

杨宇: 让东方格斗的哲学被世界读懂

Yang Yu: Let the Philosophy of Eastern Combat Be Understood by the World

文/杨兆杰 (By Yang Zhaojie)

“体育强则中国强，国运兴则体育兴。”总书记用这短短十四个字，精辟阐释了体育事业与国家命运、民族复兴之间相辅相成、互为依托的内在逻辑关系。在新时代体育强国建设的浪潮中，杨宇，作为综合格斗（MMA）领域的实干者，是教授、导师，是赛事品牌创始人、国家队总教练，也是中非共和国驻华大使馆特邀体育文旅产业化顾问，多重身份的交织，勾勒出他从赛事创业者到东方格斗文化传播者这一立体而鲜活的体育轨迹。在他看来，综合格斗通过拳脚间的博弈，传递中国“东方格斗的哲学”，让中国综合格斗真正在全球舞台上落地生根、绽放光彩。

多重身份的跨界与协同

“我的多重身份确实存在协同效应”。谈及自身跨学界、业界与国家队的多元角色，杨宇说道。2019年，当全球综合格斗运动正处于快速增长期，而中国综合格斗赛事市场还处于“摸着石头过河”的培育阶段时，杨宇毅然创立“JCK战觉城”。“我选择综合格斗不仅是商业考量，更是源于对格斗运动的热爱与使

"When sports are strong, China is strong; when the nation's fortune prospers, sports thrive." General Secretary used these concise 14 characters to incisively explain the inherent logical relationship between the sports cause, national destiny, and national rejuvenation—one that is complementary and interdependent. Amid the tide of building a leading sports nation in the new era, Yang Yu, as a doer in the field of Mixed Martial Arts (MMA), holds multiple roles: he is a professor and teacher, a competition brand founder, a national team coach, and also a Special Consultant for Sports, Culture and Tourism Industrialization at the Embassy of the Central African Republic in China. The interweaving of these multiple identities outlines his three-dimensional and vivid sports trajectory, from a competition entrepreneur to a disseminator of Eastern combat culture. In his view, MMA conveys China's "philosophy of Eastern combat" through the rivalry in the cage, enabling Chinese MMA to truly take root and shine on the global stage.

Cross-Border Synergy of Multiple Identities

"My multiple identities indeed have a synergy effect," Yang Yu said when talking about his cross-professional, cross-industry, and national team roles. In 2019, when the global MMA movement was in a period of rapid growth, while China's MMA competition market was still in the exploratory "crossing the river by feeling the stones" stage, Yang Yu resolutely founded "JUE CHENG KING" (JCK). "I chose MMA not just for business considerations, but more out of my love and sense of mission for combat sports. Someone needs to build a professional



杨宇, 战觉城品牌创始人、山西千岁格斗有限公司董事长, 全天候 (海南) 网络竞技有限公司董事长、太原科技大学客座教授、硕士生导师

Yang Yu, the founder of the "JUE CHENG KING" (JCK), the chairman of Qiansui International Industry Group Limited, the chairman of All Weather (Hainan) Network Sports Co., Ltd. and a Visiting Professor and Master's Supervisor at Taiyuan University of Science and Technology.



JCK全球直播中心
"JUE CHENG KING" (JCK) Global Live Streaming Center.

使命感, 需要有人搭建专业平台, 推动这项运动规范化发展, 我也更想为中国选手打造能实现梦想的舞台”。这份兼具商业远见与情怀的初心, 让他带领“JCK战觉城”以赛事破圈的创新及坚守, 在市场上“闯”出了一片天地。同时, 他也将这些实战经验带进了高校课堂。

作为太原科技大学客座教授与硕士生导师, 他开设“综合格斗+体育文旅”“数字竞技”等跨界课程, 将“JCK战觉城”多年积累实战经验, 转化为课堂上的鲜活案例。课堂上, 他引导学生参与赛事策划模拟、品牌推广方案设计、风险管理演练等实践环节, 帮助学生培养解决行业实际问题的能力。目前, 他培养的学生毕业后多进入赛事运营公司、体育媒体、文旅项目策划领域, 部分学生参与“JCK战觉城”与地方文旅结合的项目, 负责内容制作与社群运营, 已成长为行业骨干。

