

NetEase Games Unveils New Trailer for Blood Message

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New Trailer, “Hold Till Dawn”, Revealed at Summer Game Fest

First AAA Single-Player Title from NetEase Games is a Narrative Driven, Visceral Action-Adventure Set in Ancient China

Guangzhou, China and Los Angeles, United States, June 5, 2026 – NetEase Games and 24 Entertainment, a part of NetEase Games' ThunderFire division, today unveiled at Summer Game Fest a new trailer for [Blood Message](#), a cinematic and narrative-driven linear 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, a truly visceral experience blending brutal survival combat with profound Eastern storytelling. The trailer provides a glimpse into the game's backstory, and introduces new combat mechanics across various landscapes.

[Blood Message | Hold Till Dawn - Summer Game Fest Official Trailer](#)

Set in the late Tang Dynasty in 848 AD, players take on the role of a nameless messenger who embarks on a perilous eastward journey to deliver a message that holds the fate of his homeland. 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 the rich history of the era. Alongside his son, they must survive relentless enemy sieges and a treacherous 1,000 mile odyssey, fighting against impossible odds to return to the heart of the Tang Dynasty: Chang'an. Cross lethal landscapes, including desolate deserts and the vast wilderness of East and Central Asia, to survive brutal sieges, unforgiving terrain, and overwhelming odds. Amidst the desert sands, they etch the final tale of loyalty in the Great Tang. 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.

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)

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

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