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Lumberjacks brawl hyper casual battle royale gameplay

Just when the mobile F2P market threatened to get outdated, along came hypercasual. As the star of 2018 with Zynga snapper up Gram Games for \$250m and Voodoo raising \$200m from Goldman Sachs, where does the genre go next? Here are my main predictions for 2019.1. CPIs Will RiseHypercasual is based on buying users low and selling them high, effectively acting as advertising arbitrage. Some of Voodoo's games have CPI (Cost Per Install) as low as \$0.15, which considering an average casino CPI sitting at \$7 today is very cheap. Buy for a penny, sell for a pound: How advertising arbitrage works. Hypercasual games can find these low CPIs due to three factors: Novelty: Hypercasual is relatively fresh in the gaming market, avoiding the high complexity that drives in-app purchases in other genres. On top of that, new games with new mechanics come out daily, making the genre the most inventive in mobile right now. New audiences: The revenue from advertising arbitrage has enabled hypercasual to actually advertise to users. Users who either wouldn't profile themselves or click through on high CPI games. Low competition: Mobile publishers have all been off chasing each other in the high complexity and high CPI markets for years, leaving casually like an underserved blue ocean. As novelty wears off and the audience gets jaded then hypercasual players will become harder to convince to click on ads. Plus as competitors enter with more refined games, and more willing to compete on margin, then bids will increase. The result is higher CPIs.And higher CPIs will change