多重身份难免带来时间冲突, 杨宇通过“团队协作+数字化工具”找到了平

platform to promote the standardized development of this sport, and I also want to create a stage where Chinese athletes can realize their dreams." This original intention—combining business vision and sentiment—led him to lead "JUE CHENG KING" (JCK) to carve out a niche in the market through innovations and persistence in the competition ecosystem. At the same time, he also brought these practical experiences into university courses.

As a Visiting Professor and Master's Supervisor at Taiyuan University of Science and Technology, he offers cross-disciplinary courses such as "Mixed Martial Arts-Sports Culture and Tourism" and "Digital Esports". He has translated the years of practical experience accumulated from "JUE CHENG KING" (JCK) into vivid cases in his classes. In class, he guides students to participate in practical sessions, including event planning simulation, brand promotion plan design, and risk management drills, helping them develop the ability to solve practical industry problems. Currently, most of his students enter event operation companies, sports media, or cultural tourism project planning fields after graduation; some have participated in the project integrating "JUE CHENG KING" (JCK) with local cultural tourism, taking charge of content creation and community operation, and have grown into backbone professionals in the industry.

衡。他将高校的学术研究资源与产业、竞技需求对接，形成“教学输出人才-产业提供实践-竞技反哺标准”的良性循环，让各角色形成协同效应“实现了角色间的互补”。

打造亚洲顶级综合格斗IP

“JCK战觉城”创业初期，最大的困难在于观众认知不足与品牌推广难度大。杨宇带领团队制定“高频赛事积累口碑、多元合作拓展边界”的策略：通过每周一场的高密度赛事持续输出优质内容，快速积累核心粉丝；同时联动地方政府、企业与媒体资源，逐步打破市场壁垒。五年间，“JCK战觉城”累计举办150余场赛事，触达超10亿网友，奖金规模超7000万，在赛事频率与投入上均位居亚洲前列，成功跻身亚洲顶级综合格斗赛事行列。

“五年投入超7000万奖金，每周一场赛事，这样的模式能持续吗？”面对这

Multiple roles inevitably lead to time conflicts, and Yang Yu found a balance through "team collaboration and digital tools". He connects the academic research resources of universities with industrial and competitive needs, forming a positive cycle of "teaching cultivates talents - industry provides practice - competition feeds back standards". This enables various roles to form a synergy and "achieve complementarity between roles".

Building a Top Asian Mixed Martial Arts (MMA) IP

In the early startup phase of "JUE CHENG KING" (JCK), the biggest challenges were insufficient audience awareness and the great difficulty of brand promotion. Yang Yu led his team to develop the strategy of "accumulating reputation through high-frequency events, expanding boundaries via diversified collaborations." By holding high-density events once a week to continuously deliver high-quality content, they quickly built up a core fanbase; meanwhile, they linked up with local governments, enterprises, and media resources to gradually break down market barriers. Over five years, "JUE CHENG KING" (JCK) has hosted over 150 events in total, reaching more than 1 billion internet users, with a prize pool exceeding 70 million RMB. It ranks among the top in Asia in terms of event frequency and investment, successfully establishing itself as



JCK签约选手获百万奖金

"JUE CHENG KING" (JCK) contracted players have been awarded a 1-million prize.

