

EPIC SOFTWARE FAILS

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RULES OF SURVIVAL

"Rules of Survival" is a multiplayer battle royale game where players compete to be the last one standing on an island filled with up to 120 players.



RULES OF SURVIVAL

Players start unarmed, and upon landing on the island, they scavenge for weapons, armor, and supplies to defend themselves and eliminate opponents. As the match progresses, a shrinking safe zone forces players closer together, increasing the intensity of encounters.

DEVELOPER



Net Ease Gaming

Chinese gaming company. NetEase is known for creating and publishing various mobile and PC games, and Rules of Survival was one of their early entries into the battle royale genre, released in 2017. The game was part of NetEase's strategy to capitalize on the growing popularity of battle royale games worldwide.

RELEASE DATES



Initial Release

June 17, 2017

Global Release

May 31, 2018



Image from noypigeeks

ROS GAME FAILURE

Rules of Survival has announced that the game will cease operations on June 27, 2022.

FAILURE

There are several factors why the game Rules of Survival stopped its operations.

Competetion

The game faced tough competition from major titles like PUBG Mobile and Fortnite, which offered higher-quality graphics, more robust gameplay, and larger player communities. This made it difficult for RoS to retain its player base.



FAILURE

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Technical Issues

Rules of Survival suffered from frequent bugs, glitches, and lag, which negatively impacted gameplay. These technical issues frustrated players, leading some to switch to more stable alternatives.



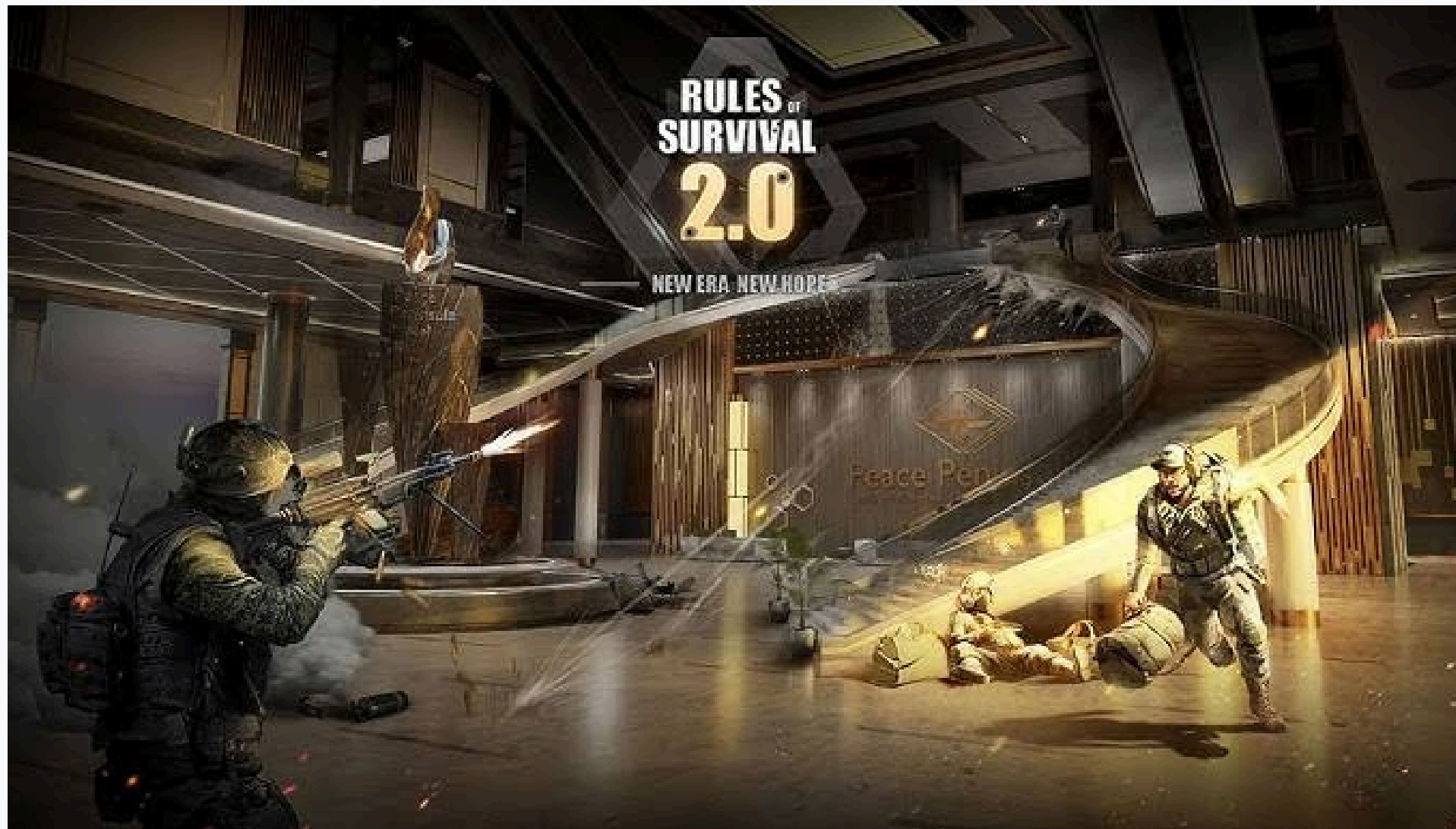
FAILURE

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Cheating

Widespread cheating was a major issue in RoS, with players using hacks and exploits to gain unfair advantages. NetEase struggled to address these issues, causing many legitimate players to leave the game.





ROS 2.0

NetEase has announced that they will launch Rules of Survival 2.0 on January 26, 2022. Along with the new version, they will introduce a play-to-earn model, allowing players to earn real money that can be withdrawn.

**THANK
YOU**

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