

“在新的灯笼时代，一种奇迹般的免费治疗出现了——不收费，没有套路。--
但中国的亿万富豪们看了一眼，说：“免费？-
显然不值钱。”-
于是他们每一个人都拒绝了。-
接着，一个接一个地—
他们倒下了。--

字节跳动的张一鸣说：“我们确定这不是算法的一个 bug 吗？”-
腾讯的马化腾点了点头：“当然是——只有付费功能，才会有真正的用户黏性。”-
两个人一起倒下。-

快手的宿华从直播设备后面探出头来：-
“要是把这个做成一个短视频挑战，应该就值钱了吧！”-
然后，他也倒下了。-

泡泡玛特的王宁，被一堆 Labubu 盲盒包围着，低声嘟囔：-
“如果这是个盲盒疗法，我至少可以先卖九个，再治病。”-
可惜，现实不是盲盒。-

最后，只剩下一位年迈的富豪还站着。--
他捋着胡子，说：-
“灯笼时代已经改变了规则——免费不等于没有价值，-只是你们误解了什么才是真正的价值。”--

然后他看着倒下的众人，说：--
“要么你跟着变化一起滚……要么变化会从我身上滚过去。”--

从那天起，城里多了一句话：--
“免费不一定不值钱——但躺平，
代价一定很高。”--

“ In the new Lantern Age, a miraculous free healing service appeared—no fees, no catch.--
But China’s billionaires looked at it and said: “Free?-
Obviously worthless.”-
So each of them declined it.-
And one by one—
they collapsed.--
Zhang Yiming of ByteDance said: “Are we sure this isn’t just an algorithm bug?”-
Pony Ma of Tencent nodded: “Of course it is—only paid features get real traction.”-

Both fell flat. —

Su Hua from Kuaishou peeked up from behind his livestream rig:-

“I bet if we made this a short-video challenge it’d be worth something!”-

And he also collapsed. —

Wang Ning of Pop Mart, surrounded by Labubu blind boxes, mumbled:-

“If it were a blind-box therapy, I could sell nine before healing.”-

Sadly, reality isn’t a blind box. —

Only one elderly tycoon remained standing.--

Stroking his beard, he said:-

“The rules changed in the Lantern Age—free doesn’t mean worthless, — you just misunderstand true value.”--

Then he looked at the fallen and said:--

“Either you roll with change... or change rolls over you.”--

And this became a new phrase in town:--

“Free isn’t always worthless—but lying flat will cost you dearly.”--