样的疑问，“本质上，我们不是在单纯运营赛事，而是在打造中国综合格斗的基础设施与产业生态。”杨宇介绍，“JCK战觉城”的商业逻辑核心，是通过定期赛事维持用户粘性，以高额奖金吸引顶尖选手，形成“优质内容-粉丝增长-商业价值”的正向循环，从选手选拔、训练到赛事运营、内容传播，每一个环节都在为行业铺路。他开拓了版权分销、品牌赞助、衍生品开发、“体育+文旅”融合等多元化的收入来源，让生态闭环真正“转起来”。

“专业决定高度，大众决定广度”，在内容传播上，杨宇深知，要让综合格斗真正“破圈”，既要留住核心粉丝，也要吸引普通观众，他带领团队创新采用“解说双模式”，针对专业观众，赛事直播开设“专业模式”，由资深解说拆解选手的技术策略；针对普通观众，则推出“大众模式”，通过故事化叙事、规则解读降低观赛门槛，同时联动娱乐、时尚领域，邀请明星参与赛事互动、打造联名衍生品，推动综合格斗突破圈层限制。目前，战觉城已与UFC Fight PASS、咪咕视频等国内外平台达成合作，进一步拓宽内容传播边界。

“JCK战觉城”还系统性地推进女性格斗布局，打破性别刻板印象。2024年，正式增设女子草量级与蝇量级赛事，还举办了跨国对抗赛，为女性选手提供国际级竞技平台。杨宇介绍道：“展现女性格斗选手自信与坚韧，传递力量与美并存的信念，也将赛事从暴力对抗转化为勇气与策略的竞技”。

把“敢拼”变成“会赢”

2023年，杨宇受国家体育总局委托，

one of the top Asian Mixed Martial Arts (MMA) events.

"With over 70 million RMB in prize money invested over five years and one event held every week—can this model be sustained?" In response to this question, Yang Yu said, "Essentially, we are not just operating events; we are building the infrastructure and industrial ecosystem for China's Mixed Martial Arts (MMA)." He explained that the core business logic of "JUE CHENG KING" (JCK) is to maintain user stickiness through regular events and attract top athletes with high prize money, forming a positive cycle of "high-quality content-fan growth-commercial value." Every link, from athlete scouting and training to event operation and content dissemination, paves the way for the industry. He has developed diversified revenue streams, including copyright distribution, brand sponsorship, merchandise development, and "sports+cultural tourism" integration, making the ecosystem a closed-loop that truly functions smoothly."

"Professionalism defines height; the general public defines breadth." In content dissemination, Yang Yu knows well that to truly help MMA "break through circles," it is necessary to retain core fans while attracting casual viewers. His team has innovatively adopted a "dual-commentary mode": for professional audiences, a "professional mode" is available in event live streams, where veteran commentators break down athletes' technical strategies; for casual viewers, a "general audience mode" is launched, which lowers the viewing threshold through narrative storytelling and rule explanations. Meanwhile, they link up with the entertainment and fashion sectors, inviting celebrities to participate in event interactions and co-create branded merchandise to push MMA beyond circular constraints. Currently, "JUE CHENG KING" (JCK) has partnered with domestic and international platforms such as UFC Fight Pass and Migu Video to further expand the boundaries of content dissemination.

"JUE CHENG KING" (JCK) is also systematically advancing its women's MMA layout to break gender stereotypes. In 2024, it officially added women's strawweight and flyweight events and hosted cross-border competitions to provide an international competitive platform for female athletes. Yang Yu stated, "By showcasing the confidence and tenacity of female MMA athletes and conveying the concept of coexisting strength and beauty, we are also transforming the event from a violent confrontation into a competition of courage and



杨宇先生带领国家队征战亚洲综合格斗锦标赛

Mr. Yang Yu led the national team to compete in the Asian Mixed Martial Arts Championship.

