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(Chinese: 米哈游; pinyin: Mǐhāyóu), or simply miHoYo, is a Chinese video game development and publishing company. In addition to games, the company has created various products such as animated series, novels, comics, music, and merchandise. The company is the creator of the Honkai series, which consists of several games, including Honkai Impact 3rd and Honkai: Star Rail. miHoYo also developed Tears of Themis, a free-to-play adventure game. miHoYo has also developed the standalone Genshin Impact, an open-world action role-playing game, which is one of the highest-grossing mobile games of 2021. Aiming to expand its content production, technology research, and publications outside China, in February 2022, miHoYo launched its global publishing subsidiary Cognosphere Pte., Ltd. (rebranded as HoYoverse and stylized as COGNOSPHERE) based in Jurong East, Singapore. Since then, miHoYo has been doing business globally under the brand and has operations in Montreal, Los Angeles, Tokyo, and Seoul.[3] miHoYo also operates under the subsidiaries Shanghai miHoYo Yingtie Technology and Shanghai miHoYo Tianming Technology; the former is the publisher of Genshin Impact, Honkai: Star Rail, and Zenless Zone Zero, while the latter is the developer of Tears of Themis. The global subsidiary Cognosphere Pte., Ltd. known as HoYoverse is the co-publisher of Tears of Themis, Genshin Impact, Honkai: Star Rail and Zenless Zone Zero. The letters "H" and "Y" in miHoYo's name come from the names of 2 of 3 founders, Cai Haoyu and Luo Yuhao, and the letter "O" was added based on the fact that names of famous companies such as Facebook, Google and Microsoft contain that letter. Due to "HoYo" already being registered, "mi" named from the VOCALOID software Hatsune Miku was prepended to the name. Hatsune Miku was picked because of her popularity among otaku.[4] miHoYo began with three computer science students from Shanghai Jiao Tong University who shared an interest in technology and ACG (anime, comics, and games) culture: Cai "Hugh" Haoyu, Liu "Forrest" Wei (■■■), and Luo Yuhao (■■■■). Before establishing the miHoYo name, the three have worked on projects together. Their first project was an open-source literature community which won them scholarships worth CNY 200,000 at a competition. In 2010, the team developed an isometric tile-based game engine called the "Misato Engine" or "Misato2D" using Adobe Flash Player.

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cell-shading and rendering, as well as realistic movements, facial expressions, and skin texture. On 14 May 2020, the bilibili account "VAN0va" uploaded the first dance video "N0va LookDev Test", which was not initially announced as a miHoYo work. Later, miHoYo officially revealed its identity with Lumi on 4 August 2020, when it released the dynamic desktop wallpaper software "N0va Desktop". On 15 July 2022, Lumi launched her first live stream on bilibili, which immediately topped the bilibili live stream popularity list. The half-hour live stream attracted a total of 6.6 million viewers. Lumi is part of miHoYo's N0va Desktop project, which allows users to interact with Lumi on their desktop or mobile devices. The N0va Desktop app was released for PC in August 2020, and for Android devices in December 2020. On 15 February 2022, miHoYo announced the launch of a new brand "HoYoverse" for markets outside Greater China, which would be operated by Cognosphere Pte., Ltd. established in 2021, an indirect subsidiary and overseas agent of miHoYo established in Singapore earlier. Cai Haoyu served as the company's CEO.[60] The company also appointed Jim Yang, former General Manager (Shanghai) of Supercell, as the President of HoYoverse. The official statement said that HoYoverse's goal is "to create and deliver immersive virtual world experiences for global players", including technology research in areas such as artificial intelligence, cloud computing, and industrial capability building. On 18 July 2022, HoYoverse announced the opening of its new headquarters in Jurong East, Singapore (which is also the international business headquarters of The miHoYo Group), which will serve as the base for its metaverse-related operations announced earlier this year. HoYoverse will build a team of hundreds of people at its Jurong East