

**CHINA MOBILE BRINGING 'METAVERSE' TO i-CITY**

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18

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SHAREN KAUR bt@nst.com.my SHAH ALAM: I-BERHAD, in collaboration with China's telecommunications giant China Mobile, is bolstering its "metaverse" offerings in i-City. "Metaverse" refers to a shared interactive 3D virtual world that has been heralded as the next evolution of the Internet. The concept came to the fore during the Covid-19 pandemic as lockdown measures increased demand for online business and entertainment. China Mobile International (CMIM) director of enterprise Jackie Chen Jiang Long said the metaverse was the new logic for developing the next-generation Internet and the future digital economy. China Mobile, he claimed, had already prepared the technologies and strategies needed to build the metaverse. "China launched this metaverse programme two years ago. The government has included the metaverse programme in the country's new development plan for this year. A large number of technology companies will develop the platform.

"As China Mobile has the network and data centres, we will most likely provide computing resources for those companies to build their metaverse applications. "In Malaysia, we are in talks with i-City about deploying the metaverse application. Because virtualisation is an important aspect of the metaverse, we will develop a 3D model for the entire i-City. We also have a building management platform to manage the entire i-City. "By deploying our platform, we will integrate all systems and buildings and reduce the maintenance cost for i-City," he said. I-Berhad non-executive director Datuk Eu Hong Chew said the company would invest RM10 million in the metaverse while CMIM would provide the technology, infrastructure, and ecosystem. He said the collaboration with CMIM as an ecosystem developer was part of I-Berhad's plan to reinvent i-City 2.0. "The metaverse is the latest social media buzzword. We want to reimagine i-City through the metaverse and improve overall development through new technologies. We believe that Malaysia will experience something unique." Eu said I-Berhad hoped to crystallise two things with CMIM immediately. "First is to enhance the leisure and lifestyle offerings in i-City with metaverse, and secondly, to position the overall project as a smart green city." Meanwhile, i-City Properties director Monica Ong said it would be working on a slew of enhancements this year.

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Sport

Winter Olympics: China Mobile offers free virtual reality experience for Hong Kong users, providing on-demand Games highlights in VR 360 panorama format

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English

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* Beijing Games hopes to tap into a changing media landscape and younger viewers' demand for digital engagement

* China Mobile said its virtual reality experience will be made available for free in Hong Kong throughout the Winter Games

Tokyo 2020 proved to be a watershed moment in the history of Olympic broadcasting, as digital platforms opened up the games to a whole new generation of viewers. China Mobile is now hoping to do the same in Hong Kong with the Beijing Winter Games.

The local arm of the Chinese telco giant has secured virtual reality (VR) broadcast rights to the Winter Olympics, offering Hong Kong viewers a new immersive perspective of the Games.

Under the deal, China Mobile will provide on-demand competition highlights in a VR 360 panorama format, giving viewers an "unprecedented" experience of key Olympic moments. The content will be on offer for the duration of the Games from February 4 to 28.

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Social media posts on Olympics channels such as TikTok, Instagram, Facebook, Twitter and Weibo generated 3.7 billion engagements during the Tokyo Games – audience growth that is unprecedented for traditional broadcast platforms.

Like Tokyo, digital will be an important part of how people experience the Beijing Olympics and VR has an opportunity to transform how sports content is delivered. A recent PwC study found that VR content was among the fastest-growing media segment last, outpacing film, traditional video games and music.

China Mobile said it will offer up its Olympic VR content for free, and viewers control the dynamic angles and positions via the UTV app on their mobile devices.

UTV will also feature a "Winter Olympics Zone", offering a variety of programmes from competition sessions, real-time medal table, Olympics discussions to features on Olympians – keeping sports fans updated with the latest news.

As part of the deal, China Mobile is also throwing support behind short-track speedskating hopeful Sidney Chu, who is likely to feature on the UTV app over the course of the Olympics.

New technologies such as [5G](#) will be a central part of the Beijing Games. China has launched [5G](#) high-speed trains for the Winter Olympics and [5G](#) signal towers have been installed at various locations offering 5G signal coverage at all Winter Olympic venues, including the roads and railways that connect them.

Viewers will also have the opportunity to watch the Games in 8K broadcast ultra high definition formats from their homes, in addition to VR platforms.