出任中国国家综合格斗队总教练。肩负为国争光的使命，他将产业运营的系统思维与竞技体育的实战经验结合，制定针对性备战策略。“亚洲选手普遍敏捷且技术全面，我们重点强化地面技术与体能训练，同时引入运动心理学专家，帮助队员克服大赛压力。”

在他的带领下，中国国家综合格斗队在2023年亚洲综合格斗锦标赛中斩获12金8银4铜的团体总冠军。这场胜利的背后，是队员们从“单项突出”到“体系融合”的技术跨越——通过狠抓站立、摔跤、地面技术的链条衔接，实现战术流畅转换；更是从“敢于拼搏”到“善于胜利”的心理升华，队员们在逆境中能冷静执行战术，赛场自信显著提升。

杨宇也清醒地指出中国选手的优势与短板：优势在于出色的终结能力、精准打击技术及女子级别的显著竞争力；短板则是国际赛事经验不足、体能储备的持续性较弱、应对多样风格选手的战术适应性待提升。为了弥补短板，杨宇充分发挥“JCK战觉城”的平台优势：让选手参

strategy.”

Turning "Daring to Fight" into "Knowing How to Win"

In 2023, Yang Yu was appointed by the General Administration of Sport of China as the head coach of the China National Mixed Martial Arts Team. Shouldering the mission of winning glory for the country, he combined the systematic thinking of industrial operation with the practical experience of competitive sports to formulate targeted pre-competition strategies. "Asian athletes are generally agile and technically well-rounded. We focused on strengthening ground techniques and physical training, while also bringing in sports psychology experts to help our athletes overcome the pressure of major competitions."

Under his leadership, the China National Mixed Martial Arts Team claimed the team overall championship with 12 gold, 8 silver, and 4 bronze medals at the 2023 Asian Mixed Martial Arts Championships. Behind this victory is the athletes' technical leap from "excellence in individual events" to "system integration"—by focusing on the chain connection of striking, wrestling, and ground techniques, they achieved smooth tactical transitions. It is also a psychological elevation from "daring to fight" to "knowing how to win": the athletes can calmly execute tactics in adversity, and their in-competition confidence has been significantly enhanced.

Yang Yu also clearly identifies the strengths and weaknesses

与“JCK战觉城”的高频赛事,在与中外选手的实战中积累经验。“这种在激烈竞争中验证过的实战能力、过硬心理素质以及持续进化的技术体系,使他们能够更快地适应并满足国家队在国际赛场上的严苛要求。”

杨宇的管理风格带着“军人烙印”,他拥有预备役陆军上校身份,军队经历中“责任、荣誉、团队”的价值观,被他深深融入战队建设。在纪律性上,他实行标准化作息与训练流程,培养选手如军人般的执行力与时间观念。在意志培养上,他借鉴了军事化的抗压训练与团队协作模式,打造了独特的“觉城意志力训练”体系,这也使得选手在赛场上展现出超凡的坚韧与纪律,形成了独特的团队气质。正是这种严格,让他带领的团队始终保持着极强的战斗力。

2025年9月,亚洲综合武道协会任命杨宇出任第三届亚洲综合武道锦标赛暨2026年亚运会资格赛组委会主席一职。这不仅是对他个人能力的认可,也标志着中国力量正从赛场上的竞技者,转变为国际格斗赛事规则制定与赛事运营的核心参与者。

“一带一路”上的国际拳台

“综合格斗不仅是力量的对抗,更是文化对话的桥梁”,杨宇在2024年“体育-和平使者”国际圆桌会议上表示。他认为,体育作为一种世界性语言,能够超越地域和文化的差异,将不同国家的人们连接在一起。

作为中非共和国驻华大使馆特邀体育文旅产业化顾问,他以此为契机,推动中国综合格斗技术与以非洲国家为代

of Chinese athletes: their strengths include excellent finishing ability, precision striking techniques, and strong competitiveness in women's divisions; their weaknesses include insufficient international competition experience, weak sustainability of physical fitness reserves, and room for improvement in tactical adaptability against opponents of diverse styles.

To address these shortcomings, Yang Yu fully leverages the platform advantages of "JUE CHENG KING" (JCK): he arranges athletes to participate in the high-frequency events of "JUE CHENG KING" (JCK) accumulating experience through actual combat with Chinese and foreign competitors. "This combat capability, validated in fierce competition, robust mental resilience, and a continuously evolving technical system, allows them to adapt more quickly to and meet the stringent demands of the national team on the international stage."