office. HoYoverse has also set up studios in Montreal, Los Angeles, Singapore, Tokyo, Seoul and other places. However, starting from 2023, some of the advertisements or occasions for HoYoverse's products (such as Honkai Impact 3rd) in some regional markets as well as merchandise and collaboration events still mention miHoYo, or jointly refer to "miHoYo / HoYoverse". In September 2023, the board of directors of miHoYo passed a resolution that Cai Haoyu would no longer serve as the legal representative and chairman of miHoYo, and his position would be taken over by Liu Wei. Several media reported that Cai would move to North America, and has been interested in the large language models.[61][62] miHoYo responded to the press that Cai would "continue to devote himself to the research and application of cutting-edge technology, the development of new projects, and the connection of domestic and overseas R&D; resources".[63] Honkai: Star Rail is a turn-based role-playing video game developed and published by miHoYo as part of its Honkai series. The game is set in a space fantasy universe, where the player assumes the role of a Trailblazer who follows the guidance of Akiyuri, the Aeon of Trailblaze, and travels across various planets using a train called the Astral Express. The game was first announced on social media on 5 October 2021, and began its "Origin Test" phase on 8 October. The game entered its "Jump Test" phase on 10 February 2023, for PC, Android and iOS platforms, and launched on 26 April 2023. The game was then ported to PlayStation 5 on 11 October 2023, with the PlayStation 4 version still yet to be announced. Zenless Zone Zero is an urban fantasy action role-playing game with roguelike elements developed and published by miHoYo, set in a futuristic world where a strange natural disaster called the Hollows has taken place. The game released its first trailer on 13 May 2022, and opened for pre-registration and closed beta recruitment. The game had its first closed beta test, known as the "Tuning Test", on 5 August 2022. A second closed beta, known as the "Equalizing Test", was held on 24 November 2023. A third closed beta, known as the "Amplifying Test", will be held on April 18 2024. A technical test for the PS5 was announced on April 9 and was held on April 25 2024. The game plans to launch simultaneously on July 4, 2024 for PC, mobile, and PS5 platforms. In September 2020, miHoYo established strategic cooperation with Zhangjiajie to promote cultural tourism in the city with the help of Genshin Impact. The topography of Zhangjiajie's karst landscapes inspired the level designs of Jueyun Karst and Mt. Tianheng. After the agreement, two life-size Teleport Waypoints were installed at the Zhangjiajie National Forest Park and Huangshi Village (■■■■). [64][65] Next, miHoYo cooperated with Huanglong for ecological environment protection. Huanglong's multicolored pools served as the inspiration for the level design of Luhua Pool in Liyue.[66] In November 2020, miHoYo and the China Social Welfare Foundation (■■■■■■■■■■) jointly launched the Yiqi Shouhu (■■■■■) charity program. During the event, all profits from Tears of Themis charity gift packs were donated to the foundation as relief for children with autism.[67] On 12 July 2021, the Xinhua Charity Program (■■■■■■■■) was jointly launched by the China Youth Development Foundation and Shanghai miHoYo Network Technology Co., Ltd. The project is committed to paying attention to and supporting the development of youth education. The first phase involved

Tongzi Primary School (■■■■) in Yunnan Province, which got support from various aspects such as hardware conditions, educational facilities, teacher training, etc. The project also aims to provide school uniforms for all students and launch a teacher training program for seventeen primary schools in Yanjin County.[68][69] On 23 July 2021, miHoYo delivered disaster relief supplies to Xinmi County in Henan Province. Henan Province experienced flooding due to heavy rainfall, affecting hundreds of people.[70] In February 2022, Shanghai experienced a COVID-19 outbreak that led to a city-wide lockdown until June. In March, miHoYo responded to the critical stage of the epidemic control by purchasing batches of supplies and donating them to the Caohejing (■■■) and Hongmei (■■■) communities in Xuhui District. In April, the second batch of supplies included 10,000 sets of protective equipment, 10,000 bottles of hand sanitizer gel, 40,000 N95 masks, and 100,000 pieces of disinfection wipes.