MOLESKINE笔记本



王者 X 蔚县刻纸 (非遗)



# Content Construction of IP "Honor of Kings"

IP内容生态建设



时尚品类



王者 X Adidasneo



王者 X 绫致



王者 X MAC



# Content Construction of IP“Honor of Kings”

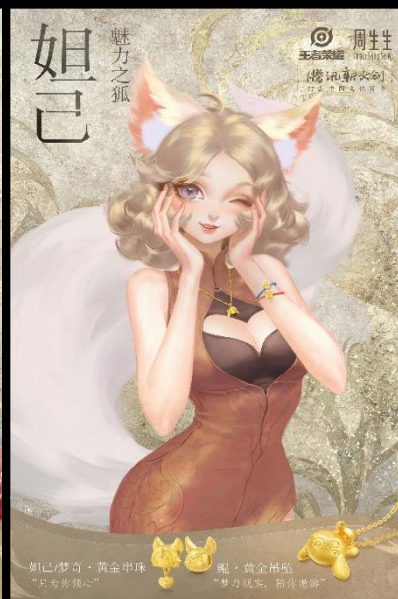
## IP内容生态建设



时尚品类



王者 X 美旅箱包



王者 X 周生生

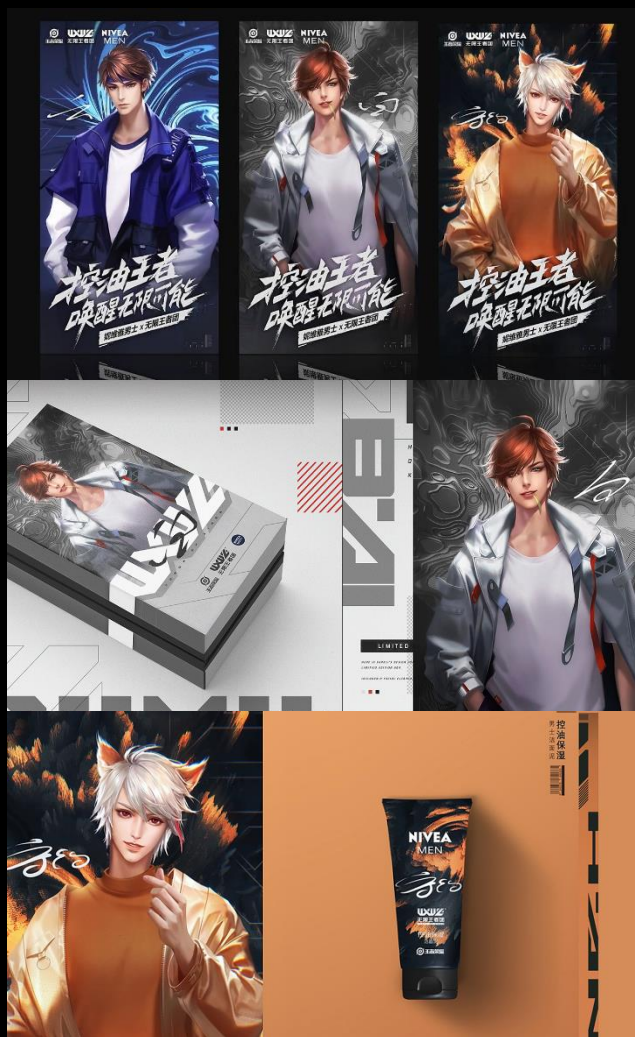


# Content Construction of IP“Honor of Kings”

IP内容生态建设



快消日化品类



王者 X 妮维雅



王者 X 香飘飘 (meco果汁茶)



王者 X 麦当劳



# Content Construction of IP“Honor of Kings” IP内容生态建设



新文创类合作



王者 X 十三余汉服



王者 X 内联升老布鞋



# Content Construction of IP“Honor of Kings”

IP内容生态建设



空间体验



探秘王者世界大型特展



王者 X 哈尔滨冰雪大世界



# THANK YOU

## 谢谢

