

MONTHLY GAME INDUSTRY REPORT

January 2023

MOBiDiCTUM



MOBIDICTUM NETWORK

ISTANBUL 2023



January 13, 2023



Point Hotel Barbaros

[Get Your Ticket](#)



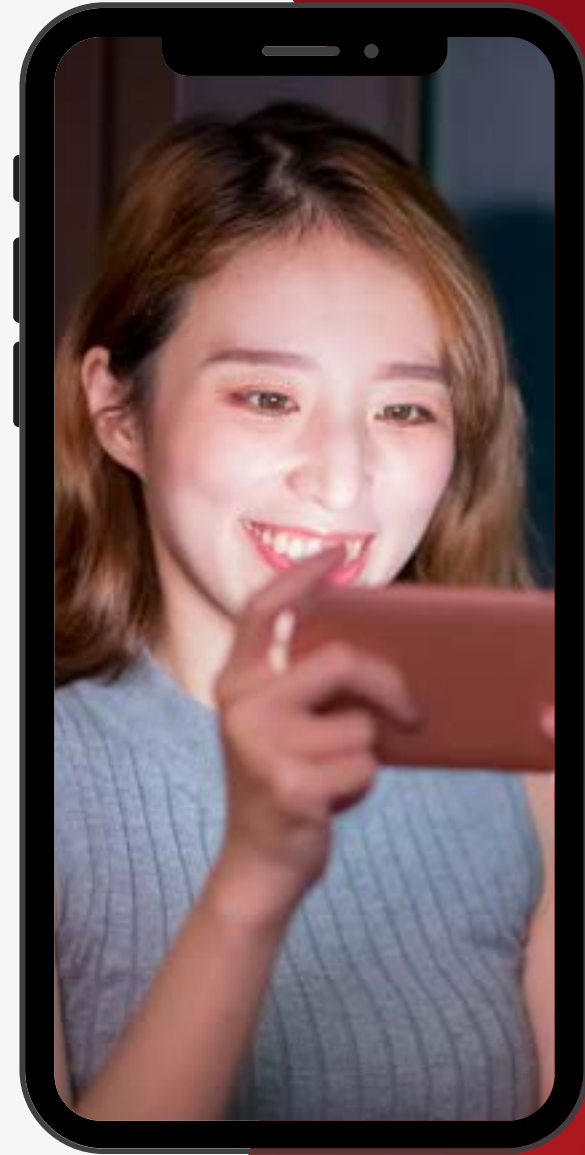
Index

Games & Apps

- 1.The global gaming market is to grow 14% in 2025; where does Türkiye stand in this?
- 2.Kwalee amasses 200 million downloads within the year 2022
- 3.Hypermonk's Drift 2 Drag surpasses the 2M download milestone
- 4.China grants publishing licenses to international games for the first time in over a year
- 5.Several Resident Evil fan remakes have been shut down by Capcom

Investments

- 1.Roboto Games secures \$15M in Andreessen Horowitz-led round
- 2.Rollic acquires German mobile game developer Popcore
- 3.Playtika acquires minority shares of Turkish mobile gaming company Ace Games for \$25 million
- 4.Plummy Games secures a \$6M investment from X-FLOW right after launching its new game
- 5.Matchingam Games acquires two titles from Turkish POW Games



Index

Market Research

- 1.Mobile in-app Ad monetization Holiday Season 2023 Report
- 2.Case study: How to come up with a hit game idea for 2023
- 3.Key trends of influencer marketing for 2023
- 4.Mystical Mixing: A game-changing, new subgenre
- 5.New survey reveals that most gamers look positively upon blockchain gaming
- 6.New research finds vast potential in the Saudi game development market

Financial Reports

- 1.Game-based learning market estimated to reach \$80 billion by 2031
- 2.Blockchain gaming market expected to reach \$65.7 billion by 2027
- 3.Subscription-based gaming market expected to reach \$56 billion by 2031



GAMES & APPS



The global gaming market is to grow 14% in 2025; where does Türkiye stand in this?

The global gaming market slightly declined in 2022 after enjoying growth in the previous year. This fluctuation can be attributed to the worldwide pandemic. People are locked down in their homes, and the subsequent global economic recession led people to find free ways to have fun or socialize at home.

Türkiye's game industry has drawn much attention during the global pandemic, which was abundant in crises and opportunities. 2022 has been an active period for Türkiye's game industry, but where does it stand in the bigger picture? What kind of opportunities does it have, and what recently attracted its attention?

