Gaming

The Global Gaming Landscape

The gaming industry has evolved significantly from its humble beginnings, transforming from a simple pastime into a global industry. It has impressively dwarfed its cinematic and musical counterparts. Global revenue generated by the gaming industry is greater than the global revenue generated by the music and movie industries combined.[1]

> *I happen to believe that video games will be the largest sport and entertainment in the world. The reason for that is that a video game can be every sport. You can be anybody.*
> *- Jensen Huang, Nvidia Founder*

The revenue of the gaming industry is estimated at USD 244.22 billion in 2024, and is expected to reach USD 397.21 billion by 2029, growing at a CAGR of 10.17%.[2] Growth is being driven by increased internet connectivity, smartphone adoption, increasing popularity of mobile gaming, the rise of esports, and the development of new platforms such as the metaverse and technologies such as virtual reality (VR) and augmented reality (AR).

With over 3 billion gamers worldwide - over a third of the world's population - it is no surprise that the gaming market continues to go from strength to strength.[3] The average revenue per user (ARPU) is forecasted to be USD 816.30 in 2024.[4]

Akin to the number of gamers, the Asia Pacific region is expected to hold just over half of the gaming industry market share, with countries such as South Korea, China, and Japan demonstrating exceptionally high growth potential.[5]

The gaming industry began in the 1950s with early computer experiments like Tennis for Two (1958) and evolved in the 1960s with mainframe games such as Spacewar! (1962). The 1970s saw the rise of arcade games with Pong (1972) and the introduction of home consoles like the Atari 2600 (1977). The 1980s, known as the golden age of arcade games, featured classics like Pac-Man (1980) and Donkey Kong (1981), and Nintendo's NES (1985) revitalized home gaming. The 1990s brought 3D graphics with Doom (1993) and new consoles like Sony's PlayStation (1994) and Nintendo 64 (1996).[6]
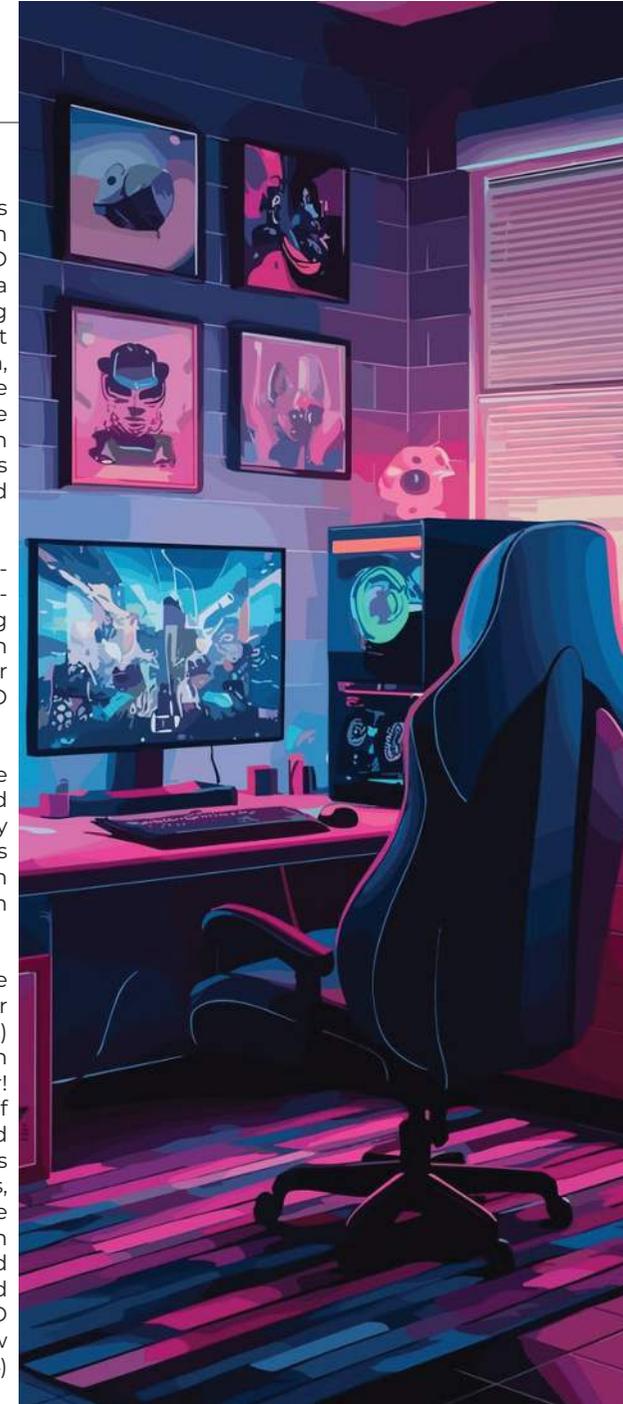
[1] Arora, K. (2023). The Gaming Industry: A Behemoth With Unprecedented Global Reach. Forbes. Retrieved from https://www.forbes.com/sites/forbesagencycouncil/2023/11/17/the-gaming-industry-a-behemoth-with-unprecedented-global-reach

