

Testimony on the Decline of Facebook Instant Games

(Provided by a long-time Meta developer partner)

My name is **Ralph Barbagallo**, and I have been working in the game industry for over three decades. I have been working closely with Meta's developer ecosystem for several years, particularly on projects related to VR and Horizon Worlds. I've attended multiple Meta Connect events and have maintained an ongoing relationship with several teams inside Meta's gaming division.

Out of personal and professional curiosity, I decided to explore the Facebook Instant Games platform, given its early promise as a social gaming environment. What I discovered, however, was deeply concerning and highlighted how far the platform has fallen behind Meta's current priorities.

Despite my long-standing collaboration with Meta and an established developer profile, I was **initially unable to obtain approval to join the Instant Games program**. Access ultimately required **personal intervention from contacts within Meta**, which speaks volumes about the platform's current status. Once inside, I found **extremely poor onboarding and developer support**, with little to no communication channels or documentation updates. It was immediately clear that **new entrants face significant barriers**, both technical and procedural.

I eventually launched a small title on the platform, but the results confirmed my worst suspicions: **virtually no traction, minimal organic visibility, and no engagement from Meta's team**. The ecosystem feels abandoned. In sharp contrast, I receive **regular weekly updates from the Horizon team**, while **Instant Games has only been mentioned once in recent years**, specifically regarding the upcoming **mandatory Zero-Permission transition**, which further restricts developer-player interaction. To me, that announcement was yet another indication that the platform is being quietly phased out.

Most developers in my professional network **either have never heard of Instant Games or assumed it had already been shut down**. Given Meta's recent decision to end its broader Web Games platform, it seems increasingly likely that **Instant Games will follow the same path**.

In conclusion, from the perspective of a developer deeply embedded in Meta's ecosystem, the Instant Games platform appears to be in terminal decline. The lack of visibility, support, and strategic investment makes it difficult, if not impossible, to justify further involvement.

Sincerely,

Ralph Barbagallo

Founder / FLARB LLC

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