"Anime + Virtual" Analysis of the New Fusion of Metaverse Variety Shows——Taking "2060" as an Example

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Abstract: In recent years, the concept of the metaverse has appeared in people's field of vision. 2021 is called "the first year of the metaverse", and the virtual image that came into being with the era of Z has also begun to integrate into our world. At the end of last year, Jiangsu Satellite TV launched an animation image stage competition program "2060", which combined virtual technology to create a 26-bit two-dimensional image V-life. The guests formed their favorite teams based on their debut and other performances. Win the audience's favorite value to decide the winner. "2060" has changed the traditional competitive variety show mode, using the concept of the metaverse and virtual images, making the audience refreshing. Analyze the ingenious integration of "2060" from the perspective of program content, technology application, and visual experience, and why the Metaverse variety show can enter the mainstream platform.

Keywords: metaverse; variety show; animation; virtual; technology

1. Introduction

The Metaverse was born in "Avalanche" written by the famous American science fiction writer Neo Stevenson in 1992, which describes a virtual world parallel to the real world - "Metaverse", which has the real world. all forms. "Meta" means "meta" and "transcendence", "verse" means "universe", that is, the universe. In the 30 years after the concept was proposed, it gradually appeared in film and television works such as "The Matrix". At that time, the concept of the metaverse was still in a relatively vague stage, and was widely understood as a parallel virtual world.

By March 2021, gaming company Roblox will be listed on the NYSE in a direct listing model. At the time, Roblox came up with three conceptual ideas about the metaverse: persistent, shared, and three-dimensional virtual space, and interest in the concept began after a huge increase in Google searches for "meta metaverse". In October, Facebook officially changed its name to Meta, announcing that the company's overall strategic focus has shifted to the construction of the Metaverse ecosystem. Zuckerberg immediately put forward new concepts such as sense of participation, virtual image, teleportation, and virtual goods at the meeting, which reflected his beautiful imagination of the metaverse. The word "Meta" is well known all over the world, and the concept of "metaverse" has widely appeared in people's field of vision.

Under the craze of the metaverse concept, at the end of last year, Jiangsu Satellite TV launched a stage competition variety show - "2060", using virtual technology to create 26 avatars V-life, forming a favorite team with three star guests, through the stage The competition decides the winner. While presenting an eye-catching stage, the program adopts holographic projection, online AR live broadcast, etc., and introduces the concept of full virtual scene. "2060" changed the traditional competitive variety show mode and organically combined the metaverse and competitive variety shows, making the audience refreshing.

2. Theme innovation: Combination of stage competitive variety shows and virtual animation characters

2.1. The traditional form of competitive variety shows is solidified, and it is easy to get aesthetic fatigue

In recent years, stage competitive variety shows have blossomed, such as the ace music variety show "The Voice of China"; the Hong Kong Philharmonic singing and gift show "Sound Lives"; new media

chorus interactive programs "Voice of Dreams", every program has its own unique skills. However, with the intensive production and broadcast of programs, and the same content and form, audiences are prone to aesthetic fatigue for the "N-generation". For example, "The Voice of China", which has always been very popular, has also suffered from a ratings waterloo in 2022, with only 1.2% in the finals, which is far from the glory achieved in previous years. How to break the inherent situation, only the innovation and exploration of variety show content.

2.2. The original animation market is large, injecting new vitality into variety shows

"2060" turns its attention to animation. In recent years, the level of domestic animation production has been continuously improved. After getting rid of the blind imitation of Japanese and American animation, it returned to traditional cultural elements and created a large number of original animations with Chinese characteristics, such as "White Snake: Origin" and "Nezha's Devil Child". Movies such as "Jiang Ziya" and "Jiang Ziya" have made domestic animation a strong rise. The animation industry is developing rapidly. From 2016 to 2021, the scale of my country's online animation market also maintains a rapid growth trend. In 2020, China's online animation consumers will reach 230 million. And a new form of idols has emerged—virtual idols are active in the Internet and become an emerging mass culture. Song Fu, the producer of the "2060" program, said: "In recent years, various variety shows have been trying to find new breakthroughs. We are concerned that virtual life and virtual images may become the next outlet, and creating such a program is also looking for new breakthroughs. Race track and seize market opportunities."

