

## Venue condition

**Venue:** The Jaguar Shanghai Symphony Hall, Shanghai

### Reasons for Selection:

#### 1. Consumer Base Scale

*“We aim to foster deeper emotional connections between the young ACG community and the broader world, establishing trust by providing them with gathering spaces and enhanced services. Beyond ACG conventions, we also host events like concerts.”* (Xu Li, Deputy General Manager of Shanghai Great World)

Generation Z (post-95s and 00s) has emerged as the dominant force in China’s consumption market. Taking BilibiliWorld 2024 (BW) as an example, since its inaugural Shanghai event in 2017, participation has grown from 100,000 attendees to 615,000 registrations in 2024, with cumulative attendance exceeding one million by 2023. Shanghai demonstrates exceptionally high ACG cultural penetration, significant influence, and substantial demand for game-related offline events.

#### 2. Local Cultural Inclusivity

*“In terms of event frequency and impact, Shanghai serves as a perpetual stage and permanent exhibition hall for ACG culture—a platform city for high-quality, influential ACG events. The city’s ubiquitous ACG collaborations span bubble tea chains, fast food, metro systems, exhibition venues, and daily necessities, maintaining China’s highest urban concentration of ACG culture.”* (Liberation Daily, January 15, 2025)

Shanghai has an exceptionally high concentration of ACG (Anime, Comics, and Games) culture, with famous otaku landmarks including Bailian ZX (Huangpu District), Shanghai No.1 Department Store (Huangpu), Jing’an Joy City (Jing’an District), and Metro City (Xuhui District). As a game developed by

Shanghai-based Papergames, Love and Deepspace has a particularly strong influence in Shanghai. Therefore, choosing Shanghai as the concert venue helps leverage the game's IP advantages and the city's vibrant cultural atmosphere, significantly increasing the likelihood of a successful performance. The city's well-developed ACG ecosystem and Papergames' established local presence create ideal conditions for hosting this themed concert.

### 3. Location & Transportation Accessibility

As a first-tier city, Shanghai has two international airports and five high-speed rail stations, ensuring excellent transportation accessibility. The Jaguar Shanghai Symphony Hall is located at 1380 Middle Huaihai Road, Xuhui District, a bustling area accessible by subway and bus, making travel convenient.

### 4. Venue Facilities

The Jaguar Shanghai Symphony Hall is located at 1380 Middle Huaihai Road and consists of a 1,200-seat concert hall and a 400-seat chamber music hall. The main hall features 1,200 seats, combining the traditional "shoebox" design with the modern "vineyard" style. Equipped with cutting-edge multimedia technology, the hall has 10 reflective panels capable of simultaneous projection. The chamber music hall also doubles as a 3D recording studio, filling the gap in Shanghai's lack of large-scale professional symphony orchestra recording facilities.

Compared to two other notable concert venues in Shanghai, the Shanghai Oriental Art Center and the Bank of Communications Qiantan 31 Performing Arts Center, the Jaguar Shanghai Symphony Hall stands out for several reasons:

First, its size is ideal. Overly large venues can significantly compromise the audiovisual experience of immersive concerts. For this performance, the Bank of Communications Qiantan 31

Performing Arts Center's 2,500-seat theater is too spacious, diluting the immersive effect and increasing pressure on ticket sales. In contrast, the 1,200-seat Jaguar Shanghai Symphony Hall, with its hybrid "shoebox" and "vineyard" design, along with top-tier vibration isolation, acoustics, and soundproofing, ensures superior sound quality and viewing experience, making it a wiser choice than blindly opting for a larger venue at the expense of quality.

Second, for facilities, the main hall features six large reflective panels and a ceiling equipped with state-of-the-art multimedia technology, including ten high-performance projectors capable of delivering 15,000 ~ 20,000 lumens for high-definition imaging, meeting the requirements for character PV projections. In comparison, the Shanghai Oriental Art Center lacks such facilities and would need additional screens, potentially resulting in a less polished setup and missing the immersive effect of surround projection.

After thorough consideration, the Jaguar Shanghai Symphony Hall is the most ideal venue for this performance.

- Performance Date: December 27, 2025 (Saturday) at 18:30

Reasons for Selection:

The Christmas season in late December represents a peak demand period with strong box office appeal. A Saturday evening slot serves as prime time for young consumer groups, avoiding work schedule conflicts while maximizing attendance potential.

Christmas is an established seasonal event for Love and Deepspace's limited-time in-game activities, which typically generates renewed popularity. Hosting the concert around December 25 strategically leverages this cyclical trend to enhance ticket sales.