**A review – All about Fall Guys: Ultimate Knockout!**

Fall Guys: Ultimate Knockout game is recently launched on 4th August 2020, and is a battle royale game platform. The game is developed by Mediatonic and is published by Devolver Digital. The game is launched for Microsoft Windows and PlayStation 4 and was earlier announced in June 2019 at E3. The gameplay is like the show Takeshi’s Castle. Also, the Fall Guys game is a knockout multiplayer game, and hence the user can play this game with their friends and colleagues and get the most out of it.

The character design, visual appearance, and attributed part of this game are immensely amazing. This game is too difficult to play and it is trending in the Covid-19 pandemic. Many big streamers are also playing and streaming this game. This game received highly favorable reviews, as mentioned at Metacritic, the review aggregator.

Even before its release, the game became the 6th top-selling one with its availability for the pre-orders. And, the game is immensely praised across the globe with several media firms and magazine and news publishers.

**The founders of the Fall Guys:**

The founder of this game is Mediatonic limited, which is a London based company and a British video game developer. Dave Bailey and Paul Croft of Brunel University founded the company in September 2005, and release their first game which named as snowman salvage in December 2005. The company Mediatonic also developed original games for some other platforms, like Murder by Numbers and Fall Guys: Ultimate Knockout is their latest multiplayer game release. In the month June 2020, the company employed 230 people as a part of the Tonic games group, across its four studios.

**Details about Mediatonic:**

The company was founded in September 2005 by two friends Dave Bailey and Paul Croft, and at that time, they both aged 21, and were in their final year at Brunel University. They decided to open the company when they were in the university’s student union bar and were drunk. To create Flash games, they set up the company with an office near the campus, named work-for-hire studio, and they used to skip their lectures to accept calls from their early clients. Soon after the setup, they released their first-ever game, Snowman Salvage in December 2005.

Some earlier Mediatonic clients were PopCap games, Big Fish Games, and PlayFirst. Flash conversions of Bejeweled, Bookworm, Diner Dash, and Poppit! are also produced by the company. The original game Amateur Surgeon was also created by the company for Adult Swim Games. This company is being profitable even from its first year. When both Dave Bailey and Paul Croft completed their graduations in February 2006, they moved their studio to a Westminster’s former government building hiring 10 new employees. Some other early games of Mediatonic include Monsters Stole My Princess, Gigolo Assassin, Meowcenaries, and Must Eat Birds. In February 2008, this company eventually moved to their new office situated near the Covent Garden.

Later, in July 2008, in Brighton, there was a new opening for the Mediatonic studio for behaving like an agency of the digital media section of the company. And finally, it was renamed as Graphite. Successful entrepreneurs like Ian Livingstone, Geoff Heath, and Kelly Sumner also funded Mediatonic in April 2010 followed by an investment in January 2012 by Frog Capital.

Later, in July 2011, Eidos Interactive’s former executive producer Pete Hickman joined as the head of the productions for Mediatonic. Then in 2012 May, planning on doubling the headcounts, the London-based headquarters of Mediatonic was shifted from London to Soho. Moving ahead, in October 2012, a Brighton development studio was opened by Mediatonic. And finally, the company grew because of their giveaways of the original games and projects, and then Mediatonic moved on to the publishing sector with the opening of its sister company in December 2015, The Irregular Corporation.

In April 2017, the company moved into Shell Mex House in London, and then a new team of 5 people was established in a Madrid-based working space that then transformed into an office in July 2019. Recently, in February 2020, a fourth studio for the company was announced in Leamington Spa. In early 2020, there was another office setup for Mediatonic above London Victoria station, but that wasn’t used much due to the pandemic effects.

**Gameplay:**

In Fall Guys, around 60 players compete in the matches using gameplay of battle royale style in multiplayer mode. This game has the best animation and in-game players have a jellybean-like figure, and in the game-world, they play against their enemies in a three-dimensional field. The users are provided with some of the additional moves of the character such as jumping, grabbing, or driving. In the game, the main target of the gamer is to qualify the rounds and complete each of the random mini-games.

