

# CGD MONTHLY

MARCH 2021







## SOARING INDUSTRY TRENDS: MOBILE GAMES AD REVENUE GREW 8% IN 2020, WILL CONTINUE TO DOMINATE THE MARKET SHARE

Unity's 2021 Gaming Report remains a strong resource for analyzing insights of the gaming industry. The report starts off with an emphasis on the unprecedented impact of the pandemic in 2020. The report states that "Play has shifted to weekdays, and this trend held well beyond the onset of the pandemic".

In the first phase of quarantine, the popularity of mobile games spiked by 20% and slowly settled down back to normal during summer when the weather was clearer and limited outdoor activities were reestablished. When winter arrived, HD gaming skyrocketed at 125% in the span of 2 months. HD Daily Active Users (DUA) increased on average by 38.27%.

An important factor to getting better insights on a growth pattern is the stickiness of the active users. Stickiness refers to how often a monthly user of a game plays it daily. It's the first time HD games outpace mobile games in terms of stickiness in a very long time and obviously it is believed to have occurred due to the limited access to alternative entertainment and the new generation of consoles that were launched towards the second half of 2020.

Although mobile games seem to have lost in terms of long-term user acquisition, mobile gamers are spending more on in-app purchases than ever before. Before the pandemic, the growth was below the baseline (around -15%) and now reached a peak of 95% increase. In addition, mobile gaming ad revenues had a steady growth of ~65%, resulting in an overall growth of 8% since 2019.

Platformers remain the top grossing video games when it comes to highest monetizing F2P genre. Due to the new influx of gamers in the past year, they prefer to start off with simpler games, like platformers. Unity remains the primary engine for developing F2P mobile games with a staggering 61% market share, more than any other game engine combined.

Unity Technologies predicts that privacy changes will impact the mobile industry's ecosystem. User acquisition will not become so cheap anymore and will most likely result in slowly abandoning the formula of hyper-casual games. Cross platform between mobile and HD will be the future hit for gaming. Examples like Fortnite and Among Us achieved historic figures by widening their accessibility of their video games to multiple platforms that allow cross-play.

In general, gaming will continue to rise, even during and after the pandemic. Unity predicts that all the new gamers that were formed during the pandemic, will continue to play games due to them making it a habit. If you want to find more details about insights in the gaming industry, you can read the report on [Unity's official website](#).



# THE NEW NINTENDO SWITCH EVERYTHING YOU SHOULD KNOW!

While rumors of an upgraded switch model have been continually resurfacing since the Switch's launch, recent leaks from Bloomberg have reignited many of them.

## OLED Display

The most solid rumor of all comes from a Bloomberg report regarding the slated shipment of new 7-inch 720p OLED Panels from Samsung which is apparently set for July 2021. These displays would be slightly larger than the current 6-inch screens on the current models while offering the same resolution. The OLED technology to be used is reported to be the less flexible version to make production costs lower while still offering the bright colors and deep contrast found in OLED screens and would be a noticeable upgrade compared to the current LCDs.

## New DLSS Chip

A follow-up report from Bloomberg has also claimed that the New Switch will also feature new upgraded Tegra processors from Nvidia that utilize Deep Learning Super Sampling (DLSS for short), which is also present in their latest Desktop RTX cards. This essentially translates to AI-powered upscaling, i.e. 4K resolutions in the docked mode without the necessary horse-power required for native 4k resolutions.

Furthermore, Nintendo is rumored to support the new Switch model with games that take special advantage of its upgraded power. This strategy is similar to what Nintendo did with their "New 3DS/ New 2DS" models in the past.

While Nintendo did allow for exclusive titles on those upgraded systems which could not be accessed on older models, it remains uncertain if this will be the case with the New Switch.

## New JoyCons

Another patent leak coinciding with Bloomberg report reveals a new JoyCon design the features an actual D-pad as well as a sliding circle pad instead of the traditional looking analog sticks on the current JoyCons.

While patents oftentimes do not amount to anything tangible this at least proves that Nintendo has been experimenting with alternative controller designs. The circle pad specifically appears to address many of the "Analog Drift" defects plaguing their current controllers. The D-Pad would also allow for better control in fighting games and platformers.

## Pricing

Several Bloomberg analysts have approximated the New Switch to be priced at 349-400 USD and expect its release by the 2021 Holiday Season. A date backed by other Reset-Era leaked data-mines pointing to a new system codenamed "Aura".





## **LOOT BOXES HIGH FIGURES EXPECTED TO REACH \$20 BILLION BY 2025, GERMANY'S FEDERAL COUNCIL TAKES ACTION**

One of the most controversial game features in the past decade is currently at a critical stage that will determine its trending direction.