2.3. Integrate virtual images with stage performances, open a new track

"2060", integrate original animation and variety shows, and present many original characters of Chinese animation on the stage through virtual reality, breaking into different cultural circles , open a new track. In the program, 26 virtual characters V-Life are two-dimensional images designed by different Chinese animation producers, including a cute girl wearing a cheongsam and holding a paintbrush, a virtual idol with silver hair and a fashion sense, and a ballet dancer. A chubby TV chicken. "Each of their characters has its own unique character and strengths. When interacting with the guests, they also show off their talents and amaze the guests and the audience. These anime characters not only have rich "personality" and feelings , the performance on the stage is not inferior. In this stage competitive variety show, the competition system of the traditional competitive variety show is retained, and the participating V-Life (virtual life) selects their own stars after their debut in the first round. The team created a stage for cooperation, and the audience and professional judges voted to get the final ranking. The competition was very fierce. In addition, a class visit session was also arranged, where you could see V-Life practicing dancing, overcoming its own shortcomings, and more Close to real life, through his personality charm and stage to show countless fans. The first episode of "2060" CSM63 city average ratings ranked second on Friday; the ratings share was 12.25%, ranking first and far ahead. As the first domestic "Yuan" "Universe" virtual image competition program, such an innovative integration is obviously welcomed by everyone.

For anime lovers, "2060" also has a huge appeal. In the anime, there is only one protagonist storyline, but in the show, the 26 V-Life characters all have their life experiences and special skills, as if 26 characters from parallel l time and space came to the show to compete on the same stage. The program also staged "Memories Kill". In the fourth episode of the program, it entered the team competition stage. The 8-bit V-Life teams selected in the last round were selected in two groups. The theme of the song selection was "Anime Songs You Have to Listen to" . The four groups brought "Fearless in the Deep Sea", "Breaking the Cocoon", "The World", and "Don't Look At Me Just a Sheep". These classic tracks are familiar to the groups who have watched and chased anime since childhood, and they were brought back to the lush days when they used to watch anime secretly late at night

3. Technology: Virtual technology achieves the fusion of virtual and real

3.1. The construction of the metaverse relies on mature technology

The metaverse world is intended to break the boundary between virtuality and reality and integrate them. In the environment where the virtual and the real presented by the metaverse, the scope of human perception can no longer be limited to The time and space in which it is located[1]. The metaverse is an emerging technological concept, and it must rely on science and technology to allow users to experience

the virtual world as if they were there. It is now generally believed that the supporting technologies of the Metaverse include the Internet of Things, blockchain, interaction, video games, artificial intelligence, networks and computing. In recent years, cutting-edge technologies such as blockchain, artificial intelligence (AI), chips, fifth-generation communication technology (5G), virtual reality/augmented reality/mixed reality/extended reality (VR/AR/MR/XR) have continued to evolve. The breakthrough has undoubtedly laid a key foundation for the landing of the concept of the Metaverse.

In the traditional variety shows and large-scale parties, AR technology is used to put virtual characters in the real world. For example, Luo Tianyi came to the scene through AR technology to sing with Zhou Huajian at the 2018 Jiangsu Satellite TV New Year's Eve party. Another XR technology uses real-time keying technology to place characters in virtual scenes to complete the picture. It is the integration of AR, VR and MR technologies, which will make people more "immersive".

3.2. Metaverse variety shows use XR technology to create a virtual world

In "2060", it is XR that enables the concept of "metaverse" to be realized. In the first stage, the naked-eye holographic projection technology was used to project the virtual image on the scene. During the second round of competition, the studio was surrounded by green screens, and the XR technology was used to build a fully virtual scene "Star Ring City". The performance stage is distributed in five different landmark virtual scenes, which are grand and splendid. After the audience put on the VR headset, they can experience the virtual world and watch the stage as if they were there. When V-Life was performing on the stage, the filming department mobilized 50 Vicon V16 motion capture cameras to complete the action shooting in all directions and with high precision, and used a holographic screen to connect the two platforms of reality and virtuality, so that everyone can see I can see every move of V-life. For those who watch it online, what they can finally see is the complete image obtained after being directed, filmed, cut, and then processed for the second time. All audiences can enjoy the wonderful performances of V-Life to the maximum extent. The grand occasion of the coexistence of a sense of the future and a sense of technology that can only be seen in animation blockbusters in the past was truly put into the studio by the "2060" program team, and also "breaking the dimensional wall" as the star guest Bai Jugang said, achieving A fusion of reality and reality.