[71] miHoYo also donated pillows and peripheral products for children at a makeshift hospital at Shilong Road (■■■). In response to employees' needs, the company distributed food packages and epidemic prevention supplies to employees affected by the lockdown. The packages included fruits, vegetables, and disinfection and protection materials. Also provided were mental health counseling services.[72] On 15 August 2022, miHoYo released a video about the second phase of the Xinhua Charity Program, which showed the completed construction of Tongzi Primary School's new building from the first phase. Students can study in the multimedia classrooms of the building with upgraded hardware. Furthermore, new street lamps were installed on the campus for the safety of the students at night. The second phase also included the construction of a waterway, flush toilet, bathroom, and solar-powered water stations for the student and staff dormitory in Bazha Village Central Primary School (■■■■■■■■) in Qinghai Province. The construction expects completion in the second half of 2022.[73] In November 2022, miHoYo collaborated with the Taofen Foundation (■■■■■) to jointly launch the Yuejian Weiming (■■■■) charity project. More than 37,000 books worth 2 million Yuan were donated to a number of primary schools in Dali Bai Autonomous Prefecture and Lancang Lahu Autonomous County of Yunnan Province. Aside from books, postcards written by Tears of Themis players were also given to students.[74][75] On 4 March 2021, miHoYo signed an agreement of strategic cooperation with Ruijin Hospital to build the miHoYo Joint Laboratory of Encephalopathy Center of Ruijin Hospital (■■■■■■■■■■■■■■■■■■■■), also called the Ruijin-miHoYo Laboratory.[76] The two parties will combine their respective advantages in medical research and information technology to jointly develop brain-computer interface technology research. Lü Baoliang (■■■), a professor from the Department of Computer Science and Engineering of Shanghai Jiao Tong University, heads the laboratory; he was also the supervisor of miHoYo co-founder Cai Haoyu's master's thesis. The laboratory began with the research project "Clinical Research on Brain-Computer Interface Neuromodulation and Treatment of Refractory Depression." [77][78] In early 2022, miHoYo and NIO Capital led the first funding round for Energy Singularity, raising nearly CNY 400 million. Energy Singularity was established in 2021 in Shanghai, China. The company focuses on the research and development of HTS (High-Temperature Superconductor) magnets, plasma physics, and artificial intelligence technologies to commercialize fusion energy. Using the funded capital, the company will develop an experimental tokamak device planned to be operational by 2024.[79] On 20 May 2022, miHoYo participated in a funding round for Oriental Space Technology (Shandong) Co., Ltd., which raised CNY 400 million. The company focuses on aerospace technology and will develop a launch vehicle and a reusable liquid oxygen and kerosene rocket engine using the raised funds. The plan is for the rocket to launch in mid-2023.[80][81][82][83] In May 2021, miHoYo established the Communist Youth League Committee under Shanghai miHoYo Network Technology Co., Ltd. The committee aims to integrate youth into company development and partake in the innovation and publicization of traditional Chinese culture. The committee created comics and travel maps with the help of Genshin Impact material to promote Xuhui District cultural tourism landmarks. The character Paimon was formally named "Xuhui Youth Culture Star Promoter." [84][85] In September 2021, Shanghai miHoYo Network Technology Co., Ltd. got promoted from a party branch to a party committee under the Chinese Communist Party (CCP). The committee has five members, including Liu Wei as the committee secretary and miHoYo vice president Yin Chunbo (■■■).[86] On 8 July 2022, Shanghai miHoYo Network Technology Co., Ltd. had its first trade union congress. miHoYo vice president Yin Chunbo was elected as the chairman of the first session of miHoYo's trade union committee. The meeting stated miHoYo's establishment of a trade union not only helps safeguard the legitimate rights and interests of employees, promotes the high-quality development of enterprises and industries, but also serves the economic development of trade union