hypercasual games for all.2. Great players will try cut out the Middle MenCould Kilo creating a hypercasual network around Subway Surfers? One way to combat a growing CPI is to hire a strong market differentiator. License is time-proven to help with the user acquisition battle, as indicated by Jam City striking a continuing agreement with Disney. And who has big IPs and license? The companies at the top of the CPI chain. We've already seen Zynga and Ubisoft buy up the middle man with Gram Game's and Ketchapp's acquisitions (respectively). But I expect that a large publisher with strong IP will instead try to cut the middle man with building their own hypercasual network. In my opinion the likely contenders are King (Candy Crush), Supercell (Clash series), Rovio (Angry Birds), Outfit7 (Talking Tom), Jam City (Disney) and Kilo (Subway Surfers). Will they be successful? That I'm unsure of, but I'm sure someone will try (albeit quiet).3. Production quality will improveAs production values creep up, these simple graphics will not convert users as well. Right now hypercasual game looks a little ... Shitty. While embracing Minimum Viable Product and iterating quickly is smart in any genre in mobile, the M I MVP is moving fast. This increase in production quality will come from maturing games refining their App Store CTR (click-through rate) to combat their increasing Better looking, feeling and playing games simply simply multiple downloads. A leading indicator in this trend is a switch from simple blocks and dots graphics (e.g. Snake VS Block) to full 3D with characters and worlds (e.g. Hole.io and Stack Jump). While this graphic finesse trend will continue, expect to see the same with responsiveness and stability that affects Google Play's search rankings. Also, we have yet to see strong brands come out of the genre, but I suspect this will happen. Already we are starting to see movement away from anonymous 2048-style graphic design (eg Helix Jump and Don't Touch The White Tile) towards more distinction. The advantage of branding is not only market differentiation, but longevity through sequels and spinoffs. While Chimpworks' Baseball Boy is not the strongest character to carry a franchise, it is glimpsed at a potential future for hypercasual.4. Games will get more complexIf there is a crucial factor about hypercasual it is simplicity. But as CPIs increase, and so the demand for per player revenue, so keeping and monetizeing players becomes increasingly important. A large revenue factor is due to progression vectors. Progression vectors are mechanics that hold players back and use with in-app purchases that will become increasingly important in this CPI recoup. But progression vectors add a lot of complexity. In the development of genres this addition of complexity is offset by maturing audiences who are well versed in existing mechanics and more willing to invest time. So players actually require more complexity and in hypercasual we've seen the following progression: Score attack: Simple, beat your own high score mechanics (eg 2048 and Dunk Shot) Levels: Complete one level, move on to the next (eg Knife Hit and Helix Jump). Levelling & Skinning Character: Improve your performance with visual or functional upgrades (e.g. This development follows video game history, where early score attack games (e.g. 1977's Space Invaders) gave way to level-based games (e.g. the maze levels of 1980's Pac-Man) and then character leveling (1981's Ultima I). And we'll see more mature progression vectors wrapped around the simple hypercasual core gameplay in 2019. This means that the next generation of hypercasual games are the ones where the core can support upgrade and improvements, such as faster cars, more powerful bats and longer jumps, while maintaining pick-up-and-play appeal. Progression vectors also allow for more effective incentive ads that reward the player: For example, when a player levels up, they are invited to watch an ad to get an extra level. Encouraged ads are opt-in rather than forced as interstitial, so result in more engaged and click-happy players who are less likely to leave the game at the time. How to win in Hypercasual in 2019If I started a new hypercasual studio in 2019, I will do the following to my product pillars:Leverageing IP: Acquire rights or build new worlds, shapes and brands that are distinctiveness. Generate large sets of high quality 3D assets and quickly repeat the design ideas around them. Focus on Meta: Core gameplay mechanics must support progression vectors that will keep players well beyond 30 days. Improve quality: Start light, but focus on the visual, gameplay and software performance throughout. Always raise the standard for production quality and brand recognition. Developed revenue: A greater focus on in-app purchases and encouraged ads, reducing the comparative frequency of interstitial ads. But predicting trends in games is always fraught with danger, as the unexpected has filled its history. I'm relatively sure of two points: CPIs will rise and hypercasual will change because of it. These four predictions are where my logic takes me and how best to move forward. But no matter what route you take, I think the battle for hypercasuel is far from won, so 2019 is going to be an exciting year in space. 3 minutes to read - 2020/07/24 As we continue our series introducing different styles of mobile games, mid-core is the next level of intensity/commitment. Halfway between casual games and hardcore games, they tend to be heavier in terms of strategy and complexity than your casual round of Angry Birds. Examples include games such as Clash of Clans, Brawl Stars, and Guns of Boom. They are games that appeal to adults who enjoyed playing games like Kids and teens. Now that their target audience is in their 20s through 40s, they have limited time to devote to games. Deconstructor of Fun describes mid-core games as:an easier, more accessible take on a hardcore theme or genre. But what does that include? Picture Source: Does Mid-Core compare to Hardcore? To define what mid-core games are, we must first take a look at the hardcore genre. Hardcore games tend to be very intensive in terms of strategic and time consuming gameplay. Think Doom franchise, or Dark Souls. Art, design, storytelling and mechanics are all quite complex, so they are generally played on PCs or game consoles. The player base of hardcore games tends to be 90% male, and games are usually aimed at a niche market. Mid-core, so takes the basic theme, style, narrative arcs, etc. of hardcore games, but makes them more accessible. Storylines can be easier to follow and gaming mechanics simpler to control. They often involve metagames, or game-in-games, such as side quests or bonus levels that are random to the main gameplay. While hardcore games are designed primarily for highly committed players who have large amounts of time to devote to mastering the game, mid-core games are much more egalitarian in their appeal. But they are still more immersive, and require more hours of gametime than casual games - which are designed to be able to pick up and put down sporadically. This includes a wide range of so deconstructor of Fun has additional the category of mid-core games in 9 subsections: 4X Games (March Battlers)RPGsMMORPGsSynchronous Strategy GamesMOBAs, Shooters and BrawlersHunting GamesBattle RoyaleGames with user generated ContentAugmented Reality GamesSportsHow Are they monetized? There tends to be a very fine line dividing the casual game and the center of the core. As such, both of them employ similar monetization strategies. Since mid-core games tend to have more high quality graphics and design and more immersive worlds, they often require an upfront fee. Many also come bundled into a subscription to game consoles, so they would be less reliant on ads and in-game purchases than casual or hyper-casual games would be. But Fortnite came around and famously revolutionized the monetization model for free-to-play (F2P) games. Since then, buying in apps and exchange boxes has been important drivers of revenue, making free-to-play a viable business model for a wide range of games. Subscriptions and match cards are also an effective means of converting free players into paying customers. Given the narrative nature of mid-core games, and the likelihood that many players come from hardcore gaming backgrounds, in-app ads tend to be a less effective monetization tactic. They disrupt gameplay and distract from the experience that hardcore gamers don't appreciate. But shooters and mobile online arena games (MOBAs), meanwhile, excel at monetized players' eagerness to skip the timed lock-downs of the game. And push notifications can be an integrated way to target players who are willing to pay towards a more premium gaming experience. Learn how to use push notifications to monetize your mobile app by reading our blog post: Top 30 Best Practices for Push Notifications in 2020Image Source: Is the Future of Mid-Core Games? As the mobile gaming industry opens up to a wider cohort of potential players, gaming as a whole seems to be becoming more inclusive. And with the technical capabilities of mobile devices increasing with each upgrade, each genre of the game is experiencing a huge increase in creative potential. This means greater imaginative possibilities in terms of history, design, graphics and mechanics. In short, it's a very exciting time for mobile games. As more complex games become more accessible and more susceptible to playing in shorter bursts, it is likely that the line between the center of the core and hardcore will be blurred. Interestingly, there may also be a move by some casual game developers to target the middle of the core market. King Digital, the game developer behind the casual mobile games Candy Crush and Pet Rescue Saga, have already ventured into the center of the core space with their F2P game Legend of Solegard. This mobile Released in 2018, is a fantasy RPG, and exhibits aspects of a turn-based strategy game. It features colorful cartoon warriors in a world that recalls memories Norse mythology, filled with bosses to fight and dungeons to beat. Obviously, it's a game designed to appeal to everyone. In an interview with ShackNews, King Digital VP Arnaud Loiseau states: We've seen midcore space gain a huge amount of traction over the last few years, and we're looking to expand our portfolio of games into this popular mobile gaming genre. Interestingly, King Digital chose to release Solegard exclusively on mobile devices to make money from optional in-app purchases. It seems that they can see the writing on the wall in terms of the rise of mobile as favored gaming device. Device.

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