[You can view the full report here.](#)

Kwalee amasses 200 million downloads within the year 2022



UK-based video game developer and publisher Kwalee has shared its figures for 2022, along with plans and expectations for next year. The company revealed that this year brought over 200 million downloads across all titles.

The year-over-year revenue increase of the company has been indicated as 12%, as Kwalee stated that it created and tested 258 new concepts of hyper-casual games and launched 12 new games throughout 2022. Hit games of the year were Airport Security, Hunt & Seek, and Monster City Merge, as Airport Security alone brought in over 59 million downloads.

For 2023, Kwalee is preparing to expand its portfolio of mobile hyper-casual, casual, PC, and console games aiming to entertain players. The company's plans also include widening opportunities for developers to achieve business success by partnering and undertaking publishing duties.

[You can view the full report](#)

Hypermonk's Drift 2 Drag surpasses the 2M download milestone



Turkish game studio Hypermonk Games has announced that its mobile hyper-casual game, Drift 2 Drag, has managed to amass over 2 million downloads. The mobile game studio made the announcement on its official LinkedIn page, stating that they “will have even more good news coming in 2023.”

The company was founded in 2020 and has been working as a mobile game development studio. Hypermonk Games currently has nine members, and the team believes their passion for games binds them together and enables them to become a team-based studio.

The drift and drag racing game Drift 2 Drag has a great track record when it comes to reviews. The hyper-casual title managed to gather 4.5 stars on Android and 4.7 stars on iOS, with over 4,000 and 3,000 reviews, respectively.

[You can view the full report here.](#)

China grants publishing licenses to international games for the first time in over a year **MOBiDiCTUM**

The Chinese government has a policy of constraining gaming addiction among the youth. Therefore the government body, NPPA (The National Press and Publication Administration), ceases to grant licenses to domestic and international games periodically, severely limiting the release of new games.

After 18 months, China's NPPA finally granted licenses to 45 international games, according to Reuters, although the South China Morning Post states the number as 44. This number is lower than the last time the agency granted licenses in bulk, which was in 2021, and 76 companies were granted licenses.

This represents a pattern of decreasing amount of licenses granted. Looking further back, the agency granted 97 licenses in 2020, 180 in 2019, and 456 games in 2017. NPPA's decision may appear hope-inspiring, but the pattern of decreasing licenses granted is still worrying.

[You can view the full report here.](#)

Several Resident Evil fan remakes have been shut down by Capcom



Resident Evil franchise is well known for its official and fan remakes and remasters. While the latest Resident Evil remake is coming out on March 2023, there are a few ongoing projects for fan remakes of Resident Evil and Resident Evil: Code Veronica.

Original Resident Evil has been re-released before, but it is expected by the fans to have a new remake soon. Resident Evil: Code Veronica is the odd one here; the Resident Evil 3 remake was released last year, and Resident Evil 4 is coming out in March 2023. Resident Evil: Code Veronica was released in between those two games back in 2000 and is considered one of the best horror games.

So far, Resident Evil remakes are released chronologically, and Code Veronica was skipped. Few weeks ago Ubitus and Capcom teamed up to bring Resident Evil cloud games to Switch and the original game was not included in the list of games available.

[You can view the full report here.](#)

INVESTMENTS



Paribu Ventures invests in Fnatic



Esports giant Fnatic today announced a strategic investment round in order to accelerate the company's ability to partner as well as natively develop and scale Web3 applications across its award-winning esports platform.

Paribu Ventures has announced its investment in Fnatic. The company says it believes that Fnatic will play a significant role in the future of web3 gaming, and its vision aligns perfectly with that of Paribu Ventures. Paribu Ventures' goal is to invest in the best founders with global game-changing vision in the blockchain, cryptocurrency, Web 3.0, and fintech ecosystems.

Fnatic is a professional esports organization headquartered in London, United Kingdom. Founded on 23 July 2004, the team has players from around the world, across a variety of games, such as Apex Legends, Counter-Strike: Global Offensive, Dota 2, FIFA, Heroes of the Storm, League of Legends, Valorant, and Rainbow Six Siege.

[You can view the full report here.](#)

Stealth startup Midnight launches with \$7.5M funding from Shima Capital



Las Vegas, Nevada-based startup Midnight announced its emergence from stealth mode with a \$7.5 million investment round led by Shima Capital. The company, founded in 2021, is scaling quickly and has more than 60 employees currently working on its team.