[87] In August 2021, miHoYo Technology Co., Ltd. was selected as a "Key National Cultural Export Enterprise" along with Genshin Impact as a "Key National Cultural Export Project" for the 2021-2022 period. Previously, the company and Honkai Impact 3rd was selected for those titles in 2019. The annual List of National Cultural Export Key Enterprises and Key Projects is organized by the offices of the Ministry of Commerce, Ministry of Finance, Ministry of Culture and Tourism, and the Central Propaganda Department.**[88]** In August 2022, miHoYo obtained information security certifications for ISO/IEC 27001 and ISO/IEC 27701 issued by the British Standards Institution (BSI). According to miHoYo's official announcement published in October 2022, the company had "undergone a comprehensive assessment, including strict on-site audits."**[89]** On 26 November 2021, the Internet Society of China released the China Internet Enterprise Comprehensive Strength Index (■■■■■■■■■■■■■■■■■■■■) for 2021. miHoYo was listed as one of "China's Top 100 Internet Enterprises with Comprehensive Strength"; miHoYo ranked 23rd on the list, 1st among Shanghai game companies, and 3rd among Shanghai internet companies. It was also the fifth consecutive time miHoYo was included in the list.**[90]** On 24 November 2022, the Shanghai Cultural and Creative Industry Promotion Association (■■■■■■■■■■■■■■■■■■■■) and Shanghai First Financial Media Co., Ltd. (■■■■■■■■■■■■■■■■■■■■)—under the guidance of the Shanghai Municipal Committee Propaganda Department—announced Shanghai miHoYo Yingtie Technology Co., Ltd. as one of the Top Ten Cultural Enterprises, company co-founder Liu Wei as one of the Top Ten People of the Year, and Genshin Impact as one of the Top Ten Cultural Brands of Shanghai.**[91][92]** On 28 December 2022, Guangming Daily and Economic Daily jointly announced the "Top 30 National Cultural Enterprises" with Shanghai miHoYo Network Technology Co., Ltd. included in the list. miHoYo was praised by Guangming Daily as "a representative scientific and technological innovation enterprise driven by Shanghai's innovation and entrepreneurship policies."**[93][94]** In February 2023, during the 2022 China Game Industry Annual Conference (2022■■■■■■■■■■■■■■■■■■■■), hosted by the China Audio-Video and Digital Publishing Association and sponsored by the National Press and Publication Administration (NPPA),**[95]** announced miHoYo as a recipient of two awards. The company was selected as one of the Top Ten "Going Global" Game Enterprises, and the game Genshin Impact as one of the Top Ten Outstanding Mobile Games. miHoYo and Genshin Impact were also nominated for several other awards.**[96][97]**

- Official website (miHoYo) - Official website (HoYoverse) - ■■■■miHoYo on Bilibili - ■■■■miHoYo on Sina Weibo - ■■■■miHoYo on X (in Japanese) - miHoYoGames on Weixin - miHoYoHR on Weixin - lyh62771 on YouTube (active 2011-2014) - v - t - e

- Honkai Impact 3rd - Honkai: Star Rail - Genshin Impact - Tears of Themis - Zenless Zone Zero - Cai Haoyu - HOYO-MiX Yu-Peng Chen - Yu-Peng Chen - Yu-Peng Chen - VIAF - Japan - MusicBrainz label - Chinese companies established in 2012 - Companies based in Shanghai - Video game companies established in 2012 - Video game companies of China - Entertainment companies established in 2012 - Mass media companies established in 2012 - Video game development companies - Video game publishers - Indie game developers - MiHoYo - CS1 maint: numeric names: authors list - Articles containing Korean-language text - Articles with short description - Short description matches Wikidata - Use dmy dates from October 2022 - Articles containing Chinese-language text - Articles containing Japanese-language text - Wikipedia neutral point of view disputes from August 2023 - All Wikipedia neutral point of view disputes - Official website different in Wikidata and Wikipedia - Articles with Japanese-language sources (ja) - Articles with VIAF identifiers - Articles with NDL identifiers - Articles with MusicBrainz label identifiers - This page was last edited on 12 June 2024, at 19:50 (UTC).

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