Subway Surfers is more than just a mobile game. It's a global phenomenon that has captivated millions of players worldwide.
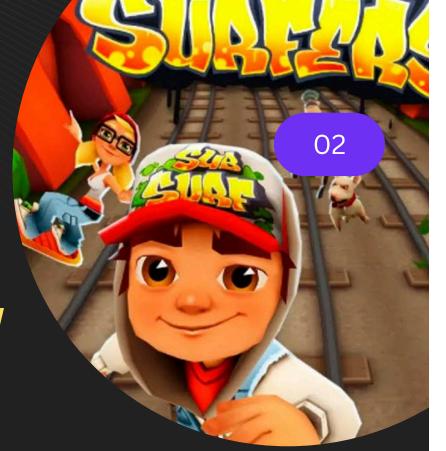
THE GAME THAT TOOK OVER THE WORLD

SUBWAY **SURFERS**

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Ideas never come completely formed

SUCCESS SUBWAY

Since the release the game has been downloaded more than any other game. The colorful graphics, engaging gameplay, and attractive characters make it a staple on smartphone everywhere.

Let's have a look at how a simple endless running game achieved such success and maintained it's popularity over a decade now.

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Turning ideas to opportunities

CREATIVE BEGINNINGS

It all began with two friends from animation school, Sylvester Jensen and Bodie Mulliner, teamed up for creating their graduation film.

The film featured a notorious teen who got caught painting street art and ran to escape the an angry security guard. No idea that this same plot would make them $155M in revenue.

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🎨 Creative Beginnings

After they graduated they created Sybo Games (a blend of Sylvester and Bodie). At first the just-graduated animators didn't knew where to begin. As smartphones begin to take over they knew that gaming was going to be a big industry.

Then when Sylvester and Bodie saw the success of Temple Run in 2011, they decided to focus on the endless runner genre. It's the perfect mobile game: easy controls and the potential for addictive, repeatable gameplay.

By January 2012, Sybo Games had its first prototype ready, and on May 15, 2012, Subway Surfers was launched. The combination of vibrant graphics, catchy soundtracks and the engaging gameplay loop hooked the players.
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🏃 Running to Success

The early days of Subway Surfers were all about channeling the vibrant energy of the 80s and 90s street culture.

From its colorful, graffiti-filled backdrops to its upbeat soundtrack, the game had a clear sense of rebellion and adventure. The game has personality and style, creating a world that players love to explore.

When the first major update took players to New York City, it sparked a wave of excitement. This hooked users to keep playing.

Users wanted to know, "Where to next?" So the game designers listened and gave them exactly what they wanted.

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🏃 Running to Success

That's how the World Tour began. Now it's a signature feature of the game and takes users to iconic cities around the world.

Subway Surfers was a huge success, becoming the first game to reach 1 billion downloads on Android, and totaling over 4 billion downloads by January 2024.

It continues to be one of the most successful mobile games of all time, thanks to its addictive gameplay, endless challenges, and simple yet satisfying swipe controls.

Players love the characters so much that Subway Surfers created an animated series on YouTube. It has over 9M views…

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💵 Surfing Over Money

Subway Surfers have made over $155M in revenue in over a decade.

The game makes money in two ways:

#1- Ads: The ads keep the game free to play. This attracts a broad audience while ensuring a steady revenue stream..

Cleverly integrated into the gameplay, ads offer rewards for watching short videos. By giving users the choice, it minimizes the usual frustration associated with ads.

#2- In-app purchases: In-app purchases offer a range of enhancements, from character skins to hoverboards. This allows more dedicated players to personalize their gameplay and boost their performance.

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💸 Surfing Over Money

The virtual currency in Subway Surfers, earned through gameplay or bought with real money, adds a strategic element as players decide how to spend coins and keys. This system keeps them engaged by unlocking new content. The balance between ads and in-app purchases has driven the game's financial success. Casual players can enjoy it for free, while dedicated fans can invest in in-game purchases for a personalized experience. By 2024, Subway Surfers remains a top mobile game, with over 4 billion downloads, showcasing the developers' innovation in a competitive market.

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THANK YOU!

NOW IS YOUR TURN, SHARE YOUR INPUTS!

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