The studio's management is made of industry veterans with prior experience in companies such as NBCUniversal, Disney Mobile Games, Disney Interactive Central Creative, and Improbable. The two founding members of the company are Steve Wade and Steven Spagnolo.

Midnight offers both free-to-play and premium games, supported by a Web3-based system that allows users to participate in economic activities and experience never-ending stories. The company acts with a “players-first” mentality and principle.

The company is currently in the mid-development stage of three titles: Legion, Next Protectors, and At Your Service. Midnight is looking to fill some vacant positions in the team, such as Executive Producer, Technical Director, Product Manager, and Senior Backend Developer.

[You can view the full report here.](#)

Web3 mobile game Dogami receives \$14M in a seed funding round DOGAMI

Web3 mobile gaming company Dogami has announced the completion of a seed funding round, securing \$14 million. European tech investor XAnge led the round with \$7 million. The company previously amassed \$6 million from industry leaders such as Ubisoft, Animoca Brands, The Sandbox Co-Founders, Draper Goren Holm, Tezos, and GSR in January 2022.

Dogami has managed to gather a community of over 200,000 users from 80 different countries within one year. After receiving its initial investment back in January, the firm managed to generate 12,000 NFTs of dog avatars and 12,000 NFTs of canine accessories.

The company stated that the current number of 12,000 unique NFTs to rise to 100,000 by the end of 2023. For next year, Dogami plans to introduce new features and improvements, including personalization of Dogami avatars with branded accessories, development of the game environment, new animations and interactions, augmented reality, mini-games, and competitions between users.

[You can view the full report here.](#)

The Sandbox parent Animoca acquires a majority stake in Pixelynx

Animoca Brands has announced the acquisition of a majority stake in the music metaverse gaming platform Pixelynx. The platform was founded by Deadmau5 and Richie Hawtin, along with music and game industry veterans Ben Turner, Dean Wilson, and Inder Phull.

Pixelynx looks to combine music, blockchain, and gaming while forming the foundation of musical experiences in the metaverse. The company also has an investment program called LynxLabs and is getting ready to launch its mobile gaming platform, Elnyxir.

Animoca Brands has been very active in recent months with a number of investments as the company continues to broaden its portfolio of NFTs and metaverses. Last month, mobile game studio VIKER secured \$4.1M in an Animoca Brands-led funding round.

[You can view the full report here.](#)

Pink Games receives its first investment with a \$1.2M valuation



Hyper-casual game studio Pink Games completed its first investment round at a \$1.2 million valuation with participation from Geometry Venture Development, Alesta Investment, and an individual investor.

According to Pink Games' statements, the company will use this investment to continue producing hyper-casual games and publish games on different platforms. The company has been operating since April 2022 and has developed over 60 prototypes to date. Unlike other studios, Pink Games can double the speed of production and iteration processes with its self-developed tools.

Istanbul-based Pink Games wishes to enlarge its team, and is now looking to add a Game Developer and a 3D Artist. The firm's office is located in Sarıyer, ARI Teknokent. You can click [here](#) to contact Pink Games.

[You can view the full report here.](#)

Mars Labs partners with DWF Labs and receives a \$1M investment



Metaverse platform developer Mars Labs has announced securing an investment and a partnership with Web3 investment company DWF Labs. The collaboration includes a \$1 million investment from DWF Labs, which will focus on Mars Labs' global metaverse game platform, The Mars Metaverse.

Through this partnership, Mars Labs will work with DWF Labs for marketing efforts for global expansion of the overall businesses operated by Mars Labs, such as MRST and PBOS Tokens, NFTs, and The Mars Metaverse. The metaverse platform is based on the red planet, and the company aims to create a fun metaverse game that everyone can play.

Switzerland-based DWF Labs is a global Web3 venture capital firm supporting global expansion by investing in and advising promising Web3 projects. The company formed its fifth international branch in Korea this year.

The Mars Metaverse, scheduled for official launch in 2024, is planned to become a play-to-earn metaverse. Among other content, a wide range of gameplay will be available on the platform, including camping, basketball, racing, and busking.

[You can view the full report here.](#)

MARKET RESEARCH



Mobile in-app Ad monetization Holiday Season 2023 Report



New research from the self-publishing platform Appodeal finds that pretty much every market sees an uplift in its Android full-screen ad eCPM in the 2023 holiday season, while on iOS they remain the same as a year ago.