According to Juniper Research, a consulting company that deals with analytics, loot boxes are “expected to generate \$20.3 billion in revenue by 2025” and over 230 million gamers are expected to produce this amount. The majority of these users may originate from Asia, more specifically China, with a ~55% market share. Skins gambling have regularly been associated with loot boxes as well, indicating that there are multiple mechanics with similar effects.

These trends solidify the continuous growth of loot boxes and it is hard to question their ability to perform well. Despite their gross income, many companies that focus to a great extent on loot boxes have been facing charges for years, having governments questioning their effects on the consumers.

This is why federal governments have stepped in to reform the regulations of loot box monetization mechanics, protecting the youth from “interaction risks” and making parents aware of their potential addictive outcome.

*“A new aspect of the law is that parents will be prospectively made aware of interaction risks such as in-game purchases by a descriptor,” said Felix Falk, head of the German industry trade body Game. “It will now be the responsibility of the age rating body USK to concretize the regulations and define specific requirements for the age rating process.” (Gameindustry.biz 2021).*

More countries, such as Belgium, the Netherlands and soon the UK, weighed in the subject, posing a challenge to the big video game firms that rely on this monetization mechanic for their revenue.

# METAHUMAN FEATURES ANNOUNCED FOR UNREAL ENGINE, SAMPLE ARE AVAILABLE NOW

Epic games announced a new feature in unreal engine, metahuman creator which allows users to use their faces and create a realistic game model. It is revealed that it is a web based app where users allow to make adjustments to the character models while the processing operation will be done on their server which would make sense since the processing speed would be too slow on a user pcs. Besides that, it is announced that a user can animate their model using an IOS app called live-link face inside Unreal Engine. With these two features announced, creating a human model and animating them are much easier for game developers who want to try putting their faces on their game.

It is said that the features will be implemented in the release of Unreal Engine version 16.1. For those who never had experience animating an object or creating a human model before can take advantage of these features when Unreal Engine 16.1 arrives! Not to mention that Unreal Engine is also free as well, for those who are interested in AAA game dev can definitely take this chance and learn more AAA game dev through unreal engine.



## EAGATE SCANDAL: EMPLOYEE ALLEGEDLY PROFITING FROM FIFA ULTIMATE TEAM BY SELLING HIGHLY DEMANDING ITEMS FOR CASH

Twitter has exploded with the hashtag #EAGate over a massive scandal where an Electronic Arts employee sold demanding FIFA Ultimate Team (FUT) cards and collectible items to players in exchange for cash.

Evidence through screenshot messages unveil secret deals between employees and players, where FUT units called icons were being sold for hundreds or even thousands of dollars, with top offers such as \$2,035 USD. EA has made it possible for certain accounts to send or gift these icons directly for technical or marketing reasons, such as testing, celebrity partners, certain pro footballers and more.

An internal investigation is currently conducted by EA and has suspended all unrestricted gifting like mentioned above. Fans are reasonably upset, because the items traded were units that were far superior than any other item in the game, to the point where even luck or pure skill are not enough to defeat an opponent in a match.

This scandal has raised an important issue for game mechanics and how players behave with them. Since these items in the game are acquired through sheer luck with loot boxes, it is natural for players to compete by opening more of them, creating a wealth gap between the playerbase.

Game developers and publishers face challenges, and usually harsh consequences, when gambling mechanics are not implemented in a fair and reasonable way. Proper feedback and experience is the best way to ensure players can favorably progress in the game as well as developers and publishers can generate revenue with minimal risks.





## ***MONSTER HUNTER : RISE***

Set in the ninja-inspired land of Kamura Village, explore lush ecosystems and battle fearsome monsters to become the ultimate hunter. It's been half a century since the last calamity struck, but a terrifying new monster has reared its head and threatens to plunge the land into chaos once again. Hunt solo or in a party with friends to earn rewards that you can use to craft a huge variety of weapons and armor. Brand new gameplay systems such as the high-flying 'Wire Action' and your canine companion 'Palamute' will add exciting new layers to the already robust combat that Monster Hunter is known for.

## ***IT TAKES TWO***

Embark on the craziest journey of your life in It Takes Two, a genre-bending platform adventure created purely for co-op. Invite a friend to join for free with Friend's Pass\* and work together across a huge variety of gleefully disruptive gameplay challenges. Play as the clashing couple Cody and May, two humans turned into dolls by a magic spell. Together, trapped in a fantastical world where the unpredictable hides around every corner, they are reluctantly challenged with saving their fractured relationship.







## ***CRASH BANDICOOT 4: IT'S ABOUT TIME***

The devious villains Neo Cortex and Dr. N. Tropy have finally escaped their interdimensional prison, leaving an evil scientist-sized hole in the universe. Now they've got their eyes set on not only simply conquering this dimension, but all dimensions, and it's up to Crash and Coco to save the day. N. Sanity Beach is where Crash's adventure first started, and where it begins in Crash 4. But there have definitely been changes since players first saw N. Sanity Beach all those years ago, and throughout Crash 4 you'll notice changes to gameplay and even the art style.