There are obstacles present in every level of the game too to hinder the players’ performance, but the players need to run towards the finishing line to qualify. The players who are too slow or those who fail to complete the level are eliminated. Finally, the remaining ones compete in the final round and the final match is another random mini-game designed according to the players’ size. Eventually, the last standing player is declared as the winner.

This game also includes in-game currency, “kudos” which is used by the players to purchase the type of cosmetics and emotes for their character avatar to show off to the other players. These kudos are obtained by the players by complete the matches and the game also includes “crowns”, also named as the premium currency, which is obtained by the player who wins the matches. There are some costumes for characters too which are taken from other games like Gordon Freeman from Half-Life series or jacket from Hotline Miami. For the purchase of additional in-game currencies, this game also supports microtransactions.

**Game development and publishing**

The whole concept developed during the discussion of some other project of Mediatonic in January 2018, where Joe Walsh, a lead designer commented on something reminding him of Takeshi’s castle. Finally, after several discussions and decisions taken, game development started 6 months later.

Fall guys moved on to the prototyping phase of the development with the small team working on the game and later that raised to 30 people involved in the development phase. Initially, the development was a bit slower and the team was worried that they might not have enough content for launch, but soon a turning point came where they took the opinions of several people and allowed the developers to use them in the development. The ideas acquired included having some random mini-games with 50% skill involved and 50% of chaos, and it also included that the levels each time must be different.

The developers were previously also inspired by the show Takeshi's Castle and the complete knockout technique which was then implemented in the game. Also, they came with the techniques that are a bit similar and somewhat different from the Battle Royale games and they focused on enhancing the variety of gameplay. Presenting several random Grounds of games for the players was a hope to recreate the gaming experiences and come out as a bigger show. Mediatonic also included the role of explaining the whole game modes in just three words. Later with time, there were several other changes in the game as initially the count of the players was decided as 100 which later decreased to 60. Also, the name was previously decided as Fool’s Gauntlet which then changed to stumble chums, and finally to the Fall Guys.

Knockout involved dress up in the oversized costumes and this is an inspiration taken by media tonic to create unique character avatars. Also, the players created are having ragdoll behavior to increase the amount of fun and comedy from the game.

Finally in E3 in June 2019, the game release was announced, which was later released for Microsoft Windows and PlayStation 4 on 4th August 2020.

**Monetization:**

On the PlayStation Plus, the game is free, however, it charges 20USD for access over the PCs, and this is a crucial monetization feature used by Mediatonic for the revenue generation.

Also, another monetization technique used by the founders is the in-game currencies and features that can be brought in by micro-transactions too.

Hence, combining the two, Fall Guys is a premium game with in-app purchases making it the one using the hybrid monetization techniques for a higher revenue generation.

**Statistics:**

The multiplayer game experienced immense success making a giant user-base of 1.5 million players in just 24 hours after its release. Devolver Digital announced on 10th August 2020 the success of Fall Guys, selling around 2 million copies globally. The servers of the game overflowed unexpectedly just on the first day of the release.

With immense success, it has also drawn the attention of several brands exhibiting interests in collaborations with Mediatonic and generating customized content to boost the game’s success more. Soon after the release, Mediatonic also announced a fundraiser in which they most amount donating brand for SpecialEffect Charity is to have a chance to get the brand’s skin featured in fall Guys.

Recently, as stated by the surveys, Fall Guys sold around 7 million copies of the game on Steam and became the most downloaded game available for PS Plus.

**Game development with Game App Studio:**

Game App Studio has a team of expert and experienced designers and developers who aim at providing the best experiences with the apps developed. We, at game app Studio, helps with the development of several types of games, and multiplayer games are one of those. We also provide several benefits with game development:

1. 24\*7 availability for support and assistance.
2. Best interface designs and developments with maximum features embedded.
3. Helping with marketing strategies and analysis.
4. Coming up with several monetization techniques for higher revenue generation.
5. Understanding the client's needs and working to meet the satisfactory results.