Rewarded video ads on iOS were yielding the highest return in 2019. Since then, the monetization environment has become more challenging for developers and publishers. The iOS revenues haven't bounced back to their 2019 level, but the ongoing holiday shopping season looks promising and, if you play your cards right, rewarding. Some markets have improved their rewarded video ads offerings across both iOS and Android.

While the USA, Australia, and South Korea are showing a moderate 5% growth in iOS rewarded ads eCPM, France is boasting a 24% increase compared to 2021. In France, where rewarded ads on iOS take up a 2.84% share of all the impressions and handle 23.57% of the revenue, the eCPM reaches a \$7.58 mark this holiday season, giving way to Taiwan with the value of \$7.88. Remarkably, Taiwan is the global leader in impressions to revenue ratio in rewarded ads with an 8.9% share on iOS and 8.62% on Android yielding 56.27% of the revenue.

Appodeal also found that the USA is outperforming other countries with \$12.42 full-screen ads eCPM on Android. It is followed by \$9.79 in Australia and \$8.83 in Canada. In the USA, it has been steadily growing year after year, and almost doubled its value from \$6.87 in 2018 to \$12.42 this year's holiday season. A very similar pattern can be seen in Brazil, Taiwan and Turkey.

[You can view the full report here.](#)

Case study: How to come up with a hit game idea for 2023



Hyper-casual game ideation is one of the most challenging stages of the time-to-market race. Below, you'll find inspiration resources to generate game ideas, and you'll learn everything required to develop a top chart hit game

.CrazyLabs' monthly trend reports – We release a monthly trend report that's accessed exclusively by our game developers. This comprehensive report covers all aspects of hyper-casual games: market analysis, the leading social trends (including TikTok hashtags) and prototypes.

We go into detail and cover hyper-casual prototypes including subgenres, mechanics, themes, and controls. All of this serves as an excellent source (backed by data and extensive research) for game idea inspiration.

According to the CrazyLabs' trend report, we noticed that color themes were trending, so we combined these two elements (simulation and the color theme trend). Additionally, we found a color theme trend on social media that was trending at the time, and so we knew we were on to something magical.

The next step to take once you have a game idea, is to check out video creatives (similar to your game idea's theme or subgenre) on Facebook's Ad Library. This will enable you to understand how to market your game, camera views, color palettes to use, and what's capturing the player's attention and how you can implement this in your video creative.

[You can view the full report here.](#)

Key trends of influencer marketing for 2023

It is known that in recent years, influencer marketing has become one of the most popular channels for attracting users and advertising products, as well as mobile applications. According to different data on the platforms of YouTube, TikTok and Instagram today there are between 3.2 and 37.8 million influencers. And their numbers continue to grow while ad integration formats continue to improve.

Brands are getting a bigger return on investment in influencer marketing than in other forms of digital advertising. In some cases, the ROI from influencer marketing is 11 times higher compared to banner advertising.

In 2022 there are more and more special projects with Influencers on the market. Well-rehearsed communication situations with the audience, where regular communication channels and formats are used in some creatively different way. For example, as in the State of Survival collaboration with The Walking Dead or Dragon City/Monster Legends.

Influencer marketing 2.0 is more than ad placement or content creation. Influencer marketing 2.0 develops a full-fledged advertising campaign strategy, special project idea and its implementation. The whole process is beyond the usual scope of interaction and can involve one or more Influencers.

Analytical team of Zorka.Agency has made an analysis of the state of influencer marketing. As a result five key trends of influencer marketing in 2023 were identified.

[You can view the full report here.](#)

Mystical Mixing: A game-changing, new subgenre

Mystical Mixing is the first combination of two subgenres of games that CrazyLabs released. Given the ongoing evolution of hyper-casual games and the changes we're seeing in the market, our focus is on pushing the boundaries of game innovation by creating games with more depth and higher retention. Mystical Mixing, Cameo's second game with CrazyLabs after DIY Makeup (which has generated over 75m downloads) embodies this new approach.

Mystical Mixing's main core gameplay is a simulation where the player mixes ingredients and adds them to a mixing pot to create an interesting creature. The meta-layer is an idle part where the player sends the newly created creatures with auto-crafting.

There was also a large amount of content to be made, having two games in one, with unique, modular, and interesting characters and progression.

[You can view the full report here.](#)

New survey reveals that most gamers look positively upon blockchain gaming

ZEBEDEE

Next-gen payment and fintech company Zebedee shared a report surveying over 1,000 US respondents who play a minimum of one hour of video games per week. The study aimed to gauge gamers' feelings toward blockchain technologies, NFTs, and crypto being integrated into video games.