3.3. Mature CG animation production brings V-Life to life

In addition to the use of a large number of AR and VR technologies, the contestants are equally matched in animation production technology. In the end, on the stage of the finals, Dian Zanxian won the championship with a high score with an adaptation of the RAP "Ximen Girl". Her designer is from an animation company in Wuhan. She has a very mature animation production experience. She uses optical motion capture to realize real-time interaction without time difference. She has high-quality digital CG technology. In terms of virtual characters, she can present the most exquisite The modeling and the most flexible character movements allow the audience to feel the charm of V-Life to the greatest extent.

3.4. MR technology and the behind-the-scenes team achieve a more perfect interaction with V-Life

In the presentation stage, when V-Life and the producer appeared on the same stage, in order to achieve better interaction effects, the producers wore MR headsets. With the help of MR technology, the producers could see themselves in a fixed position in reality V-Life and interactive dialogue with it. The chief director of the show, Tang Yan, also mentioned that there are "people in the middle" characters behind the virtual characters, as well as the behind-the-scenes production of real people in the competition. "Behind each character, there is a huge team to complete the work of dubbing, expression capture, motion capture and animation optimization." Each V-Life has different characters and characteristics, and the joint cooperation and efforts of technology and behind-the-scenes personnel In front of the audience, a vivid and lifelike two-dimensional image is presented.

4. Content: Visual enjoyment combined with in-depth content

4.1. Create a new world view and immersive visual experience

Rather than a variety show, "2060" is more like a brand new world. 2060 is the year in the future, and it is also the time when V-Life in Xinghuancheng is known to mankind. Different from conventional

variety shows, it has its own worldview, full of futuristic and imagination, in line with the setting of science fiction films. According to Tang Yan, Xinghuan City is a space city and the biggest stage source for "2060". This blue planet revolves around a giant planet, and there are countless star rings around it. At a distance from its parent star, it is the sun of this star system. These sci-fi and artistic settings were also presented on the stage by the production team. On the other hand, these stages use innovative expressions to tell Chinese stories, realizing the deep integration of traditional culture and modern technology. For example, in the ultimate stage, the Infinite Girl "Happy" brought Li Yugang's musical work "Wanjiang". The whole stage is in the "A Thousand Miles of Rivers and Mountains", the splendid rivers and mountains of the motherland are depicted by her with a brush, and the landscape outlined by ink and wash is perfectly integrated with the sense of future technology, bringing an unparalleled visual experience to people.

4.2. Let the audience see the development of the Chinese animation industry and the passion of the workers

At the beginning of the debut of the producers and their V-Life, through the VCR we also saw the love and hardships of the Chinese comics workers, which is something that variety shows rarely focus on. Since 2015, Kaitian Studio has continued to produce original statues with the theme of the Three Kingdoms and Chinese style, because it found that none of the surrounding statues are Chinese themes, and none of them are even made by Chinese statue studios; the producer of "Weaving" She is a character original painting designer. She gave up her original job and worked on the animation creation she loves for eight years, but she is still a "little transparent"; there are also two ten points that insist on helping the development of Guoman. It is a group of young people with firm beliefs and their mission to revitalize the Chinese animation industry. Some of the V-Life they designed are arrogant and vicious, and some are lively and ghostly, but each one is full of vitality, full of the designer's love and hard work for Guoman. Inviting these industry cultivators who have made unremitting efforts to promote the innovation and development of Guoman to the stage to tell their stories is also inspiring the younger generation in front of the screen to work hard, struggle, and stick to their ideals.

