**Top hyper-casual game publishers**

**Hyper-Casual games: The rulers!**

The hyper-casual game has been a superstar in the mobile gaming industry. With their new advancements and better accessibility, hyper-casual games have shown incredible success in the past decade. In today’s world, hyper-casual games are the rulers of the app stores with their fascinating and admirable releases. In case of downloads, or the revenue generations, or the time expenditure over game-play, hyper-casual games have shown a sudden rise in their success patterns over the past decade.

The mobile technology industry is the only one to survive the pandemic period, and in that too, the gaming sector is the one with continuous success. The most fortunate genre in the gaming sector is the hyper-casual games with an average annual revenue generation of about 2 to 2.5 billion USD per annum.

But the question is that why are they so successful?

Hyper casual games come in about 14 gaming mechanics, out of which, it is indistinguishable to rank them according to their success pattern and trends. These hyper-casual games are tap to play, simple games with simple and decent UI/UX, and no tutorial requirement to experience a classic and recreational game-play. These games are easy to start, play, and even end which adds on to its admiration worldwide. These games do not have any time-span requirement and hence provide stress-relieving and refreshment even in a few minutes.

Most importantly, have you ever played any hyper-casual game and reached its ending?

No, Right! These games use special tactics to enhance their user base. For widespread attraction and admiration, these games only decide the starting of the game. The ending, however, is very fluctuating with the playing environment. They just do not have any end!

**Publishers of hyper-casual games:**

The final and the most crucial step in successful game development and its release is its publishing. Hyper-casual games can be released as India or individual games too. But, there is no better path for a hyper-casual game’s successful release then the collaboration with a good tech giant publishing company.

A good game publisher ensures better advertisement and marketing strategies for the game genre with proper product strategy, monetization techniques, store optimization, and public relations, etc.

There are a few top hyper-casual game publishers available like:

* **Voodoo** – Voodoo has made the competitor publishers crazy by its back to back 15 releases in 2019 itself. It tops in the publishers’ list with about 2.6 billion downloads for all the combined releases in 2019. Voodoo SAS is a French developer and publisher. There are various successful titles of Voodoo like Helix Jump, Fire Balls 3D, Roller Splat. Voodoo can be contacted by their publishing form - <https://www.voodoo.io/publishing/submit-your-game>.
* **Ketchapp** – Ketchapp again is a French developer and publisher company. Ketchapp is a pioneer in the hyper-casual games with various releases and successful titles. Ketchapp had about 1.5 billion+ downloads altogether and about 200+ published game titles. Ketchapp has several successful titles like Bollz, Knife Hit, Dunk shot, Stack, and a lot of others. Ketchapp provides a contact form to get to them for game publishing that is <https://docs.google.com/forms/d/e/1FAIpQLSfvxest1GOqUmgkOAohTlL-YJuBFfbDyCMC9WvYlnKbXOgXwA/viewform>.
* **Lion Studios** – They help all the big and small game developers for publishing and marketing their games. Lion Studios has various successful titles like Ink inc, I Peel Good, Happy Glass, and many other hyper-casual boosts. Lion Studios has supported various developers with their games like the ones with Mr. Bullet. Lion Studio can be contacted for publishing by filling the given form: <https://lionstudios.cc/game-submissions/>
* **Kwalee** – Kwalee’s overall downloads are 400 million + with about 19 top successful titles out of all the releases. Draw It, Rocket Sky, Shootout 3D, and many other titles are released by Kwalee. The company can be contacted by filling in the details on <https://www.kwalee.com/submit-your-game> and then waiting for their reply.
* **SayGames** – Johnny Trigger, Sand Balls, Twist Hit, and many other successful game titles are released by SayGames. They provide various publishing services. They can be contacted via their Email address that is [info@saygames.by](mailto:info@saygames.by).
* **Cheetah Mobiles** – Arrow.io, Bricks n Balls, Tap Tap Dash, and many other tap-away games are released by Cheetah mobile apart from various utility applications that they released. Company can be contacted by Google form - <https://docs.google.com/forms/d/e/1FAIpQLScHYMBuc2theI8hIcgkHBvNCXBRcR55geLY5_nZCzzoQX_ZLA/viewform>.
* **Madbox Games** – This new startup came up in 2018 and experienced 100 million downloads over the first year itself. Gold Race, Sausage Flip, and Car Crash! Are some of the successful titles released by Madbox Games. They can be contacted via <https://madbox.io/contact>.
* **Playgendary** – Playgendary has released various successful games like Rocket Buddy, Bowmasters, Perfect Cream, etc, and managed to involve millions of folks with their releases. This is a globally recognized publishing company with 1 billion + downloads worldwide for its games. The company can be contacted by <https://playgendary.com/en/publishings/>.
* **Good Job Games** – Color Saw 3D, Color Fill 3D, Hyperball, Slices, and a lot of other minds boosting games are provided by Good Job Games. They have been doing a good job by helping various developers with publishing and also by coming up with the game to enhance the player’s mental ability. [dev@goodjobgames.com](mailto:dev@goodjobgames.com) can be used to contact Good Job Games for any publishing.
* **Tastypill** – Tastypill is a delicious pill provider for a successful game release. They help various developers to grow along with them by publishing their wonderful games. They enhance the game’s quality and advertisement with their connections. Bottle Flip 3D, Line Color, Sling Drift, etc are some of the most populous releases by Tastypill. The company has a contact form for the developer that is <https://tastypill.com/submit-your-game/>.

They were the top successful publishers for a hyper-casual game.

**Now let us have a look at how to pitch them?**

* Whenever you try to contact any publisher, apart from filling up the game’s details, and taking their contact details, fill every minute of your contact details to the mail or the form that you are using.
* Get a descriptive name and memorable title for your game. Design a fascinating and catchy icon to draw huge attention to your game.
* Describe the game in detail to the publisher, like the innovation, idea behind the game, and its targeted user base.
* Use animations or short game clips to describe the game effectively. Do not go into deeper details before getting the final call. Describe the fun elements, controls, and the technique and mechanics used.
* End the form or the mail by asking for their feedback and send your regards.

And the game is good to go!