004 How Tencent has used stealth to become a gaming superpower

The Economist

Tencent, the world's biggest gaming company, gives away most of its video games for nothing. Lest anyone think that the Chinese tech giant, which has a market value of $580bn, has a heart of gold, think again. It makes most of its gaming sales by encouraging players to buy virtual clothing, weapons, explosives and the like. These are usually cheap but prices increase depending on their cosmetic appeal or effectiveness in blasting an opponent to smithereens. For reasons known only to gamers, they willingly pay. During the lockdown in China, gaming revenues soared.

In the real world, that same scattershot purchasing model is one that Tencent has used to build, stealthily, a bridgehead in the global gaming industry. This year it has taken stakes in two Japanese games developers. Last year it took control of Supercell, a Finnish creator in which it had already invested about $8.6bn. It owns 100% of Riot Games, American publisher of "League of Legends", and in the past decade has amassed stakes in more than a dozen other of the world's hottest game developers, including Epic, owner of the smash hit "Fortnite".

According to Technode, which reports on Chinese tech firms, in that time it has made more than 100 other investments in fintech and artificial intelligence, particularly in America. It has stakes in household names such as Tesla, Uber, Snapchat and Spotify, and opens its chequebook for digital pioneers in India and the rest of Asia. Yet unlike other Chinese-owned, globe-spanning firms such as Huawei and TikTok, it rarely faces the sort of public backlash that has grown common as a result of America's tensions with China. Its unique approach to international gaming helps explain why.

一、单词&词组预习

stealth [stelθ] n.偷偷摸摸，秘密行动

lest [lest] conj.免得，以免

cosmetic [kɑːzˈmetɪk] adj.装门面的，表面的，美容的

blast [blæst] v.炸毁，把...炸成碎片

smithereens [ˌsmɪðəˈriːnz] n.碎片

willingly [ˈwɪlɪŋli] adv.愿意地，乐意地

soar [sɔːr] v.猛增，激增，翱翔

scattershot ['skætɚˌʃɑt] adj.漫无目标的

stealthily [ˈstelθɪli] adv.暗地里

bridgehead [ˈbrɪdʒhed] n.立足点，据点，桥头堡

amass [əˈmæs] v.积累，积聚

fintech [ˈfɪntek] n.金融科技（financial technology）

household [ˈhaʊshoʊld] adj.家喻户晓的

chequebook [ˈtʃekbuk] n.支票簿，支票本

unique [juˈniːk] adj.独特的

give away [gɪv əˈweɪ] 赠送，送出，泄露

have a heart of gold [hæv ə hɑːrt əv goʊld] 心地善良

take stakes in [teɪk steɪks ɪn] 入股，参股

smash hit [smæʃ hɪt] 巨大的成功，轰动的演出

artificial intelligence [ˌɑːrtɪfɪʃl ɪnˈtelɪdʒəns] 人工智能

as a result of [æz ə rɪˈzʌlt əv] 作为...的结果，由于

二、单词&词组详解

1. stealth [stelθ] n.偷偷摸摸，秘密行动

- 记忆：stealth=steal（偷）+th（名词后缀）=偷偷摸摸地行事
- 释义：the fact of doing sth in a quiet or secret way

Tom. Wow, your stealth kill approach is coming along nicely.

汤姆，你的潜行杀人术越来越好了。

2. lest [lest] conj.免得，以免

- 记忆：通 less，较少的。让…较少地发生，就是尽量避免…发生
- 释义：in order to prevent sth from happening
- 例句：The windows are shuttered lest she throw herself out.

  窗子都封锁着以防她掉下去。

3. cosmetic [kɑːˈmetɪk] adj.装门面的，表面的，美容的

- 记忆：cosmetic=cosm（秩序，比如：cosmos 宇宙）+tic（形容词后缀）=把面部搞的有秩序=装门面的
- 释 义 ： dealing with the outside appearance rather than the important part of something

- 例句：Along with these cosmetic changes, you'll also need to provide what we call boutique extras.

  除了这些门面的改变，你们还需要提供精品服务。

4. blast [blæst] v.炸毁，把...炸成碎片

- 记忆：通 blow，炸开
- 释义：to violently destroy or break sth into pieces, using explosives
- 区别：burst [bɜːrst] v.（使）爆裂，胀开 to break open or apart, especially because of pressure from inside; to make sth break in this way
- 例句：They blasted a huge crater in the runway.

  他们在飞机跑道上炸了一个大坑。

5. smithereens [ˌsmɪðəˈriːnz] n.碎片

- 释义：Fragments or splintered pieces; bits
- 区别：debris [dəˈbriː] n.残骸；碎片；破片 pieces of wood, metal, brick, etc. that are left after sth has been destroyed

that asteroid is gonna blow us all to smithereens.

那颗小行星会把我们炸成碎片。

6. willingly [ˈwɪlɪŋli] adv.愿意地，乐意地

- 记忆：willingly=will（意愿）+ing（形容词后缀）+ly（副词后缀）= 愿意…
- 释义：of one's own free will; by choice or preference

And I know a way 【she'll come willingly】.

我知道一个让她愿意来的方法。

7. soar [sɔːr] v.猛增，激增，翱翔

- 释义：if the value, amount or level of sth soars , it rises very quickly

- 区别：rise [raɪz] v.上升；攀升；提高；达到较高水平（或位置）to come or go upwards; to reach a higher level or position

- 例句：Every time he goes to rehab, his sales soar.