[2] Gaming Industry Growth - Market Share & Size. (2024, July 24). Retrieved from https://www.mordorintelligence.com/industry-reports/global-gaming-market
[3] ibid.
[4] Games - Worldwide | Statista Market Forecast. (2024, May). Retrieved from https://www.statista.com/outlook/amo/media/games/worldwide
[5] Global Insights Report - Google for Games. (2024, July 24). Retrieved from https://games.withgoogle.com/reports/insightsreport
[6] Omri Wallach, The History of the Gaming Industry in One Chart, World Economic Forum, November 27, 2020, https://www.weforum.org/agenda/2020/11/gaming-games-consels-xbox-play-station-fun/.

| Decade	Advancements
1950s	Inception of Computer Games: Early experiments with computer games; "Tennis for Two" created by William Higinbotham in 1958.
1960s	Mainframe Games: "Spacewar!" developed in 1962 at MIT; rise of mainframe computer games in universities.
1970s	Arcade and Home Consoles: Birth of arcade games with "Pong" (1972); Atari releases the Atari 2600 in 1977.
1980s	Golden Age of Arcade Games: Classics like "Pac-Man" (1980) and "Donkey Kong" (1981); Nintendo's NES (1985) revitalizes home gaming.
1990s	3D Graphics and CD-ROMs: Introduction of 3D graphics with "Doom" (1993); Sony's PlayStation (1994) and Nintendo 64 (1996) revolutionize consoles.
2000s	Online Gaming and HD Consoles: Rise of online gaming with Xbox Live (2002); HD gaming with Xbox 360 (2005) and PlayStation 3 (2006); mobile gaming emergence.
2010s	VR, Indie Games, and Esports: growth of indie games; popularity of VR with Oculus Rift (2012); major eSports events; success of mobile games like "Angry Birds" (2009) and "Pokémon GO" (2016).
2020s	Cloud Gaming and Cross-Platform Play: Expansion of cloud gaming services (e.g., Google Stadia, Xbox Cloud Gaming); increased cross-platform play; rise of subscription services like Xbox Game Pass.
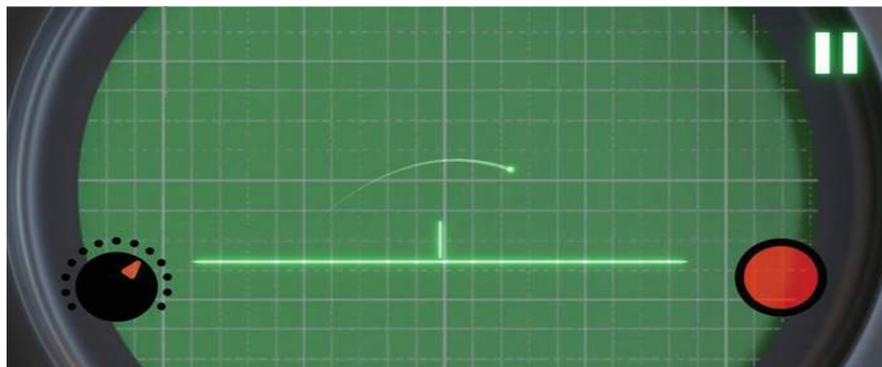
The 2000s saw the rise of online gaming with Xbox Live (2002), HD gaming with Xbox 360 (2005) and PlayStation 3 (2006), and the emergence of mobile gaming. The 2010s marked the growth of indie games, VR with Oculus Rift (2012), major Esports events, and successful mobile games like "Angry Birds" (2009) and "Pokémon GO" (2016). In the 2020s, cloud gaming services such as Google Stadia and Xbox Cloud Gaming expanded, cross-platform play increased, and subscription services like Xbox Game Pass rose in popularity.[7]

The gaming industry has since then greatly enhanced the realism and interactivity of games, making games more immersive and engaging, contributing to the industry's explosive growth. Prominent examples of games with engaging and highly realistic graphics include The Last of Us II and Cyberpunk 2077.

