**ABEEHA’S FINDINGS**

**ABDULLAH’S FINDINGS**

**GD S1: The world of HCGs along with different genres**

Most gaming revenue in mobile, fastest growth in market size (see pic)

Mobile gaming dominating atm and continuing to take big share of pie (2021 stats)

Many stats given as to why mobile gaming spread

HCGs = ‘Super fast food’

Simple to understand – anybody can play

Try to reach to as many audiences as possible

Ascending order of complexity and sessions’ length:

HCG < Casual (slightly more complex) < Midcore (multiplayer, complex interactions) < Hardcore () [ see image if needed ]

HCG Elements:

1. Simple, short, satisfying
2. Fun for everyone (get away from ‘gamer’ label)
3. A loyal following TO THE CATEGORY, NOT THE GAME

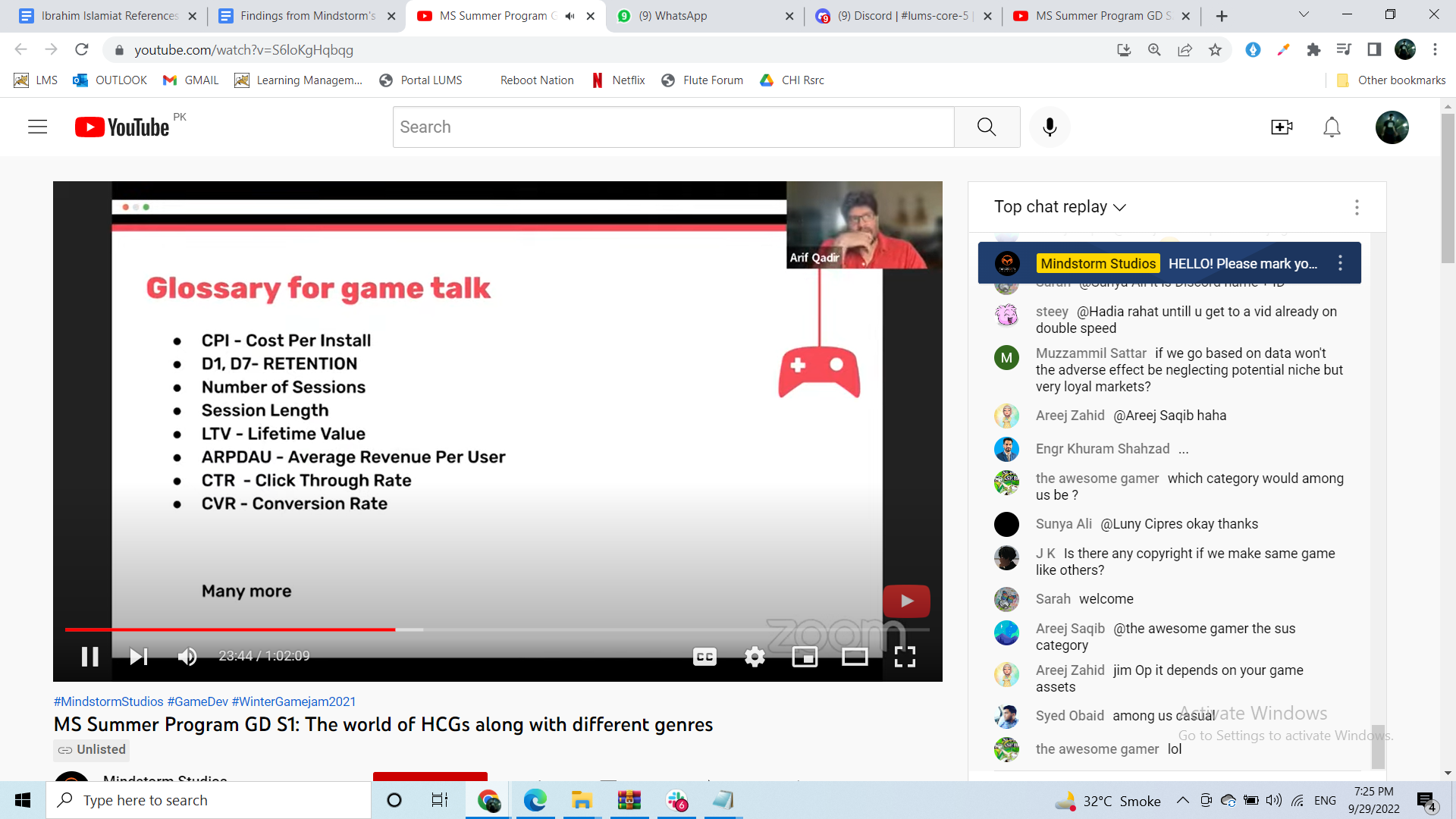
→(gamer carries on to next game after few days)

1. A new way to monetise (ads high frequency and not that disrupting)
2. Driving down CPIs (cost per install)
3. Speed and momentum paramount

→ soft launches for testing, iterating, optimizing

→ produce and iterate fast

1. Data obsessed



LTV – how long user keeps game installed

ARPDAU – every day how much revenue per user

CTR – how many people clicked ad for your game

CVR – how many people from clickers installed your game

HCG games’ users cost less and give you less compared to casual. Gotta get it to scale for HCG to be profitable.

Quick narrative.

No/ fake multiplayer in HCG

Some Mechanics: pushing, swerving, forward-running, draw-and-puzzle, dexterity, grow, tapping, merging (check around 34:00)

→ not much depth in mechanics

People wanna have fun…e.g. Puzzles mein haar hi nhi sakte. Bit of ASMR effect too.

QNA:

Subway surfers not HCG

Clash of Clans Midcore, long playtime + constant updates needed

Mechanics are key to create depth with limited controls? More challenging to do so.

Profits in cents so need massive # downloads

All genres…all categories to cater to bigger audience. Don’t go into niches e.g. goth girl game.

Core loop in HCG: collecting different items, powering up character

→ Based around core mechanic, interact with it. It gives you reward in turn. Repeat.

**AMAAN’S FINDINGS**

**BAKHTIAR’S FINDINGS**

**HAMZA’S FINDINGS**