  每次他在康复所出来，生意就会蒸蒸日上。

8. scattershot ['skætə‚ʃɑt] adj.漫无目标的

- 记忆：scattershot=scatter（散开）+shot（射击）=散射=漫无目的的射击=漫无目标的

- 释义：A scattershot approach or method involves doing something in a disorganized way, rather than focusing on particular things or people.
- 区别：random [ˈrændəm] adj.随机的；任意的 done, chosen, etc. without sb deciding in advance what is going to happen, or without any regular pattern
- 例句：The report condemns America's scattershot approach to training workers.

  这份报告谴责了美国毫无针对性的工人培训方法。

9. stealthily [ˈstelθɪli] adv.暗地里
- 记忆：stealthily= steal（偷）+th（名词后缀）+ily（副词后缀）=偷偷摸摸地行事=暗地里
- 释义：Marked by or acting with quiet, caution, and secrecy intended to avoid notice.
- 例句：The cat shimmied up the tree and crept stealthily out on the limb.

  那只猫晃动着树，悄悄地爬上去。

10. bridgehead [ˈbrɪdʒhed] n.立足点，据点，桥头堡
- 记忆：bridgehead= bridge（桥）+head（头）=桥头=一个很好的作战行动的基地=立足点

- 释义：a good position from which to make progress; a good position that an army has taken in enemy land, from which it can attack the enemy more effectively

- 区别：beachhead [ˈbiːtʃhed] n.滩头阵地，滩头堡；立足地　an area of land near the sea or a river that an attacking army has taken control of and from where it can more forward into enemy country.

- 例句：Britain was one of the firm's first bridgeheads in the West. 英国是公司在西方的第一批据点之一。

11. amass [əˈmæs] v.积累，积聚

- 记忆：amass=a（to）+mass（大量，许多）=把收集的大量的东西聚在一起=积聚

- 释义：to collect sth, especially in large quantities

How you amass this information never ceases to amaze me. Tommy.

你如何弄来这种老让我吃惊的消息的，Tommy

12. fintech [ˈfɪntek] n.金融科技（financial technology）

- 记忆：fintech 是 financial technology 的缩写
- 释义：Fintech is a term used to describe financial technology, an industry encompassing any kind of technology in financial services - from businesses to consumers.
- 例句：Financial technology, or fintech, is rapidly changing all that by making it easier to save, borrow and invest online or with a mobile device, without ever dealing with a traditional bank.
  金融技术正在迅速改变这一切，它使人们更容易通过网络或移动设备进行储蓄、借贷和投资，而无需与传统银行打交道。

13. household [ˈhaʊshoʊld] adj.家喻户晓的，家庭的，家用的

- 记忆：household= house（家庭）+hold（握住）=每个家庭都知道的=家喻户晓的
- 释义：commonly known; familiar;
- 例句：Michael Phelps has become a household name after winning eight gold medals in the Beijing Olympics.
  菲尔普斯在北京奥运会上赢得八枚金牌后，已经成了一个家喻户晓的名字。

14. chequebook ['tʃekbuk] n.支票簿，支票本

- 记忆：chequebook =cheque（支票）+book（书）=每一页都贴着支票的册子=支票簿

- 释义：a book of printed cheques

I read the chequebook stub and telephoned the firm.

我看了支票本的存根，并致电了那家公司。

15. unique [juˈniːk] adj.独特的

- 记忆：unique=uni（单一，一个）+que（形容词后缀）=只有一个人有这样特点的=独特的

- 释义：being the only one of its kind

来自《打工姐妹花 第2季 第1集》

I think you have a *unique* sense of style.
我觉得你的风格十分独特

I think 【you have a unique sense of style】.

我觉得你的风格很独特。

16. give away [gɪv əˈweɪ] 赠送，送出，泄露

- 记忆：give 给 away 离开，在远处 give away 把东西给别人，自己不要了=赠送
- 释义：To offer or provide at no cost to the recipient
- 例句：We got another box of stuff to give away.
  我们还有一箱东西要捐的。

17. have a heart of gold [hæv ə hɑːrt əv goʊld] 心地善良

- 记忆：heart 心脏，gold 黄金，有金子般的心，指心肠很好，心地善良

- 释义：To be very sincere, generous, and kind by nature.
- 例句：It is so kind of you. You have a heart of gold.

你太好了，你心地可真善良啊。

18. take stakes in [teɪk steɪks ɪn] 入股，参股

- 记忆：stakes 股份 take stakes in 把股份放入…里，入股
- 释义：buy stakes in
- 例句：Berlin will take stakes in German biotech company CureVac.

柏林将入股德国生物公司 CureVac。

19. smash hit [smæʃ hɪt] 巨大的成功，轰动的演出

- 记忆：smash 十分走红的歌曲、电影、或戏剧等，hit 很受欢迎的人（或事物）
- 释义：A huge, widespread success. Usually said of entertainment media, such as books, films, plays, songs, etc.
- 例句：This new album released is a smash hit.

这张新发行的专辑卖的非常火。

20. artificial intelligence [ˌɑːrtɪfɪʃl ɪnˈtelɪdʒəns] 人工智能

- 记忆：artificial 人工的 intelligence 智力
- 释义：The ability of a computer or other machine to perform those activities that are normally thought to require intelligence.

- 例句：Its artificial intelligence enables it to solve any problem.

  它的人工智能使它能够解决。

21. as a result of [æz ə rɪˈzʌlt əv] 作为...的结果，由于

- 记忆：as 作为 result 结果
- 释义：because of something
- 例句：He believes that as a result of this report, his NGO was shut down.

  他相信他的 NGO 被迫关门正是由于这份报告。