Yang Yu's management style carries a "military imprint." As a Reserve Army Colonel, the values of "responsibility, honor, team" from his military experience have been deeply integrated into team building. In terms of discipline, he implements standardized daily routines and training processes, fostering athletes' execution and time management skills akin to those of soldiers. For willpower cultivation, he draws on military-style pressure-resistance training and team collaboration models to develop a unique "'JUE CHENG KING' (JCK) Willpower Training" system. This enables athletes to exhibit extraordinary tenacity and discipline in competitions, forging a distinctive team ethos. It is this strictness that keeps his team in peak combat readiness at all times.

In September 2025, the Asian Mixed Martial Arts Association appointed Yang Yu as Chairman of the Organizing Committee for the 3rd Asian Mixed Martial Arts Championships cum 2026 Asian Games Qualifiers. This not only recognizes his personal capabilities but also marks China's transition from a competitor on the field to a core participant in rule-making and operation of international combat sports events.

The International MMA Ring Along the Belt and Road Initiative

"Mixed Martial Arts is not just a contest of strength, but also



杨宇先生（左二）被哈萨克斯坦国会授予体育和平使者

Mr. Yang Yu (left 2) was awarded the title of Sports Peace Envoy by the Parliament of Kazakhstan.

表的“一带一路”沿线国家的深度交流。

“我们正在设计一套标准化课程，涵盖格斗技术、训练方法、运动康复和赛事组织，帮助当地建立本土化的教练员体系。同时，还会举办‘中非青年格斗训练营’，让两国青少年选手一起训练、比赛、生活，既交流技术，也增进友谊。”

杨宇和“JCK战觉城”的国际布局，始终紧扣“一带一路”倡议。“选择合作对象时，我们三个核心考量：一是优先‘一带一路’倡议中的关键节点国家，二是选择格斗运动基础深厚、品牌影响力强的赛事伙伴，三是寻求具备规则共建与标准输出潜力的平台。”目前，“JCK战觉城”已与哈萨克斯坦ALASHPRIDE、亚美尼亚MIXFIGHT等“一带一路”沿线国家顶尖赛事达成战略合作，成功举办

a bridge for cultural dialogue." This was stated by him at the 2024 "Sports-Peace Envoy" International Round-table Conference. He believes that sports, as a global language, can transcend geographical and cultural differences and connect people from different countries."

As the Special Sports, Culture and Tourism Industrialization Advisor to the Embassy of the Central African Republic in China, he takes this opportunity to promote in-depth exchanges of Chinese Mixed Martial Arts (MMA) techniques with countries along the Belt and Road Initiative, represented by African nations. "We are designing a set of standardized courses covering MMA techniques, training methods, sports rehabilitation, and event organization to help the local side build a localized coach system. At the same time, we will also host the 'China-Africa Youth MMA Training Camp', where young athletes from the two countries can train, compete, and live together, exchanging techniques while enhancing friendship.

When talking about the international layout of "JUE CHENG KING" (JCK), he said, "We have three core criteria for selecting partners: first, prioritize key node countries under the Belt and Road Initiative; second, choose event partners with a solid foundation in MMA and strong brand influence; third, seek platforms with potential for rule co-construction and standard export." Currently, "JUE CHENG KING" (JCK) has reached strategic cooperation with top events in Belt and Road countries, such as Kazakhstan's ALASHPRIDE and Armenia's MIXFIGHT. It has successfully held overseas joint competitions in Kazakhstan, Hungary and other regions, becoming an important link for sports and cultural exchanges.

