

You Were Told to Lose Money By Making Games, and You Actually Did It?

Chapter 46: Added to the Little Notebook

April 7

Having just returned from the dealership—where he had already decided on the configuration for the Bentley he planned to buy—Chen Xu leisurely leaned back in his chair and opened the system interface.

【Loss Conversion System】

【System Fund: 216,000 yuan】

【Project Revenue: 17,471,210 yuan】

【Settlement Period: April 1 – May 10】

【Current Profit: -82,312,790 yuan】

【Personal Fund: 11.50 yuan】

"Wait a second..."

"I thought the System Fund was 211,000 yuan before."

"Why has it increased by more than five thousand yuan?"

Chen Xu immediately noticed something was off.

There was nothing unusual about his Personal Fund.

He had been taking the bus quite often over the past few days, so that amount made sense.

But where did the extra money in the System Fund come from?

Steam revenue wasn't supposed to reach the company's account until next month.

Employee salaries, social insurance, and various subsidies were all handled through a separate account.

So where exactly did this sudden income come from?

After puzzling over it for quite a while, Chen Xu finally figured it out.

"...Someone actually found the hidden Deluxe Collector's Edition?"

"And people actually bought it?"

He looked utterly dumbfounded.

He had explicitly forbidden anyone inside the company from trying to "help" by purchasing those Deluxe Collector's Editions themselves.

They hadn't even mentioned the edition during marketing.

Yet players had somehow discovered it anyway—and bought it.

Logging into the backend, Chen Xu indeed found four orders waiting to be shipped.

And they had all been sold today.

Steam wouldn't transfer digital game revenue until the following month, but the Deluxe Collector's Edition was different.

Since it included a CD key, purchases were strictly non-refundable.

Customers even received two separate warning pop-ups before completing the purchase.

Moreover, because the sales were handled through the company's own online store, the money wasn't held by Steam.

Although it wasn't deposited directly into the company's main account, it could be transferred at any time.

Once he understood how the system worked, everything suddenly made sense.

"Wait..."

"If that's the case..."

"Can I exploit this?"

"The money's already sitting there. Can I spend it?"

"If I can, then on the very last day I could go all-in with one huge purchase."

"Wouldn't that be perfect?"

A bold idea suddenly popped into Chen Xu's head.

But the moment that thought appeared—just like back in Osaka, when he had considered visiting a hostess club—a giant red warning message appeared before his eyes.

The system was clearly telling him:

Stop trying to exploit loopholes. Don't even think about abusing bugs like this.

"So sensitive..."

Chen Xu curled his lips in disappointment.

Still...

Looking at the current figures was reassuring enough.

He couldn't help but sigh inwardly.

After one week, the game had generated more than 17 million yuan in revenue.

That sounded like a huge amount.

But the important part was that the growth had slowed considerably.

After all, launch-day revenue alone had already exceeded 10 million yuan.

And that was despite a massive wave of refund requests from angry players.

Now six days had passed, yet total revenue had increased by only another 7 million yuan.

It was obvious that the negative reviews over the past few days had discouraged many potential buyers.

The only thing Chen Xu was worried about now was that the wave of negative publicity was beginning to die down.

After all, Morning Star Games hadn't committed some unforgivable sin.

The biggest source of outrage had simply been that one announcement.

But so many days had already passed.

The impact of those negative reviews was gradually fading.

He could tell just by looking at the sales graph.

Starting from the third day after launch, sales had been climbing steadily.

The increase wasn't dramatic, but they were definitely rising.

There was another concern as well:

Overseas sales.

At the moment, roughly one-tenth of the game's total revenue came from overseas markets.

That might not sound like much.

But the problem was...

He hadn't done any overseas marketing whatsoever.

Even stranger, within that overseas revenue, Japan alone accounted for roughly one-third.

Chen Xu found that incredibly puzzling.

Compared with Japan, Western audiences generally preferred shooters, racing games, and sports games, giving PC gaming a much larger market share.

Japan, on the other hand, was traditionally dominated by mobile games and console gaming.

PC gaming represented only a relatively small slice of the market.

Sure, Sekiro featured ninjas and was set during Japan's Sengoku period, but that still shouldn't have produced results like this.

The thought made Chen Xu increasingly uneasy.

Please... don't keep growing.

If sales keep rising...

I won't be able to afford that river-view apartment.

Just as Chen Xu was praying for the current favorable situation to hold a little longer, there was a knock on the office door.

Looking up, he saw Xiao Dao and Xiu Fu standing outside.

"B-Brother Xu, this is bad! Something serious has happened! Someone's hired internet trolls to smear us!"

"Yeah! The whole controversy's blowing up again!"

Xiao Dao and Xiu Fu hurriedly reported the situation.

"Brother Xu, they've also found our Deluxe Collector's Edition. Those paid commenters are pushing the narrative that we're trying to fleece players!"

"We never even advertised it in the first place! But those trolls are deliberately twisting the facts. At this point, they're practically portraying us as greedy developers who only care about the players' money!"

Chen Xu froze.

His first reaction was instinctive delight.

There's such a good thing?

He had just been worried that Sekiro's reputation was recovering too quickly.

But the next second, he came to his senses.

And got angry.

Someone was smearing him!

What the hell is this?

I've always treated people kindly. I've just been diligently making games and working hard toward my great goal of farming the system coins... and now someone's trying to frame me?

"Who is it? Don't tell me it's Hyakukin?"

Chen Xu quickly ran through everyone he might have offended, and in the end, only one suspect came to mind.

Xiao Dao and Xiu Fu were both taken aback.

"No, no!"

Xiu Fu hurriedly explained.

"It has nothing to do with Hyakukin Studio. President Kamiyama has been incredibly loyal. He even gave an interview to the media two days ago and helped promote Sekiro."

So that's the culprit behind the unexpectedly strong sales in Japan.

Looks like I didn't poach enough people from them...

"I think it's probably Chenmei Studio, under Vencent Games," Xiao Dao spoke in a grave tone.

"Exactly." Xiu Fu nodded in agreement.

Although they had no concrete evidence, their instincts told them this entire wave of public opinion had been orchestrated by Chenmei Studio from the very beginning.

Even now, they still remembered what Gong Qi and Ying Gao had explained to them in the office that afternoon.

From Liu Yishou retreating from the release window, to this coordinated online smear campaign, it was all part of a conspiracy.

"Brother Xu, what should we do now?"

Both Xiao Dao and Xiu Fu looked deeply worried.

"Let's wait and see."

"Have faith in our game."

Chen Xu shook his head calmly.

After hearing their report, he already had a pretty good idea of what was going on.

There was a very high chance that Chenmei Studio was behind all of this.

After all, when you don't know who committed something, just look at who benefits the most.

If Sekiro's sales collapsed, who would profit?

Without question, it would be Tribulation of God and Demon, whose release had been postponed.

Chen Xu's expression darkened.

Even though the situation actually worked in his favor, it still left a bad taste in his mouth.

After Xiao Dao and Xiu Fu left the office, Chen Xu opened his desk drawer and took out a small notebook.

Then, without a word, he carefully wrote down five characters:

【Chenmei Studio】【Liu Yishou】

Pulling dirty tricks from the shadows, are you?

Chenmei Studio, huh?

Liu Yishou, huh?

I'll write your names down in my little notebook for now.

The day I get a chance to settle this... you're going to regret it.