**Top success stories of hyper-casual games**

Though these hyper-casual games are easy to play and simple ones, and there is a surge in the gaming market for hyper-casual games, releasing a successful title is not as easy as is expected. Gaming has been a lot more confusing in terms of the game selections at least and at times, there is a trend going on which is rivaled from another one popping out of nowhere unexpectedly.

Is every hyper-casual game successful? Are there no-flop shows in the hyper-casual game market?

Well, though there are several successful titles for hyper-casual games and this industry beats every other gaming industry, there are many such cases when a hyper-casual game achieves its success after a few failures. There are many mind-blowing success stories of hyper-casual games and their publishers that show how giving up should never be an option!

Statistics prove that only 10% of the developed games are the ones to achieve success.

Let us have a look at a few success stories of hyper-casual games and their publishers:

**Angry Birds by Rovio**

With about 3 billion downloads, Angry Birds is a popular freemium game starring angry birds and pigs in the gameplay. Though its success is ravishing, it is not a single time effort and success. This Finland based startup Was on the verge of bankruptcy when it fired almost all of its employees left only by 12 when this success knocked their doorsteps. This game still was not a sudden success, Rovio then came up with various Angry Bird catalogs by the Christmas of 2010 and that boosted the publisher’s revenue by about 50% by reaching about 500 countries across the globe.

With the boost in their morale with Angry Bird’s success, Rovio came up with various developments and reaching 201 million USD by 2017 in the revenue generation. Angry Bird is the 52nd release of Rovio, before that all the 51 games were failures.

**Flappy Bird by Dong Nguyen**

Not every game gets its success with its release in the market or by the time it is available on the stores worldwide. A few of the games are the ones who face various criticisms and then end up being successful as heaven. Flappy Bird is another addictive that requires the taps to swerve the bird and help it pass the obstacles.

Creator of this game, Dong Nguyen took it off the app store in between its earning by about $50,000. The reason being the addictive nature of the game causing enslavement among its player by none of them not pressing retry at least once. Criticisms and guilt of its addictive nature caused this game’s removal from the stores. However, the game was restored in the store soon with Google Play and iTunes support.

**Minecraft by Notch**

Minecraft developer Notch started the game development and its release with a small scale investment and with gamers asked to purchase the title in its early days after the release. Now, however, Notch is a billionaire with a million-dollar mansion to stay in. The game eventually got its success title and hence got a market boost with its playing technique.

This game becomes a global hit with players loving its freedom and gaming technique and eventually moved the global giant Microsoft to purchase the game soon with a $2 billion charge in 2014. The success of this title is unbelievable with a movie to be developed soon as Minecraft.

**Fruit Ninja by Halfbrick Studios**

This is a team of Indie developers from Australia who came up with a successful chopping title of Fruit Ninja. This game experienced about 1 billion downloads in the last five years. In 2010, when the Studio was on its verge of bankruptcy, they decided to release a successful title no matter what and no matter how much effort required. To build a game that your mom could play was the reason behind the birth of Fruit Ninja.

After this successful release, the company released other titles too like Jetpack Joyride and Colossatron.

Despite all these efforts and failures, these companies stick to their verdict of not giving up and releasing the blockbusters. These successful titles are now worth billions of dollars in the gaming market.

**The success of hyper-casual games with Game App Studio**

There are various game developers and publishers across the globe for a successful game title release. But, what matters is how effective and expert one is in the matter. The team of experts and experienced game developers and marketers help develop various successful game releases by opting the various methods:

1. We, at Game App Studio, provide excellent prototype developments and testing for your selected game design and mechanics.
2. Since the sole strength of a hyper-casual game relies on its easy accessibility, we develop games with easy to play feature along with easy start and end. We make the game UI as simple and decent as possible.
3. Game App Studio has experts in various game engines like BuildBox and Unreal Game engine, and also in Unity. This provides a wide range of gaming development with enormous features added.
4. Hyper-casual game developers at Game App Studio can help you release a successful title by making the developed game store optimized with titles and subtitles. Also, we provide various monetization and advertisement techniques to help achieve global success.

Hyper-casual game development with game app Studio is a necessary option to be considered for a successful game title and high revenue generation.