

## MENA Regionally Unique Games That Are Succeeding

### Highlighting Success Factors and Unique Features

In the MENA region, games that incorporate local culture, traditions, and preferences tend to resonate well with players. This summary highlights some of the top regionally unique games and the factors contributing to their success.

#### Revenge of Sultans:

Description: A strategy game set in a historical Arabian context.

Region: Predominantly popular in Saudi Arabia and UAE.

Unique to Region: Incorporates Middle Eastern culture and history.

Why Unique: Utilizes themes and narratives that resonate with local players.

Hyper-Localized Success: High engagement due to cultural relevance.

Success Metrics: High downloads, significant in-app purchases, and active daily users.

#### Arabian Nights:

Description: An adventure game inspired by the classic tales of the Arabian Nights.

Region: Popular in Gulf countries.

Unique to Region: Features characters and stories from regional folklore.

Why Unique: Appeals to cultural nostalgia and local storytelling traditions.

Hyper-Localized Success: Strong player retention and word-of-mouth popularity.

Success Metrics: High retention rates and positive user reviews.

#### Quran Quiz:

Description: An educational game that quizzes players on their knowledge of the Quran.

Region: Widely used across the MENA region.

Unique to Region: Focuses on religious education, important to the region.

Why Unique: Combines gaming with educational content relevant to local religious practices.

Hyper-Localized Success: High engagement during religious periods such as Ramadan.

Success Metrics: Consistent daily active users and high engagement during peak periods.

Arabian Nights: The Adventure of Sindbad:

Description: A narrative-driven adventure game based on Arabian folklore.

Unique Features: Highlights the importance of cultural relevance in game development.

Success Factors: High engagement due to cultural connections and relevance.

Yalla Ludo:

Description: A social multiplayer game combining Ludo and Domino games with online features.

Unique Features: Demonstrates the popularity of localized board games with social elements.

Success Factors: Strong social features, local language support, high player engagement.

Fortnite MENA:

Description: A customized version of Fortnite with regional servers and localized content.

Unique Features: Demand for global games with local flavor.

Success Factors: Regional servers, localized content, high player engagement.

8 Ball Pool:

Description: An online multiplayer pool game with features tailored to the MENA region.

Unique Features: High engagement with multiplayer features and regional relevance.

Success Factors: Custom events and localized content.

Jawaker Hand, Trix & Solitaire:

Description: Digital versions of popular card games with online multiplayer.

Unique Features: Traditional card games prevalent in the Middle East.

Success Factors: High engagement through multiplayer features and culturally relevant updates.

Ludo King:

Description: Digital version of the classic board game Ludo, featuring online multiplayer.

Unique Features: Popular board game with online multiplayer twist.

Success Factors: High engagement through multiplayer features.

Mobile Legends: Bang Bang:

Description: Multiplayer online battle arena (MOBA) game with various heroes and abilities.

Unique Features: High engagement with multiplayer features.

Success Factors: High engagement and multiplayer features.

MONOPOLY GO!:

Description: Digital version of the classic board game Monopoly with online multiplayer.

Unique Features: Popular board game with an online multiplayer twist.

Success Factors: High engagement through multiplayer features.

PUBG Mobile:

Description: Battle royale game with realistic graphics and large-scale battles.

Unique Features: High engagement and custom events tailored to the MENA region.

Success Factors: Custom events and Arabic language support.

Conclusion:

The success of games in the MENA region is highly dependent on their ability to incorporate local cultural elements, offer localized content, and provide strong social features. By focusing on these factors, game developers can create more targeted and appealing games for this market.