## ***PLANT VS. ZOMBIES: BATTLE FOR NEIGHBORVILLE***

Now on Nintendo Switch, tackle hilarious missions and defeat epic bosses in the Weiriding Woods, Mount Steep, and Neighborville Town Center to collect medals and unlock outrageous outfits. Party with up to three friends and goof around in Giddy Park or dive into some 8v8 multiplayer in Turf Takeover, vanquishing opponents, blasting gnome bombs, bouncing on pink ooze – it's the most fun you'll have since sliced bread.







## ***HARVEST MOON : ONE WORLD***

Trek across beaches, the desert, and even a volcano in the latest entry into the long-running Harvest Moon series! The Harvest Goddess has gone missing, and it's up to you to help bring her back! Along the way, you'll come across cows, sheep, camels, and even reindeer! Dig in, because in this game, the world is literally your oyster!

## ***OVERCOOKED : ALL YOU CAN EAT***

The Peckish have risen again and it's your job to satisfy their hunger, are you ready to save the world again? Overcooked! All You Can Eat is a chaotic cooking game where players need to work together (or alone) to serve as many dishes as they can before the timer runs out. Travel through the land cooking up a variety of recipes in evolving and dynamic kitchens.







## ***PUYO PUYO TETRIS 2***

Two Legends Reunite for the Ultimate Puzzle Match.

Japan's beloved puzzle game series Puyo Puyo and the world-renowned Tetris® game franchise have teamed up again to deliver even more Puyo-popping and Tetrimino-clearing fun!

## ***STORY OF SEASONS : PIONEERS OF OLIVE TOWN***

Welcome to Olive Town, a peaceful community established by your trailblazing grandfather and his friends. Now that you've taken over his farm, it's your job to carry on his legacy. Plant crops, raise animals, build relationships, and get to know the residents of your new home in this brand-new entry in the STORY OF SEASONS series!







## ***JACK JEANNE***

The game takes place in a performing arts school called the Univers Opera School. Since the game is an otome, players take on the role of Kisa Tachibana, a female who is forced to hide her identity in the all-men's school. Tachibana hopes to re-ignite her passion for the theater by attending the opera school. Most of the game's focus is on Tachibana's participation in the final and most important show of the year, all the while trying to keep her identity a secret.

## ***BALAN WONDERWORLD***

A wondrous action platformer game themed around the Balan Theatre. Led by the enigmatic maestro named Balan, the stars of the show Emma and Leo will use special abilities from a multitude of characterful costumes as they adventure in the bizarre and imaginary land of Wonderworld. Here memories and vistas from the real world mix with the things that people hold dear. Twelve different tales await our stars in the Wonderworld, each with their own unique quirks. They will explore all corners of these labyrinthine stages, filled with a myriad of tricks and traps, to get to the heart of each story.





# CAN'T DRIVE THIS



## ***CAN'T DRIVE THIS***

Can't Drive This is a competitive co-op (it's a thing) multiplayer party racing game. Drive your monster truck WHILE your friend builds the road in front of you! Oh, and don't go too slow, OR YOU'LL EXPLODE! Like in that Sandra Bullock movie, in which she kinda does the same thing, but on a bus. Also, she doesn't explode (Spoiler alert). Also, Keanu Reeves was in the movie.

## ***YAKUZA: LIKE A DRAGON***

Yakuza: Like A Dragon sees the long running Yakuza franchise introduce new protagonist Ichiban Kasuga, and go turn-based for the first time. From the colorful characters, politics infused storyline, and heaps of weird and wonderful substories, it's very much in the same vein as its predecessors. With the main battle system getting a total revamp though, it also feels like something fresh and new. Whether you're a new-comer to the series or are a Yakuza veteran and want some guidance across the whole game or are just here to look up some specific info, this guide has everything you need to get everything you can out of your Yakuza: Like A Dragon playthrough.



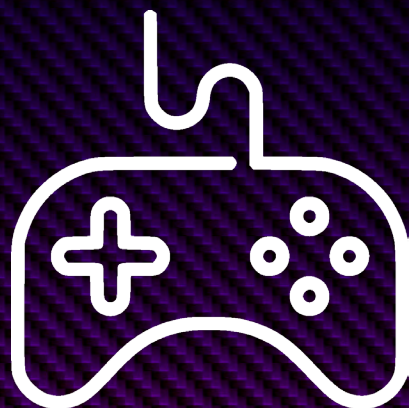


# Tired of endless work and Zoom calls?



Keep an eye out for  
upcoming events!

or speculate in the Discord what you think is coming...







# Credits

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**AS WELL AS THE CGD CLUB MEMBERS**