

# Hay Day

*Hay Day* is a freemium mobile farming game developed and published by Supercell. *Hay Day* was released for iOS on 21 June 2012 and Android on 20 November 2013.<sup>[1]</sup> According to a 2013 report, Supercell earned \$30 million a month from *Hay Day* and *Clash of Clans*.<sup>[2]</sup> In 2013, *Hay Day* was the fourth highest game in revenue generated.<sup>[3]</sup>

## Plot

The player's uncle is unable to take care of his farm anymore, so he hands over the responsibility of caring for the farm to the player. The game starts with a scarecrow giving the player a farming tutorial. By selling crops/products, the player earns coins which can be used to buy production buildings, pets and decoration items. By doing so, they also earn experience points (XP), with which they level up. As the game progress, the player is introduced to Angus, a friend of the player's uncle who gives a fishing tutorial. Earlier on, you're also introduced to Greg, who comes to your farm requesting items, or puts items in his "roadside shop" that you can buy. Greg is a NPC.

Players form into small "neighborhoods", in which the members can assist each other when in need (for example, by requesting multiple items) and can also chat with one another. Players can also trade their goods with the other friends or neighbors from the neighborhood.

## Reception

Gamezebo gave it 4/5, noting its similarity to *Farmville* and praising the graphics.<sup>[4]</sup> *Pocket Gamer* gave it a bronze award.<sup>[5]</sup>

## References

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- "Supercell earns \$30M every month" (<http://www.ibtimes.co.uk/supercell-earns-30m-month-clash-clans-hay-day-1436122>). Archived (<https://web.archive.org/web/20160827022530/http://www.ibtimes.co.uk/supercell-earns-30m-month-clash-clans-hay-day-1436122>) from the original on 27 August 2016. Retrieved 8 March 2014.
- Why free games are increasingly the most profitable apps (<http://qz.com/172349/why-free-games-are-increasingly-the-most-profitable-apps/>) Archived (<https://web.archive.org/web/20140714193058/http://qz.com/172349/why-free-games-are-increasingly-the-most-profitable-apps/>) 14 July 2014 at the Wayback Machine. Retrieved 7 July 2014.

<div>Hay Day</div>	
	
Developer(s)	<u>Supercell</u>
Publisher(s)	Supercell
Platform(s)	<u>Android</u> , <u>iOS</u>
Release	<div>iOS</div> <div>21 June 2012</div> <div>Android</div> <div>20 November 2013</div>
Genre(s)	<u>Simulation</u>
Mode(s)	<u>Multiplayer</u>

4. Lufkin, Bryan. "Hay Day" (<http://www.gamezebo.com/2012/07/03/hay-day-review/>). *Gamezebo*. Archived (<https://web.archive.org/web/20141001084045/http://www.gamezebo.com/2012/07/03/hay-day-review/>) from the original on 1 October 2014. Retrieved 12 October 2014.
  5. "Hay Day" (<http://www.pocketgamer.co.uk/r/Multiformat/Hay+Day/review.asp?c=42764>). *Pocket Gamer*. Archived (<https://web.archive.org/web/20150512130542/http://www.pocketgamer.co.uk/r/Multiformat/Hay+Day/review.asp?c=42764>) from the original on 12 May 2015. Retrieved 16 April 2014.
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