In the face of challenges like rule differences and cultural barriers in international cooperation, Yang Yu did not choose to "compromise"—instead, he innovatively adopted a "dual-referee system" to reconcile rule discrepancies: local referees enforce the rules, while Chinese referees participate in evaluating "combat etiquette." This system was later upgraded to jointly form weight class standards and co-research the "quantitative model of MMA offensive and defensive rhythms." This approach not only respects local rules but also conveys China's concept of "using martial arts to make friends." In terms of cultural integration, the team not only showcases the standardized operation level



JCK海外联合赛亚美尼亚站

"JUE CHENG KING" (JCK) Overseas Joint Tournament-Armenia Leg.

哈萨克斯坦站、匈牙利站等海外联合赛，成为体育文化交流的重要纽带。

面对国际合作中规则差异与文化隔阂的挑战，杨宇没有选择“妥协”，而是创新性采用“双裁判体系”协调规则差异——本土裁判执裁规则，中国裁判参与评估“格斗礼仪”，后续逐步升级为联合制定雏量级体重标准、共同研究“MMA攻防节奏量化模型”，这既尊重了当地规则，又传递了中国“以武会友”的理念。在文化融合上，团队既向海外伙伴展示“JCK战觉城”国际格斗中心的标准化运营水平，也邀请他们体验中国传统文化，实现双向交流互鉴。

对于未来的欧美市场布局，杨宇坚持“规则制定者”而非“跟随者”：我们要突出东方格斗哲学的优势：‘以柔克刚’‘点到为止’的智慧，把综合格斗从‘暴力竞技’升级为‘文化对话’。”他计划开展联合研究、文化工作坊等形式，推

of the "JUE CHENG KING" (JCK) International MMA Center to overseas partners but also invites them to experience traditional Chinese culture, realizing two-way exchange and mutual learning.

For the future layout in the European and American markets, Yang Yu insists on being a "rule-maker" rather than a "follower": We need to highlight the advantages of Eastern combat philosophy—the wisdom of "overcoming rigidity with softness" and "stopping at the right moment"—to upgrade MMA from "violent competition" to "cultural dialogue." He plans to launch joint research, cultural workshops, and other initiatives to promote the integration of Chinese MMA standards with international rules, gradually establish the international discourse power of Chinese events, and let the world understand China through MMA. Yang Yu has always been committed to getting MMA included in the Olympic Games. He admits this requires long-term efforts, but he is confident. Currently, the strategic cooperation and co-hosted events between "JUE CHENG KING" (JCK) and top competitions in multiple Belt and Road countries have not only realized the exchange and mutual recognition of resources such as athletes and clubs, and improved competitive levels, but more importantly, jointly expanded

动中国格斗标准与国际规则融合,逐步建立中国赛事的国际话语权,让世界通过格斗读懂中国。杨宇始终致力于推动综合格斗项目进入奥运会。他坦言,这需要长期努力,但他有信心。当前,“JCK战觉城”与多个“一带一路”沿线国家顶尖赛事的战略合作与联合办赛,不仅实现了选手、俱乐部等资源的交流与互认,提升了竞技水平,更重要的是共同扩大了综合格斗(MMA)运动在全球的影响力和受众基础,这也向国际奥委会展示综合格斗(MMA)运动在全球范围内规范化、职业化发展的成熟度。

“体育+”的融合创新

作为国家“十四五规划”重点课题负责人,杨宇的研究与实践聚焦于“体育+旅游+文化”的跨界融合,并通过数字化手段赋能产业升级。目前,“JCK战觉城”正探索元宇宙赛事直播、线上衍生品商城等数字化路径,以科技拓宽体育IP边界。“JCK战觉城”的探索已经初见成效。位于山西交城的“JCK战觉城”国际格斗中心,不仅是赛事举办地,更成为当地的文旅新地标。“体育+康养”领域,“JCK战觉城”已成功打造“山西吕梁千岁觉城康养文旅小镇”。未来,他计划建设“国际竞技产业综合体”,全球首座MMA博物馆等,打造“体育+文旅+康养”的复合型业态。

对于有志进入综合格斗行业的年轻人,杨宇给出了真诚的建议:“创业者要避免盲目‘烧钱’,聚焦可持续商业模式,可以探索‘体育+细分领域’的融合路径;运动员要注重‘技术+IP’双提升,在提升竞技水平的同时,拓宽职业边界;研究者

the global influence and audience base of MMA. This also demonstrates to the International Olympic Committee (IOC) the maturity of MMA's standardized and professional development worldwide.

