

Percentage market share of MOBA's 2016

| | |
|---------------------|------|
| League of Legends | 66.3 |
| DOTA 2 | 14 |
| Heroes of the Storm | 7 |
| SMITE | 2.5 |
| Gigantic | 1.2 |
| Infinite Crisis | 0.6 |
| Strife | 0.5 |
| Other | 8 |

<https://statinvestor.com/data/27001/global-moba-games-market-share/>

Leading MOBA & MMORPG PC Games by Monthly Active Users

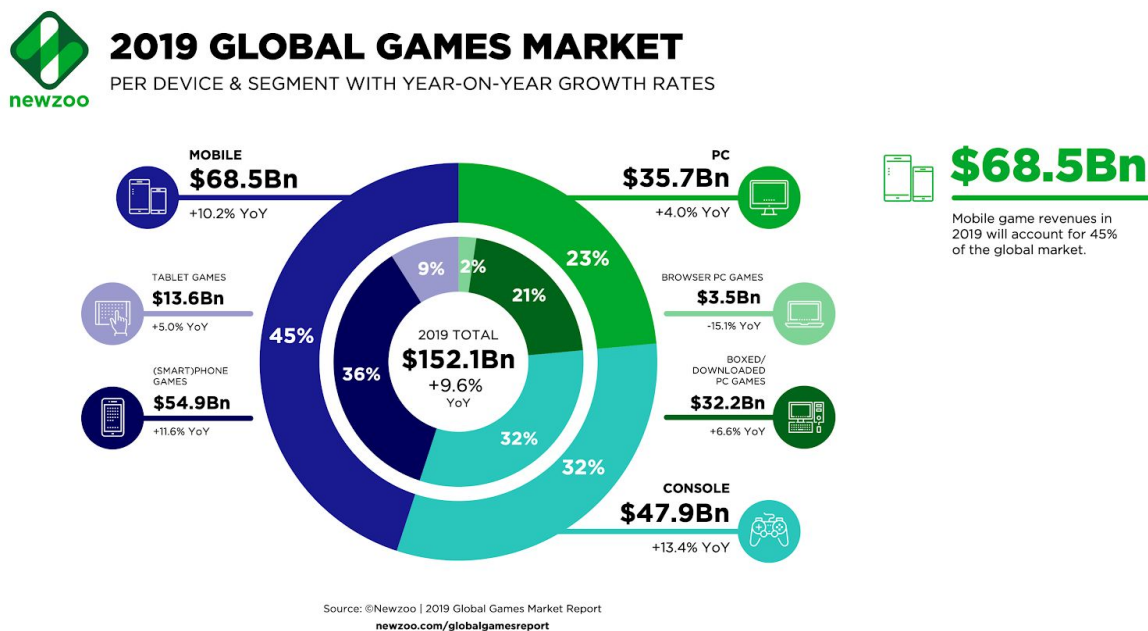
| MOBA | | MMORPG | |
|------|---|---------------------|---------------------|
| Rank | | Game | Publisher |
| 1 |  | League of Legends | Riot Games |
| 2 |  | DoTA2 | Valve Corporation |
| 3 |  | Heroes of the Storm | Activision Blizzard |

Graphic supporting our comparable games' success in the MOBA games market by monthly active users in 2017 by, junipers research

Hampshire, UK: 18th April 2017: A new study from Juniper Research has found that MMO (Massively Multiplayer Online) games such as *World of Warcraft*, and MOBA (Multiplayer Online Battle Arena) games including *DoTA 2*, are to account for almost 25% of the digital games industry this year.

The new research, Future Games Market: MMO & MOBA 2017-2021, forecasts that revenues from this genre will accelerate to \$43bn by 2021, accounting for over a third of global games industry revenues. The research cites the F2P (Free to Play) model as being the key catalyst.

<https://www.juniperresearch.com/press/press-releases/world-of-warcraft-other-mmo-moba-games-to-approach>



Global games market graphic, supporting our studios choice of releasing our MOBA game on console first. Entering a market worth 47.9 billion dollars in 2019, according to new zoo.com.

<https://newzoo.com/insights/articles/the-global-games-market-will-generate-152-1-billion-in-2019-as-the-u-s-overtakes-china-as-the-biggest-market/>

Above are examples of different similar game sales marketable in 2019, these figures show the rapid growth of mmos in 2016 with the release of league of legends and other spin off games

As most mmo are very similar our game tries to grab hold of this market whilst being comparable different/ better than pre existing games such as league

Our game has many mechanics borrow from those games like towers and minions but also incorporates ideas such as items scattered throughout the map, different 'hero' mechanics and vastly different camera setup that hopefully captures the magic of the moba game mode but hopefully expanding it ultimately leading to a better game than its predecessors and grab the moba community.