

NetEase Games Reveals the First AAA Single-Player Title - Blood Message

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Story Driven, Single-Player Action-Adventure Set in Ancient China

Cutting Edge Technology Creates Heightened Level of Immersion in Epic Blockbuster Experience

Guangzhou, China and Los Angeles, United States, June 19, 2025 – NetEase Games and 24 Entertainment 临安 (Lin'an) Studio today unveiled [Blood Message](#), a cinematic, single-player, linear story-driven action-adventure currently in development for PC and consoles. Powered by Unreal 5 Engine and enhanced with proprietary tools and technologies by the studio, **Blood Message** is NetEase Games' first AAA single-player title, blending brutal survival combat with profound Eastern storytelling.

Watch the Blood Message Announcement Trailer

Blood Message introduces a forgotten odyssey of loyalty and survival where players join Dunhuang's uprising, taking control of a nameless messenger and his young son in this immersive third-person action-adventure. Caught in the crossfire of a righteous uprising and driven by loyalty to both family and country, players will embark on a perilous eastward journey to deliver a message that holds the fate of their war-torn homeland. Amidst the shifting sands of history, they will etch a final tale of loyalty.

Set during the final years of the Tang Dynasty, players will traverse a treacherous 3,000-li (around 1,000 miles) odyssey back to Chang'an, the heart of the Tang Empire. Cross lethal landscapes including desolate deserts and the vast wilderness of East and Central Asia to survive brutal sieges, unforgiving terrain, and overwhelming odds. The game's setting in the last years of the Tang Dynasty provides a cultural landmark of Chinese history that frames the story with customs, culture, and rich history of the era.



***Blood Message* Key Features:**

Narrative-driven gameplay anchored in cinematic storytelling

Visceral, realistic combat blending stealth and survival mechanics

A deeply emotional journey exploring themes of family, honor, sacrifice, and cultural identity

Expansive landscapes inspired by the diverse terrains of East and Central Asia, such as Dunhuang (敦煌)



How can countless ordinary people—smaller than dust—leave a mark on history? The **Blood Message** development team offers this answer: The remembrance and praise of future generations become their eternal monument.

The game invites players to step into the shoes of unsung heroes—not emperors or generals—but ordinary people driven by extraordinary resolve. As part of a righteous uprising in Shazhou, Dunhuang, the father and son must navigate a collapsing world, torn between duty to country and love for family. When history forgets, warriors remember. The world has heard too many stories of emperors and generals—**Blood Message** is an ode to the unsung heroes.



"We are ushering players into a new generation of high adventure with **Blood Message**," said Zhipeng Hu, Lead Producer and NetEase Executive Vice President. "As our first completely single-player focused experience from NetEase Games, after two decades of deep dedication to the gaming industry, we are prepared to deliver a truly epic and cinematic experience for players around the world."



For more information about **Blood Message** please visit www.blood-message.com.

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About NetEase Games

NetEase Games, the online games division of NetEase, Inc. (NASDAQ: NTES and HKEX: 9999), is a leading global developer and publisher of video game IP across a variety of genres and platforms. NetEase Games' development and publishing slate includes titles such as Marvel Rivals, Knives Out, and Naraka: Bladepoint, and partnerships with major entertainment brands such as Warner Bros and Mojang AB (a Microsoft subsidiary). NetEase Games also supports the growth and development of its innovative global studios in Canada, Europe, Japan and the United States. For more information, please visit <https://www.neteasegames.com/>