The Integrated Innovation of "Sports+"

As the principal investigator of a key research project under the national 14th Five-Year Plan, Yang Yu has focused his research and practice on the cross-border integration of "Sports+Tourism+Culture", and empowered industrial upgrading through digital means. At present, "JUE CHENG KING" (JCK) is exploring digital pathways such as metaverse event live streaming and online derivatives malls, leveraging technology to expand the boundaries of sports IPs. These endeavors have already yielded initial results. The JCK International Combat Center in Jiaocheng, Shanxi Province, serves not only as a venue for hosting events, but also has emerged as a new cultural and tourism landmark of the region. In the field of "Sports+Wellness", JCK has successfully developed the "Shanxi Lüliang Qiansui Juecheng Wellness & Cultural Tourism Town". Looking ahead, Yang Yu plans to construct an "International Competitive Sports Industry Complex" and the world's first MMA Museum, aiming to build a composite industry model integrating "Sports+Cultural Tourism+Wellness".

For young people aspiring to enter the MMA industry, Yang Yu has offered sincere advice: "Entrepreneurs should avoid blind 'money-burning' and focus on sustainable business models, and can explore integration paths of 'sports+niche sectors'; Athletes should prioritize the dual improvement of 'skills+IP'—while enhancing their competitive level, they need to expand their career boundaries; Researchers should delve into training science and rule innovation to advance the internationalization of China's combat sports theoretical system."

When it comes to China's MMA making the leap from "China's Strength" to "global influence", Yang Yu believes three major bottlenecks need to be overcome: First, insufficient IP building capability—most events lack distinctiveness, and fans have low willingness to pay; Second, a severe talent gap—top athletes are highly skilled, but there is a shortage of professional talents like coaches

要深入训练科学与规则创新,推动中国格斗理论体系的国际化。”

对于中国综合格斗要实现从“中国力量”到“世界影响力”的跨越,杨宇认为需要突破三大瓶颈:一是IP打造能力不足,多数赛事缺乏辨识度,粉丝付费意愿低;二是人才断层严重,既缺高水平选手,也缺运营、传播等专业人才;三是国际话语权弱,规则制定、赛事标准多由西方主导。针对这些问题,他提出了具体解决方案:“强化IP打造与粉丝经济,破解付费意愿低与同质化竞争;完善青训与职业通道:通过体系化梯队建设,解决人才断层问题;积极参与国际规则制定,将东方格斗哲学融入全球标准,争取行业话语权”。

把“责任”缝进拳套里

针对新生代人才的培养,2024年杨宇带领“JCK战觉城”正式启动“鹰才计划”,推出“英雄少年”青少年综合格斗冠军赛,将U12组别纳入培养体系,搭建起“基层选拔-职业赛事-国家队输送”的人才体系化梯队建设。

“体育产业必须兼顾商业与社会价值”。作为集“中国十大改革创新杰出人物”“全国学雷锋先进个人”多奖项于一身的品牌创始人,杨宇从未忘记社会责任。“JCK战觉城”通过中华慈善总会华慈文旅公益基金,开展“格斗进校园”公益项目,为偏远地区青少年提供接触综合格斗运动的机会;同时举办公益赛事,将部分收入捐赠给体育扶贫项目,以实际行动推动体育公平,让格斗运动的正能量惠及更多群体。

在推动体育与乡村振兴结合方面,杨

and referees; Third, weak international discourse power—rule-making and event standards are mostly dominated by the West. To address these issues, he has proposed specific solutions: "Strengthen IP building and fan economy to resolve low payment willingness and homogenization competition; Improve youth training and professional pathways—tackle the talent gap through systematic echelon development; Actively participate in international rule-making, integrate Eastern combat philosophy into global standards, and strive for industry discourse power."

