

My name is Bojan Škaljac. I'm working for one of the top partners on Facebook Instant Games, a company that has been building for the platform since its launch in 2016. I am writing in a personal capacity, so I will not name the company I work for. I'm writing this document to testify to the decline of the Instant Games platform over the last few years. When Instant Games launched, it was a revolution in frictionless, social gaming and a vibrant ecosystem. Unfortunately, that has changed significantly.

Over the last few years, we've witnessed a steady and accelerating decline. Discoverability and retention are huge challenges, and key viral channels have been throttled or removed, making growth nearly impossible without a large ad spend. More importantly, it has become clear to developers that the Instant Games team is not as involved as they once were. The platform that was once a hub of innovation now feels like it's in maintenance mode, with little meaningful development or support for its partners.

The mandatory zero permissions transition is the most pressing concern. While some social features will remain, the inability to personally engage with our players removes a key pillar of the platform's original value. The technical solutions provided by Meta for this transition are awkward, forcing us to deeply re-engineer our games. This significant effort will, frustratingly, lead to a lower-quality, less personal experience for players and fundamentally breaks the fragile, balanced game loops that relied on genuine social connection.

A telling sign of the platform's decline is the lack of new, successful developers emerging in recent years. The market is dominated by incumbent publishers who were present from the start. This indicates extreme barriers to entry and an environment where new content is no longer thriving, reinforcing the platform's trajectory towards obsolescence.

From my vantage point, even for a company as successful and committed to the platform as the one I work for, the future on Instant Games looks uncertain. Meta's support has been constantly declining, and the Instant Games platform consistently loses visibility within the Facebook ecosystem. The zero permissions model, and the difficult implementation it requires, makes it incredibly difficult to justify continued investment. The core question we are all asking is: how long do we have until Meta simply removes this platform? It seems likely they will let it die quietly with minimal support until it is fully removed, like many other Facebook experiments.

While I have a deep appreciation for what the platform once was, I am genuinely concerned about its viability. The path it is on is pushing away its most dedicated developers. Instant Games used to be our main platform, but we are now not even sure if we will carry on developing new titles for it.

Sincerely,

Bojan Škaljac - software developer

skaljac@gmail.com

Vardarska 1B, Novi Sad, Serbia

2.10.2025

