

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

Chapter 58: Everyone, Stand Up!

Although this parallel world had yet to produce a truly mature interactive movie game, prototypes of the genre already existed.

They simply hadn't been recognized as a distinct genre yet.

After all, for a new type of game to be officially acknowledged, it had to achieve either explosive popularity or blockbuster sales.

At least one of those conditions had to be met before both players and the industry would recognize it as a legitimate genre.

The interactive movie games that existed in this world were still extremely immature.

There were very few polished productions.

Most of them looked like graduation projects submitted by animation students after three years of study.

As for the user interface...

It was an even bigger mess, with every game using its own bizarre approach.

. . .

Inside the conference room...

Chen Xu handed everyone copies of the project's initial design document while explaining several key points.

In summary, there were three major requirements.

First, the game's visuals had to become the best in the entire industry for its generation.

The primary purpose of this was naturally to consume a massive amount of development budget.

At the same time, it would also raise the hardware requirements for players.

If someone's PC couldn't run Detroit: Become Human smoothly, then they'd have no choice but to watch videos online instead.

From a technical standpoint, however, achieving this wasn't particularly difficult.

It was simply a matter of pouring resources into the game's art assets.

Moreover, because it was an interactive cinematic game, most dramatic camera transitions would be rendered in real time during QTE sequences.

Under those circumstances, the engine only needed to load the assets currently visible in the shot.

Unlike traditional games, it didn't have to simultaneously load everything else within the surrounding environment.

That was precisely why, throughout gaming history, the highest graphical achievements of any generation had almost always come from linear games, rather than open-world titles.

Second, Morning Star Games would establish its own motion capture studio.

Every single motion capture sequence in Detroit: Become Human would be produced in-house.

From a long-term business perspective, this wasn't the most cost-effective decision.

But as Morning Star Games continued to grow, these were facilities the company would eventually need anyway.

Chen Xu had never intended to cut corners on investments like this.

Just as he'd never planned to intentionally make a bad game simply to achieve the system's loss requirements.

That said, building an entire motion capture studio specifically for Detroit would undoubtedly burn through an enormous amount of money.

Third, the company would hire well-known, highly skilled actors to perform every scene in the game.

The original Detroit: Become Human had invited a number of established, though not A-list, actors to perform its motion capture.

For example, the actor who portrayed Markus had previously starred in the film The Cabin in the Woods.

As far as Chen Xu was concerned, a large part of *Detroit's* success depended on the actors' performances.

Hiring recognizable, talented actors would therefore become another major expense.

"President Chen..."

"Are we really going to invest this much money into an entirely new game genre?"

After hearing the proposal, Gong Qi couldn't help asking.

Beside him, Ying Gao, Xiao Dao, Xiu Fu, Eiji, and Shinji all nodded in agreement.

None of them actually objected to making an interactive movie game.

Ever since developing Sekiro, Gong Qi and the others had already completed what they jokingly called their own "mental self-convincing."

Developing a game aimed at an even smaller audience no longer surprised them.

What truly made their hearts race was that throughout Chen Xu's entire presentation, they had only heard two words.

Spend money.

The amount of resources this project would require might actually exceed even Sekiro.

Eiji and Shinji, in particular, felt they should probably prepare some emergency heart medication in advance.

Back at Hyakukin Studio, if anyone had proposed developing an interactive movie game on this scale during a planning meeting, they'd probably be reassigned to the mailroom the very next day.

At Hyakukin Studio, treating one dollar as though it were two had practically been part of the company's culture.

They had never witnessed spending on this scale before.

"When we developed *Sekiro*, everyone had similar concerns."

"But *Sekiro* succeeded."

"And today, compared to back then, our finances are healthier."

"Our resources are more abundant."

"Even if this project fails, it won't cripple the company."

"So why should we be afraid of opening an entirely new path?"

"If *Sekiro* succeeded, should we simply go on to make *Sekiro 2*?"

"Then *Sekiro 3*?"

"If that's all we do, how would we be any different from every other game studio?"

He paused.

"Remember our company's name."

“Morning Star.”

"Never become an ordinary game company."

"Games have always evolved."

"From black-and-white pixels to today's high-definition 3D worlds."

"Progress has never stopped."

"If every developer simply clung to the past, how could this industry ever move forward?"

"If a market doesn't exist, then we'll create one."

"If a new genre doesn't exist, then we'll invent one ourselves."

"Perhaps one day Morning Star will fall."

"But it will never lose what makes it who it is."

"The road Morning Star walks may be filled with thorns."

"But I believe its destination is not an abyss from which there is no return."

"It is a road that leads to a brilliant sky full of stars."

"I hope that as we carve our way through the thorns ahead..."

"Every one of you will stand beside me to witness—and experience—this journey together."

"I hereby officially announce Detroit: Become Human is now an approved project!"

"Xiao Dao, Xiu Fu—I'll give you the game's worldbuilding and story outline afterward. Build on that foundation and flesh it out."

"Gong Qi, Ying Gao—you'll be responsible for determining the game's visual style and environmental art, as well as finding suitable outsourcing studios and casting appropriate actors."

"Shinji, Eiji—you two will prepare a proposal for establishing our motion capture department."

"And now, let us charge toward a brand-new future with a spirit that never retreats!"

Facing a room full of anxious employees, Chen Xu, whose motivational-speech skills had already reached the level of a Master, didn't hesitate for even a second.

He launched straight into a full-blown inspirational speech.

Xiao Dao, Xiu Fu, Gong Qi, and Ying Gao—veterans who had already spent five or six months being continuously "fed" Chen Xu's motivational rhetoric had developed a certain level of immunity.

At least they could barely keep themselves under control.

But for Aonuma Shinji and Yamagami Eiji, who had only recently joined the company, their faces were already flushed bright red with excitement.

Although they were no longer newcomers to the gaming industry, they had never, in all their careers, experienced such a powerful dose of inspiration.

Especially when combined with Morning Star's outstanding salaries and employee benefits.

It made every word feel incredibly convincing.

The moment Chen Xu's speech sank in, it was as if they had returned to the past.

They remembered the day they had first entered the gaming industry, filled with dreams of creating a game that would astonish the entire world.

During the past two months at Morning Star, there had still been nights when they found themselves reminiscing about Kamiyama Atsushi's guidance back at Hyakukin Studio.

But now, they felt nothing but gratitude for their decision to join Morning Star.

The generous salaries and benefits were one thing.

But even the company's culture was so inspiring.

They could hardly wait to pour every ounce of their talent into developing Detroit: Become Human.

As for President Kamiyama?

They sincerely wished that Hyakukin Studio would continue to prosper.

But now, President Chen was the only light guiding them forward.

Eiji and Shinji were the first to leap to their feet.

Their enthusiasm quickly spread to everyone else in the room.

In an instant, thunderous applause filled the conference room.

Watching everyone rise to applaud, Chen Xu nodded with great satisfaction.

Excellent.

Now that's the kind of fighting spirit I'm talking about.

Looks like the dream selling worked.

—No, wait.

How could this possibly be called "selling dreams"?

Making promises without ever intending to fulfill them—that was what selling dreams meant.

He wasn't that kind of heartless boss.

How could he possibly do something like that?

No.

What he was doing was painting a picture of a genuinely bright future.