

MONTHLY GAME INDUSTRY REPORT

**February - March
2023**

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Index

Games & Apps

1. Techland celebrates 30 million sales of Dying Light
2. Sons of the Forest sold 2 million copies on the first day of early access
3. PlaytestCloud launched Player Interview Service for mobile game developers
4. God of War Ragnarok hits 11M copies sold in three months
5. Assassin's Creed Valhalla wins the first-ever video game soundtrack Grammy

Investments

1. Saudi Arabia raises its stake in Nintendo by 1%
2. Telltale raises \$8 million in Series A funding round for its new title
3. Nefta secures \$5 million seed investment
4. Nexus secures \$10M investment for live-service video games
5. VitalXP secures an additional \$3 million in pre-seed financing



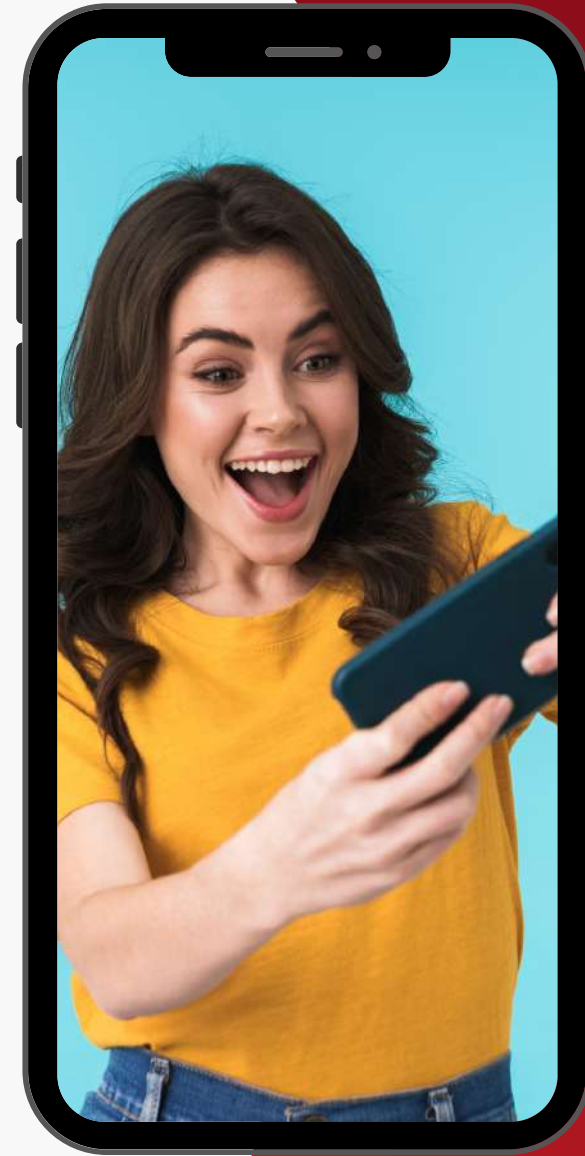
Index

Market Research

1. Inworld's report reveals that gamers are willing to pay more for intelligent AI-supported NPCs
2. Social media trends that inspire mobile games
3. Kwalee expands its mobile games business with hybrid-casual

Financial Reports

1. PS5 outsold Xbox X/S in 2022 according to console market research
2. NetEase announced Q4 and Fiscal Year 2022 unaudited financial results
3. Top 10 most expensive acquisitions in the game industry
4. Roblox reports fourth quarter and full year financial results



GAMES & APPS



Techland celebrates 30 million sales of Dying Light



Techland goes strong into the year with Dying Light, with a considerable number of monthly sales and achieving 30 million. It's also the first year of Dying Light 2 Stay Human. The zombie apocalypse survival game Dying Light astonished the players with its narrative and by introducing practical parkour mechanics into the gameplay. The game made a name for itself and made it into lists of many players' favorite zombie apocalypse games. The post-apocalyptic survival-themed game also earned multiple awards.

On the other hand, dying Light 2 Staying Human took the narrative one step further by introducing a gameplay where player's every action and decision transforms the game world and the NPCs' attitude towards the player. Both games are well-received and loved by the gaming community, a fact that manifests in sales numbers.