Every age has its storytelling form, and video gaming is a huge part of our culture. You can ignore or embrace video games and imbue them with the best artistic quality. People are enthralled with video games in the same way as other people love the cinema or theatre.
- Andy Serkis, English actor and filmmaker
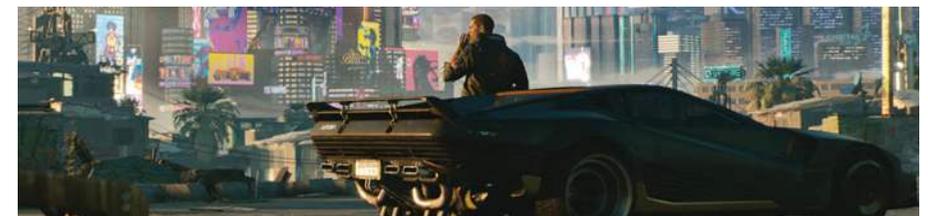
A Paradigm Shift

Prior to the 2000s, gaming was often dismissed as a time wasting activity that encourages laziness, violence, and social isolation. However, the narrative around gaming began to shift with the rise of esports aka competitive gaming. Esports emerged in the late 1990s with games like StarCraft and Counter-Strike. These events have since showcased gaming's legitimacy, attracting millions of viewers and significant sponsorships. Esports tournaments now offer large prize pools, with top players earning lucrative contracts and endorsements, rivaling traditional sports athletes. In

7 *ibid.*

2023, Dota 2 had the largest prize pool at USD 29.56 million, followed by Fortnite with USD 19.11 million and PUBG Mobile with USD 15.94 million.[8]
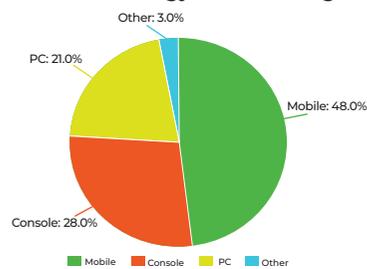
The first Esports world cup was held in 2024. Top male Esports players N0tail, JerAx, and Ana have collectively earned over USD 19.69 million, with N0tail leading at USD 7.18 million. Among top female players, Scarlett, Liooon, and Mystik have earned a combined total of USD 807,870,[9] with Scarlett holding the highest earnings at USD 443,810. The livestream gaming audience is over 1 billion in 2024, surpassing certain sports industries entirely, and will soon compete with major traditional sports.[10]

Gaming Platforms

Currently, the gaming market compasses wide range of products, including mobile, console and PC games, among others. As of 2023, the gaming industry is primarily dominated by mobile games, holding approximately 48% of the total market share.[11]

This dominance is driven by the widespread accessibility of smartphones, the popularity of free-to-play and multiplayer games, and continuous advancements in mobile technology. Console games make up about 28% of the market. While the growth rate for console games is relatively stagnant compared to mobile games, they remain popular due to their high-quality graphics and immersive gameplay experiences. PC games account for about 21% of the market. The PC gaming market has seen significant growth, driven by strong performances from multi platform publishers and a resurgence in PC-first game releases.[12]

Mobile gaming continues to drive the industry's growth, with nearly 88 billion mobile game downloads in 2023 alone. In terms of engagement, players on average spend 4.2 hours daily on mobile games.[13]

For the console gaming market, the PlayStation 5 led sales in early 2023, followed by the Nintendo Switch and Xbox Series X/S. PC gaming is also robust, with its market projected to grow to USD 46.7 billion by 2025.[14]

Other: 3.0%
PC: 21.0%
Mobile: 48.0%
Console: 28.0%

Mobile ■ Console ■ PC ■ Other

However, regardless of platform, the digital transformation is evident as 89.55% of games sold in 2023 were digital downloads.[15] 85% of the top grossing apps are games.