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Tech

China's Anysoft Soars by Limit After Unveiling Metaverse Plan With China Mobile, CloudMinds

Tang Shihua

257 words

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Yicai Global

YICAIG

English

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(Yicai Global) Nov. 10 -- Shares of Anysoft Information Technology soared by the exchange-imposed daily limit after the Chinese internet firm announced a plan to jointly develop a metaverse project with telecoms giant China Mobile and cloud robot operator CloudMinds.

Anysoft's share price [SHE:300571] ended today up 20 percent, the maximum single-day gain for a company listed on Shenzhen's Growth Enterprises Market, at CNY51.43 (USD8.04).

Anysoft, China Mobile Jiangxi Virtual Reality Technology, and CloudMinds signed the agreement yesterday, the Hangzhou-based firm said late on the same day. They will work together to promote cutting-edge technologies -- including virtual reality, augmented reality, robotics, artificial intelligence, and digital twin -- to be applied to smart cities, smart education, cultural and tourism entertainment, as well as digital factory projects.

Anysoft only mentioned that the project's main businesses would be smart homes and mobile reading content, while in the future it will also provide hardware equipment such as VR and AR glasses and digital reading content. The parties will also attract partners to China Mobile's metaverse ecological industrial base in Jiangxi province, it added.

The metaverse is a virtual world people can enter by wearing a head-mounted display similar to VR glasses. The concept has become a hot one since Mark Zuckerberg said Facebook was change its name to Meta and switching its focus to building a metaverse.

Editor: Futura Costaglione

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即市頭條- Latest News

China Mobile's Migu Unveils MIGU Metaverse Evolution Roadmap

108 words

3 November 2021

AASocks Financial News

AASFNE

English

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Migu Co., Ltd., a professional wing of CHINA MOBILE (00941.HK) in charge of digital content production and depending on Compute First Networking (CFN), is dabbling in metaverse exploration, revealed Migu General Manager Liu Xin at the 2021 China Mobile Global Partner Conference. The company has gradually sketched out an evolutionary roadmap for its MIGU metaverse.

On another note, Migu and Nreal joined hands to release Nreal Air, a pair of AR glasses supporting specific 5G devices, and bring diversified scenarios and immersive app experiences to users.

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AASocks Financial News

Web Site: www.aasocks.com

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Asia - Global

China Mobile Gaming Revenue Hit Highest Annual Growth Since 2017 in Pandemic Year

Rebecca Davis

417 words

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Variety

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English

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China's local mobile gaming revenue grew 31% year-on-year to \$29.2 billion in 2020, notching the highest annual growth rate since 2017, according to market research firm and consultancy Niko Partners.

China's export game revenue actually grew even more than local game revenue, rising 36.7% last year.

After COVID-19 prompted the Chinese government to impose lengthy stay-at-home lockdown orders nationwide starting last January, the local games market has changed and shifted.

"While China has mostly returned to normal, the pandemic and resulting lockdowns led to major changes in gamer behavior, engagement, and spend throughout the year," assessed Lisa Hanson, Niko Partners founder and president.

The firm predicts that China's overall video games market will hit \$55 billion with 781 million gamers in 2025.

As of the end of 2020, 682 million of China's 1.4 billion people are already mobile gamers, up 7% year-on-year. Niko Partners projects that population will grow to 748 million in 2025.

Companies are finding better ways to monetize that growing population of users, the consultancy noted. Monthly average revenue per user and monthly average revenue per paying user both went up last year.

Meanwhile, the pandemic also had an impact on the PC gaming market. Although the overall number of PC gamers in China grew by 1.4% to 325.4 million in China last year, local PC game revenue actually ticked downward by 4.9% to \$13.9 billion, highlighting the rising popularity of mobile over computer-based play.

Most PC gamers also play mobile games. The firm predicts that the number of PC gamers will only grow slightly in the coming years to reach 335.3 million in 2025 — less than half the predicted 2025 figure of mobile gamers.

Nevertheless, for now, PC gaming still makes up more than 32% of total Chinese game revenue and nearly 45% of gamers, and Niko Partners estimates the sector will return to growth in 2022.

Tencent and NetEase remain China's top two game publishers, but they are facing increasing competition from other large tech companies and medium-sized game firms. Tencent is reportedly facing what may be a fine of at least \$1.5 billion as the result of an ongoing anti-trust probe, though Reuters has cited sources with knowledge of the matter as saying its core games businesses may escape the investigation unscathed.

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