[You can access the full content here.](#)

Sons of the Forest sold 2 million copies on the first day of early access

ENDNIGHT

Canada-based game studio Endnight Games announced that their highly anticipated survival horror video game Sons of the Forest had sold 2 million copies in the first 24 hours. The game is now also the fifth most-played game on Steam, surpassing Hogwarts Legacy and Call of Duty.

Sons of the Forest has just begun its early access phase and is expected to be in that phase for around 6-8 months, according to its Steam page. Endnight Games also stated that the pricing would stay the same once the game leaves early access.

[You can access the full content here.](#)

PlaytestCloud launched Player Interview Service for mobile game developers



Founded in 2014, PlaytestCloud helps video game developers to achieve higher engagement and improve user experience. It has been used by 45 of the top grossing 100 games currently in Apple's App Store. PlaytestCloud provides a platform to conduct mobile game playtests and surveys at any stage of development. Its newly introduced service, Player Interviews, allows PlaytestCloud customers to book one-on-one calls directly with players.

Player Interviews integrates with PlaytestCloud's user research tools, with the recording of the call afterward available in the customer's account, along with annotations, video reels, and more. The service is now available to every mobile game developer after an extensive pilot phase that advanced with customer feedback and collaboration.

[You can access the full content here.](#)

God of War Ragnarok hits 11M copies sold in three months

Santa Monica Studio has announced that God of War Ragnarok has surpassed the 11 million copy milestone. The developer thanked the fans on Santa Monica Studio's official Twitter page. God of War Ragnarok received excellent reviews from both critics and players alike. The title managed to coin a 94% Metacritic rating and a perfect 10/10 from IGN. Although it lost the Game of the Year awards in prestigious award shows, including The Game Awards and Steam Awards, God of War Ragnarok won many awards for its storytelling and gameplay.

[You can access the full content here.](#)

Assassin's Creed Valhalla wins the first-ever video game soundtrack Grammy



Stephanie Economou, the composer of the Assassin's Creed Valhalla DLC soundtrack, makes history as the first-ever GRAMMY winner for the inaugural Best Score Soundtrack for Video Games category. The 65th annual Grammy Awards announced the new award category in November and nominated Fireteam Elite, Assassin's Creed Valhalla, Call Of Duty: Vanguard, Guardians Of The Galaxy, and Old World for the award.

[You can access the full content here.](#)

INVESTMENTS



Saudi Arabia raises its stake in Nintendo by 1%

As reported and confirmed by Trading View, Public Investment Fund increased its stake in Nintendo from 6.07% to 7.08%. Saudi Arabia's Public Investment Fund's interest in Nintendo has grown rapidly since last year. In May 2022, Public Investment Fund acquired a 5.01% stake in Nintendo and last month increased its stake to 6.07%.

The Public Investment Fund (PIF) is the sovereign wealth fund of Saudi Arabia. It is among the largest sovereign wealth funds in the world, with total estimated assets of \$620 billion. It was created in 1971 to invest funds on behalf of the government of Saudi Arabia. Crown Prince Mohammed bin Salman has controlled the wealth fund since 2015.

[You can access the full content here.](#)

Telltale raises \$8 million in Series A funding round for its new title

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US-based video game developer Telltale announced today that it had raised \$8 million in a Series A funding round led by Hiro Capital and joined by Skybound Entertainment. Raised funds will be used for The Expanse: A Telltale Series, its first new title since 2018, and The Wolf Among Us 2, which was canceled a few years ago.

[You can access the full content here.](#)

Nefta secures \$5 million seed investment



The Web3 technology platform Nefta announced on its website a \$5 million seed round led by Play Ventures. This latest round of funding follows an initial investment of \$1 Million from Picus Capital in June 2022. Play Ventures invested \$2.5 million, the single largest investment from its Future Fund, an early-stage investment initiative. Additional investors include SevenX Ventures, Sfermion, MZ, Polygon Ventures, and reinvestment from Picus Capital.