In-game purchases have become a significant revenue stream, with global spending expected to exceed USD 74.4 billion by 2025. According to a PwC report, gaming revenues are going to keep rising driven by higher investment in in-app advertising.[16]

Future Trends

The gaming industry has also seen a surge in Play2Earn (P2E) games, merging blockchain technology with gaming. Originating in 2013 with Hutercoin, these games have gained popularity, boosted by the rise of NFTs and cryptocurrency trading. Titles like Job Tribe, featuring NFT artwork collection, highlight blockchain's growing influence in gaming.

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Another key trend in the gaming market will be shaped by the immersive experiences offered by VR casinos and live dealers, allowing users to feel like they are in a real-life casino.

Social integration with gaming has become commonplace. Companies like Meta, Google and Tencent (which operates WeChat) blur the lines between games and social apps, recognizing the potential to monetize large, socially inclined audiences and are now finding ways to enter the gaming arena.[18]

The concept of metaverse, along with advancements in virtual reality (VR) and augmented reality (AR), promise to create more immersive, interactive, and social gaming experiences, are set to significantly shape the industry's landscape.

> *The gaming industry is a powerful platform for storytelling, creativity, and community-building, transcending borders and cultures in ways few other industries can.*
> *- Tim Sweeney, CEO, Epic Games*

[8] GilPress. (2024). Top Esports Statistics 2024 – Market, Growth, Viewership. What's The Big Data? Retrieved from https://whatsthebigdata.com/esports-stats
[9] ibid.
[10] Tooker, L. (2024). Tuning in: Esports vs Sports Viewership shifts further going into 2024. Esports. Retrieved from https://www.esports.net/news/esports-vs-sports-viewership
[11] Shapiro, J. (2013). 4 Reasons Video Games Are Good For Your Health (According To American Psychological Association). Forbes. Retrieved from https://www.forbes.com/sites/jordanshapiro/2013/11/27/4-reasons-video-games-are-good-for-your-health-according-to-american-psychological-association
[12] Gaming Industry Growth - Market Share & Size. (2024, July 22). Retrieved from https://www.mordorintelligence.com/industry-reports/global-gaming-market

[13] Astle, A. (2024). 2023 saw record highs in time spent on mobile and almost half a million app installs every minute. PocketGamer.biz. Retrieved from https://www.pocketgamer.biz/2023-saw-record-highs-in-time-spent-on-mobile-and-almost-half-a-million-app-installs-every-minute
[14] Mascellino, A. (2024). 70+ Video Game Statistics You Need to Know in 2024: Market Growth, Emerging Trends, and More. Techopedia. Retrieved from https://www.techopedia.com/video-game-statistics
[15] ib[16] PricewaterhouseCoopers. (2024, July 24). Perspectives: Global Entertainment & Media Outlook 2024–2028. Retrieved from https://www.pwc.com/gx/en/issues/business-model-reinvention/outlook/insights-and-perspectives.html
[17] Gaming Industry Growth - Market Share & Size. (2024, July 24). Retrieved from https://www.mordorintelligence.com/industry-reports/-global-gaming-market
[18] How the Video Game Industry Is Changing. (2024, July 24). Retrieved from https://www.investopedia.com/articles/invest-ing/053115/how-video-game-industry-changing.aspid.

Coming of Age of the Gaming Industry in Pakistan

While China and the US dominated the gaming market in 2021, accounting for about half of the global gaming and eSports revenue, future growth is expected from countries with growing populations like Pakistan and Turkey. A report by PwC predicts that the games market will expand fastest in Turkey, with average annual growth of 24.1% between 2021 and 2026, followed by Pakistan at 21.9%, and India at 18.3%.[19]

As of 2024, Pakistan boasts a thriving gaming ecosystem comprising 257 game development companies, 300 game studios, and a talented pool of over 12,000 game developers.[20] The gaming industry in Pakistan, now valued at over USD 200 million[21] has demonstrated its significant growth and vast potential.