The company stated that the 2022 Zebedee Blockchain Gaming Survey was compiled to understand traditional gamers' mostly negative reception of Web3 gaming. Zebedee also sought to analyze gamers' awareness of Web3 space better.

The survey also found that gamers who play more frequently are more aware of Web3 technologies. Zebedee stated that 60% of gamers who play 15 hours or more weekly own crypto assets. The number declines to 56% for those who play 10-14 hours weekly, 46% for 5-9 hours weekly, and 32% for less than 4 hours weekly.

[You can view the full report here.](#)

New research finds vast potential in the Saudi game development market



Savvy Games Group subsidiary Nine66 has announced the launch of its first-of-its-kind Game Developers Survey. The company provides tools and services such as skills development, network, publishing, and capital to the games industry.

According to Nine66, this survey is the first to provide insight into Saudi Arabian game development studios and their ecosystem. The company states that the MENA region has almost as many gamers as Europe (377 million vs. 386 million) and is the fastest-growing domestic market.

Based on the survey results and expertise, Nine66 is reportedly fostering future initiatives and growth throughout MENA. The 62-page research contains much more essential information about the region's current and future situation.

[You can view the full report here.](#)

FINANCIAL REPORTS



Subscription-based gaming market expected to reach \$56B by 2031

Research and Markets has announced the addition of Subscription-based Gaming Market Report 2031 to its library. The 270-page report stated that the subscription-based gaming market is expected to reach \$56 billion by 2031, growing from \$17 billion in 2021.

According to the report, the subscription-based model is one of the revenue models that has become increasingly popular for monetizing games. Users subscribe to join games and pay a monthly fee to access titles and additional benefits.

Research and Markets shared that this model allows companies to enjoy a consistent source of revenue and an engaged audience that can be monetized through microtransactions and paid downloads. This way, game industry giants can avoid the risk associated with constantly releasing successful games.

[You can view the full report here.](#)

Blockchain gaming market expected to reach \$65.7B by 2027

The revenue impact and advisory company, MarketsandMarkets, has shared its Global Blockchain Gaming Market report. The report covers a forecast period between 2022 and 2027, predicting the market will reach \$65.7 billion by 2027.

The current market size of \$4.6 billion is expected to grow at a CAGR of 70.3% within the five-year period. MarketsandMarkets stated that BNB Chain's growth would see the highest CAGR growth of any platform during the forecast period.

The increase in investments and funding in blockchain games have been identified as core drivers of market growth. Other drivers have been determined as the elevation in popularity of the play-to-earn model, along with the rising NFT trends.

MarketsandMarkets stated that the Ethereum (ETH) segment would see the most prominent market size during the forecast period. The major blockchain games using this platform, such as CryptoKitties, The Sandbox, Gods Unchained, and My Crypto Heroes, will impact that growth.

The company expects the Asia Pacific region to account for the largest market size in the next five years. About half of the world's 3 billion gamers are located in the Asia Pacific region. Due to the region's current interest, MarketsandMarkets identifies Southeast Asia as a quickly developing blockchain gaming hub for the community.

[You can view the full report here.](#)

Game-based learning market estimated to reach \$80B by 2031

Research and Markets has shared the Game-Based Learning Market 2031 report. The company stated that the game-based learning market valued at \$16 billion in 2021, is estimated to reach \$80 billion by 2031. The market is expected to grow at a CAGR of 17.4% during the prediction period.

According to the report, technological advancements in game-based learning, such as the inclusion of AI and AR, increased smartphone and internet use, and a surge in demand, are some factors that will drive the growth of the market. Cloud services are also expected to support the development of the game-based learning industry.

The company stated that the market's growth might be hampered by the high cost of implementing game-based learning. The report divides the market based on component, deployment, game type, industry vertical, and region.

The industry's key players are identified as Cisco, Hurix Digital, Duolingo, StratBeans, Learning Pool, Centrical, Cognitive Toybox, ELM Learning, Gametize, G-cube, Allen Communication Learning Services, El Design, Filament Games, Learnbrite, Schell Games, Toolwire Spaces Learning and Performance Development Group.

[You can view the full report here.](#)

MONTHLY MOBILE GAME INDUSTRY REPORT

January 2023

CONTRIBUTORS



WOULD YOU LIKE TO RECEIVE WEEKLY REPORTS?

You can subscribe to our weekly newsletter, where we compile the most important weekly news and opportunities from the mobile gaming industry.

SUBSCRIBE



MOBIDICTUM