[You can access the full content here.](#)

Nexus secures \$10M investment for live-service video games



Live-service game and creator platform, Nexus, has announced raising \$10 million in a funding round led by Griffin Gaming Partners. The round saw participation from Sony Innovation Fund, Valhalla Ventures, and existing Nexus investors, including Pace Capital and S3 Ventures.

Nexus's in-game software enables video game developers to build native Support-a-Creator programs into their games, letting development teams focus on perfecting their games. The company also manages global payouts, taxes, performance data, and analytics, along with establishing influencer relationships, marketing, and activations.

[You can access the full content here.](#)

VitalXP secures an additional \$3 million in pre-seed financing

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US-based blockchain-enabled game studio VitalXP raised an additional \$3 million in pre-seed financing for its first game, Lowlife Forms. According to VentureBeat, the round was led by Streamlined Ventures and Marbruck Investments.

[You can access the full content here.](#)

MARKET RESEARCH



Inworld's report reveals that gamers are willing to pay more for intelligent AI-supported NPCs



Inworld is a developer platform for adding advanced NPC behavior and dialogue to games and real-time experiences. The company uses more than 20 AI models to create lifelike, engaging, and expressive characters that mimic the dynamic nature of human interaction. Inworld surveyed gamers to shed light on the expectations of gamers from the NPCs. The report revealed many insights about gamers' expectations from NPCs, many of which were obvious among gamers yet needed to be solidified with data.

[You can access the full content here.](#)

Social media trends that inspire mobile games

The mobile game industry is particularly quick to react to social media trends. That is why it is common to see the gamified version of an emerging video genre, for instance, just a couple of weeks or days after its videos peak on YouTube or TikTok. AppMagic dug through the data to discover the patterns and correlations between mobile games and social media trends that inspired them and compiled a report.

[You can access the full content here.](#)

Kwalee expands its mobile games business with hybrid-casual



Like many mobile games operators, Kwalee has seen significant competition and evolving player habits in hyper-casual games, making it an increasingly challenging genre to monetise, with higher CPIs and lower ECPMs becoming the rule rather than the exception. In a move that will surprise few in the industry, the logical expansion for Kwalee was to target hybrid-casual games to complement its other successful mobile games.

[You can access the full content here.](#)

FINANCIAL REPORTS



PS5 outsold Xbox X/S in 2022 according to console market research

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UK-based data, research, and analytics firm Ampere Analysis shared a review of the console market in 2022. According to the analysis, Sony's PlayStation 5 has outsold Microsoft's Xbox X and S series by almost 11.5 million units. Ampere Analysis data reveals that the 2022 global console gaming market declined by 7.8% to \$56.2 billion, down from \$60.9 billion in 2021. Sony continued to lead the global console market with a 45% share of the total, while Microsoft and Nintendo had similar percentages, 27.3%, and 27.7%, respectively.

[You can access the full content here.](#)

NetEase announced Q4 and Fiscal Year 2022 unaudited financial results



China-based NetEase, one of the leading internet and online game services providers announced its unaudited financial results for the fourth quarter and fiscal year ended December 31, 2022. NetEase's net revenues for Q4 2022 have increased by 4% (\$3.7 billion) compared to Q4 2021. Games and related value-added services net revenues were increased by 16%, while net income attributable to the company's shareholders was \$573.1 million.

[You can access the full content here.](#)

Top 10 most expensive acquisitions in the game industry

The video game industry is a lucrative and fast-growing market, with many companies vying to acquire successful studios and developers to expand their gaming portfolios.

It is common in almost every industry to have a more prominent company acquiring an upcoming and promising startup or a company that has the potential to do more. Here are the Top 10 most expensive acquisitions in the game industry, with a summary of the acquisition.

[You can access the full content here.](#)

Roblox reports fourth quarter and full year financial results



The online game platform and game creation system Roblox released its fourth quarter and full year 2022 financial and operational results. The report shows revenue increase in both the fourth quarter and full year, and net loss for 2022 is at almost \$1 billion.

[You can access the full content here.](#)

MONTHLY MOBILE GAME INDUSTRY REPORT

February - March 2023

CONTRIBUTORS

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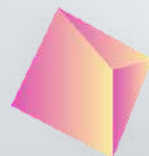
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ENDNIGHT



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Nefta

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