The AGG (Animation, Graphics, Games) combined contributes 10.5% to the total IT export revenue. Export revenue has seen upward mobility, with more companies moving into higher revenue ranges of over USD 1 million. Dominated by exports, which account for 85% of the total revenue, the sector is heavily driven by product-based companies. The industry primarily garners revenue from North America and Europe, experiencing a remarkable growth rate of approximately 125%.[22] Additionally, 43% of companies have an international presence, with 29% operating in the UAE, contributing to sustained export revenue, while other significant markets include the USA (11%), UK (5.6%), and Germany (5.6%).[23]

Pakistani-developed games are gaining international traction, with downloads growing by 258% from 2018 to 2021.[24]

Pakistani Games on the Global Stage

Pakistan's gaming and animation industries have evolved significantly over the past two decades.

Around the year 2000, three major game-production studios were founded: Trango Interactive and Fork Particle in Islamabad, and Wireframe Interactive in Lahore. In addition to working on their own projects, such as indie PC titles and mobile games, these studios also developed high-profile and high-budget content for major publishers including Sega, THQ, Midway, Eidos Interactive, and Sony.[25]

Another Lahore-based company, Game View Studios, has had the credit of producing some top playstore and app store titles such as 'Tap Ranch', 'Tap Fish', and 'Tap Town', and has been acquired by one of the renowned gaming companies in Japan - DeNa, in 2010.[26]

Another notable milestone was the establishment of Mindstorm Studios in 2005, which pioneered game development in the country. Mindstorm Studios launched "Whacksy Taxi", which shot to number one on Apple's AppStore in over 25 countries; "Mafia Farm" in 2012 and "Cricket Power", the official game of the 2011 World Cup.[27] More recently, their portfolio houses some of the most iconic & wildly popular titles like Hexa Sort, Bloom Sort, Tile Garden and Pro Golf. Pro Golf Game by Mindstorm Studios features innovative ball flight and roll physics, skill-based putting where players read the greens to win big.

Founded in 2010, weRplay's game 'Dream Chaser' was published by

[19] PricewaterhouseCoopers. (2024, July 24). Perspectives: Global Entertainment & Media Outlook 2024–2028. Retrieved from https://www.pwc.com/gx/en/issues/business-model-reinvention/outlook/insights-and-perspectives.html
[20] Pakistan Animation, Graphics and Games Ecosystem Report 2022-23 - P@SHA. (2024, March 25). Retrieved from https://www.pasha.org.pk/publications/pakistan-animation-graphics-and-games-ecosystem-report-2022-23
[21] Pakistan Animation, Graphics and Games Ecosystem Report 2022-23 - P@SHA. (2024, March 25). Retrieved from https://www.pasha.org.pk/publications/pakistan-animation-graphics-and-games-ecosystem-report-2022-23
[22] Nabil Tahir, Tribune. (2022). Let the games begin! Tribune. Retrieved from https://tribune.com.pk/story/2365284/let-the-games-begin-1
[23] Ibid.

[25] International Games Developers Association, Chapter Spotlight: IGDA Pakistan, December 5, 2018, https://multibriefs.com/briefs/igda/IGDA120518.php.
[26] Irfan Husain, Pakistani Game Developers working in Giant Companies, pakwired, March 28, 2015, https://pakwired.com/pakistani-game-developers-working-in-giant-companies/.
[27] Afp. (2014). Gaming industry breaks cultural barriers. DAWN. Retrieved from https://www.dawn.com/news/1091602

Chillingo, with 5 million downloads, and categorized as 'New & Noteworthy' and 'Best New Games' by Google and Apple stores. Their games like "Lost Twins 2" and "Explottens" have won international awards.[28]

Caramel Tech (now Revolving Games), established in 2011, has partnered with studios like Halfbrick and Kabam, for the development of mega-hits such as 'Jetpack Joyride' and 'Fruit Ninja'.[29] It has also been able to develop strong partnerships with some other big names in the international gaming industry such as Scopely, Electronic Arts (EA), and Big Fish Studios.[30]

Tintash has developed games for major studios such as Halfbrick, iWin, Playfirst, Digital Chocolate, and Sandlot Games. Likewise, GenITeams, a Lahore-based gaming business, is an award-winning game and mobile app development company that has also been rated among the top Asian companies by Red Herrings (2012).[31]