Stitching "Responsibility" into the Gloves

For the cultivation of a new generation of talents, in 2024, Yang Yu led "JUE CHENG KING" (JCK) to officially launch the "Eagle Talent Program" and rolled out the "Heroic Youth" Youth MMA Championship, incorporating the U12 category into the training system. This establishes a systematic talent echelon development framework featuring "grassroots selection-professional events-national team recruitment".

"The sports industry must balance commercial and social value." As the brand founder who holds multiple honors including "China's Top 10 Outstanding Figures in Reform and Innovation" and "National Advanced Individual in Learning from Lei Feng", Yang Yu has never forgotten his social responsibilities. Through the Huaci Culture and Tourism Public Welfare Fund of the China Charity Federation, "JUE CHENG KING" (JCK) has launched the "Combat Sports into Campuses" public welfare project, providing teenagers in remote areas with opportunities to engage with Mixed Martial Arts. At the same time, it hosts public welfare events, donating part of its income to sports poverty alleviation projects. With practical actions, it promotes sports equity, allowing the positive energy of combat sports to benefit more groups.

In promoting the integration of sports and rural revitalization, Yang Yu has joined hands with institutions like Xinhuanet to build a credible brand ecosystem, combining "JUE CHENG KING" (JCK) events with the promotion of local characteristic products. In places such as Jiaocheng (Shanxi Province) and Tai'an (Shandong Province), the holding of events has driven the sales of local agricultural and sideline products as well as cultural and tourism products.



JCK 战觉城英雄少年青少年综合格斗冠军赛

"JUE CHENG KING" (JCK) Heroic Youth Junior Mixed Martial Arts Championship.

宇联合新华网等机构打造可信品牌生态，将“JCK战觉城”赛事与地方特色产品推广相结合。在山西交城、山东泰安等地，赛事的举办带动了当地农副产品、文旅产品的销售。

作为山西省商业联合会副会长，杨宇持续为家乡体育事业发展添砖加瓦。“山西拥有黄河、长城、太行三大文旅标识，且正推进‘百馆兴体’工程与智慧体育平台建设，为‘体育+文旅’融合提供了独特土壤。”他表示：目前，“JCK战觉城”已在山西交城建立国际格斗中心作为重要基地，定期举办赛事；未来会进一步落地更多国际级职业赛与青少年选拔赛，探索“赛旅融合”的山西模式，为山西体育产业注入新活力。

“以东方格斗哲学为切入点，让世界通过格斗读懂中国”。从赛事创业到执掌国家战队，从跨界教学到国际交流，杨宇深耕综合格斗领域，用行动诠释了新时代体育人“以武会友、以体育人”的责任担当。

As the Vice President of the Shanxi Provincial Chamber of Commerce and Industry, Yang Yu continues to contribute to the development of his hometown's sports industry. "Shanxi has three major cultural and tourism symbols: the Yellow River, the Great Wall, and the Taihang Mountains. It is also advancing the 'Hundreds of Stadiums Boost Sports' Project and the construction of smart sports platforms, which provide unique soil for the integration of 'Sports+Cultural Tourism'," he said. Currently, "JUE CHENG KING" (JCK) has established an International Combat Center in Jiaocheng, Shanxi as a key base, hosting events regularly. In the future, it will launch more international professional competitions and youth selection tournaments, explore the Shanxi model of "event-tourism integration", and inject new vitality into Shanxi's sports industry.

"Taking Philosophy of Eastern Combat as a starting point, let the world understand China through MMA." From starting a career in event operation to taking charge of the national team's coaching, from cross-industry teaching to international exchanges, Yang Yu has deeply engaged in the Mixed Martial Arts field, and used his actions to interpret the sense of responsibility of a new-era sports practitioner: "making friends through martial arts and educating people through sports."