4.3. Triggers the audience to think about the relationship between traditional elements and Guoman

In the program, teacher Tang Guoqiang, who is an older generation, also put forward pertinent opinions on virtual idols. The teacher said, "Is our country's animation too deeply influenced by foreign countries? Why is Meng Jiangnu's image with gray hair and blue eyes? We tend to follow others and keep pace, and it is difficult to have our own style." Anime is developing rapidly and has a good combination with traditional culture, but if the elements of traditional Chinese culture are to be fully and thoroughly displayed, the style of imitating Japanese and American comics must be abandoned. "Chinese traditional cultural elements" and the continuous development and innovation of animation are mutually supportive, mutually successful, and complementary[2]. Only by showing the strong and distinctive image of our Chinese nation's "yellow skin, black hair, and black eyes" In domestic animation, traditional culture has been exported, and Chinese animation can lay a solid foundation and become more stable. In the era of serious homogeneity and pan-entertainment variety shows, the stories of young people's struggles are passed on and reflected. The development of an industry has caused the audience to think deeply about Guoman, and "2060" has achieved valuable content output.

5. Conclusion

When the concept of the metaverse appears, the application of the metaverse will also permeate all walks of life[3]. While this concept continues to develop vertically, it also drives the horizontal development of other industries. The Metaverse track, which was detonated by the game industry, successfully appeared in the variety show market in another form. "2060" combines the characteristics of the metaverse with reality and reality, and successfully brings the virtual world to the eyes of the audience. After the innovative integration of this show has been widely praised, various TV shows have begun to experiment with variety shows in the Metaverse. Dragon TV's "Virtual Singing and Dancing Generation Z" planned to be broadcast in 2022, Hunan Satellite TV's "Guofeng Singer", and "Login to Yuanyuzhou", which has already been broadcast, are game strategy reality shows under the background of the Metaverse.

If the Metaverse variety show is to be widely accepted by the public, it will definitely embark on the road of integration. The concept of the metaverse is widely used in the game world, but if you only

develop a new variety show from the perspective of gamers, the audience will be very small. The most popular variety shows nowadays are stage competitions and reality shows. Integrating new themes with traditional variety show types can not only get rid of the dilemma of serious homogenization, but also make audiences accustomed to the past form more willing to accept them. In fact, the first one to eat crabs was Fox TV in the United States, which launched a virtual character singing competition show in September 2021: "Alter Ego". It is also a new variety show with novel and eye-catching themes, but its reputation has collapsed. "Alter Ego" only received 2.93 million viewers when it was launched, and the TV drama rating was only 0.65. The reason lies in the character design and lack of interactivity. In people's imagination, the life in the virtual world is dreamy, vivid and beautiful, and it is also conducive to the appreciation and artistry of the performance. The avatar in "Alter Ego" was designed to be exaggerated and bizarre, and there was no beauty at all, and the "Guardian" rated it as "desperately ugly". The show uses real-time rendering and post-production, that is, no one can see the virtual characters at the scene, and the judges and hosts have to perform in the air, and the audience must pretend to see them. As a result, the show not only failed to achieve a true "integration of reality and reality", but also added a lot of sense of disobedience. And "2060" realized that in the context of the metaverse, virtual characters have entered a new chapter, and allowing virtual characters to interact with real people is the key to truly breaking the boundaries between virtual and reality. And only by making the character modeling more refined and in line with modern aesthetics, can it truly be integrated into reality and make the audience accept and resonate.

Technology is an essential element for the development of the Metaverse, but the Metaverse is in the initial stage of "concept first, technology is not enough". If sufficient technical precipitation cannot be achieved, it will not be able to support the virtual world, and will not be able to communicate with players or audiences. Resonate. For example, the first virtual idol talent show "Super Dimension Nova" before this, encountered a "stage accident" in its premiere. A virtual player got stuck in place during a live interaction, which forced the show to stop recording. The crude and rough 3D modeling is also far from the image in the poster design, and the performance is frequently worn, and the final ratings are dismal. To realize a truly grand, beautiful and experiential metaverse, strong technical support is the most basic and critical.

"2060" gives these young people who have been working hard but have not been seen an opportunity to show their abilities, and also give the domestic animation industry an opportunity to develop horizontally. The avatars that used to only appear in film and television works and games are now also appearing in variety shows. Teenagers who love anime are looking forward to more in-depth companionship and interaction while constantly pursuing a better experience of anime content. The avatar V-Life can not only attract animation groups, but also reach a wider audience through such metaverse variety shows. Combining variety shows with the Metaverse is conducive to transforming the relatively vertical and narrow animation culture into popular culture and helping the development of Guoman

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