WonderTree, supporting children with disabilities, was selected by UNICEF

and Google's accelerator.[32] Individual developers like Shahmeer Chaudhry, Farhat Salim, and Shahid Ahmed have also made significant impacts, with achievements in notable games and awards. In 2020, Pakistan's gaming industry attracted VC interest with Sarmayacar investing USD 1 million in Revolving Games, which has its only offshore studio in Lahore. Following a USD 12 million investment round, Revolving Games secured an additional USD 25 million in September 2022, led by Pantera. Capital, to develop Web 3.0 games.[33]

Paul Veradittakit, General Partner at Pantera Capital said, "Web3 gaming is one of the most innovative and rapidly developing sectors within the crypto industry, and we're proud to be in the vanguard of this digital revolution."[34]

In Pakistan, hypercasual, casual, and midcore games are the predominant categories among game development companies. Among the various genres, shooter and racing games are the most common, while MMORPGs, card games, and sports games are less frequently developed.

[28] Techhouse Games, Top 5 Game Development Companies in Pakistan, May 25, 2021, https://techousegames.com/top-game-development-companies-pakistan/.

[29] House of Pakistan, Mobile Game Development in Pakistan, April 27, 2022, https://houseofpakistan.com/mobile-game-development-pakistan/.

[30] Techhouse Games, Top 5 Game Development Companies in Pakistan.

[31] GenITeam, About Us, https://geniteam.com/aboutus/.

[32] Bashir, O. (2016). Meet the award-winning Pakistanis who create augmented reality games for special children. DAWN. Retrieved from https://www.dawn.com/news/1266059

[33] Betz, B. (2023). Web3 Game Studio Revolving Games Raises $25M in Pantera-Led Funding Round. CoinDesk. Retrieved from https://www.coindesk.com/business/2022/09/09/web3-game-studio-revolving-games-raises-25m-in-pantera-led-funding-round

[34] Games, R. (2024). Revolving Games Completes $13.2m Funding Round for cutting-edge Web3 game development, led by Pantera with Animoca Brands, Polygon and Rockstar Games co-founder Dan Houser. Medium. Retrieved from https://medium.com/@Revolving-Games/revolving-games-completes-25m-funding-round-for-cutting-edge-web3-game-development-led-by-pantera-418eb9c4d461

These categories are closely followed by the development of core games, reflecting a comprehensive and versatile approach within the industry.

Companies in Pakistan develop games across multiple platforms, including mobile, PC, console, and AR/VR. Mobile games are the most popular, being easier to develop and catering to a broader market; 70% of mobile game companies self-publish their games, primarily on Google Play and the App Store, while 26% partner with publishers. PC games are the second most popular, with 34% of companies developing for this platform, though high development costs and risks are associated with limited investment and skilled resources. AR/VR games represent a high-risk, high-reward segment, with 90% of companies developing for multiple platforms rather than focusing exclusively on AR/VR. Console games are the least popular, with companies primarily providing related services rather than publishing on platforms like PlayStation or Xbox.[35]

These companies showcase Pakistan's potential in gaming and animation through innovative storytelling, strategic partnerships, and leveraging local talent. The industry is on a promising trajectory, fueled by youthful demographics, technological advancements, and governmental support.

In 2022, Google launched Think Games - a thought leadership and knowledge-sharing event for game developers, to nurture the country's gaming industry. Another initiative, the Gaming Growth Lab (GGL) for game development companies, offers direct support and mentorship from Google experts. These proved to be huge successes. For instance, a gaming studio - MicZon - was able to record 35% higher downloads of their designed apps following graduation from the Gaming Growth Lab. Additionally, Google hosted an online event for game developers attended by 1,600 participants.

[35] Pakistan Animation, Graphics and Games Ecosystem Report 2022-23 - P@SHA. (2024, March 25). Retrieved from https://www.pasha.org.pk/publications/pakistan-animation-graphics-and-games-ecosystem-report-2022-23

In September 2022, metAsia Celebs, a UAE-based startup, launched Pakistan's first Metaverse club, providing metaverse and NFT services to artists and musicians. In April 2024, six Pakistani companies and a 30-member delegation attended the Game Developers Conference (GDC) in the USA, Pakistan's primary IT export market.

Mindstorm Studio M-Labs initiative provided Pakistani youth with a platform to develop game development skills. The program offered fellowships and incubation for independent developers.

Narsun Studio is crafting AAA games, metaverse environments, AI technologies, digital twins, and immersive AR/VR experiences that captivate audiences worldwide. They have a portfolio of working with all major sports leagues in the US, such as the NBA, NFL, MLB, NHL, and MLS. They have also had the privilege of working with brands like CocaCola, Ford, Chevrolet, Dunkin' Donuts, Pepsi,

and many more for their interactive brand engagement. Narsun Studio has made history by becoming the first foreign metaverse and gaming studio to be selected under the Ignite Program for establishing its studio and academy in Saudi Arabia.[36]

Finz Games Pakistan has successfully launched several popular titles that have garnered a substantial global following, including sports and fighting games that have been downloaded over 1 billion times across Android and iOS platforms. Notable games from their portfolio include Street Karate, Boxing Star, and Cricket League, each contributing to the studio's reputation for creating engaging and high-quality mobile games.

Epiphany, a management training and consulting firm organizes various events for the gaming industry, including Game Jams to nurture game design and development talent, international conferences focused on learning, networking and global linkages development, other community events promoting cross-sector collaboration and knowledge sharing, and research in both Pakistan and the UAE.

Universities in Pakistan are now offering Bachelor of Science programs in game design and development at several institutions. Before these programs, the PixelArt Games Academy, pioneered game development training in the country. Aptech Media, Game Train and Nexskill offer bespoke courses tailored specifically for game development, designed to cater to various skill levels and specializations within the industry. The startup infrastructure is supported by tech hubs like Plan9 and National Incubation Centre.

	Category	Companies
1.	Mobile platforms	Game Storm Studio, GenITeam Solutions, Mizo Studio, Hazel Mobile, Funsol, Kiwi Creation, Mobify, Terafort, Connect Game Studio, Section Soft, Highbit Games, Tiny Kraken Games, Triminds Studios, Caramel Tech Studios, The Game Storm Studios
2.	Console and PC	Revolving Games, Mindstorm Studios, Rockville Games, Narsun Studio, Big Immersive
3.	AR/VR	Tintash, Big Immersive, Oddsock Concept, Quixel, Optera Digital
4.	Indie Game Dev	Frag Games, Games District, Horizon Games, Games Wing Studio, Gametap Studios, Inspired Square
5.	Broad Games and Content Development	Werplay, Skippy Apps, Aurasoft, Five River Solutions, 9D Technologies, Finz Games

[36] Studios, N. (2023). NARSUN becomes the First Foreign Metaverse and Gaming Studio to Enter Saudi Arabia under the IGNITE Program. Medium. Retrieved from https://narsunstudios.medium.com/narsun-be-comes-the-first-foreign-metaverse-and-gaming-studio-to-enter-saudi-arabia-under-the-e284752146b2

Tintash

Tintash

Established in 2007, Tintash has evolved into a leading software development firm with a diverse portfolio spanning AR, HealthTech, EdTech, Internet of Things (IoT), blockchain, and games. With over 500 successful projects under their belt, Tintash collaborates with unicorns, Fortune 500 companies, and global brands. The firm boasts a skilled team of 150+ professionals across the US, Canada, Norway, and Pakistan.

Specializing in high-quality game development and interactive experiences, Tintash stands out in Pakistan's gaming industry. Their expertise covers mobile, web, and VR platforms, allowing them to craft engaging and innovative solutions.

Notably, Tintash developed Geno, the world's first move-to-earn NFT game, which rapidly grew to over 80,000 active players within six months, achieving an exceptional D30 retention rate of 57% - 25 times the industry average.[37]

Tintash has also reviewed legacy technology for some of Sesame Street's most loved titles, and updated them for best performance and best practices on the latest devices. One of their standout successes is a hyper-casual food cutting game that ranked #3 in the Top Free Games on the USA App Store. Another notable achievement is their nail salon game, which reached #4 in the Top Free

Games on the USA App Store. Their impressive game lineup includes Hero Mages, Ludo Star, 3D Pool Game, My Little Pony, Care Bears, Stick Sports, Gulp, Ball Jam, Haikus Adventure Escape Series.[38]

Primary Products

▶ **Hero Mages**
▶ **Ludo Star**
▶ **3D Pool Game**
▶ **My Little Pony**
▶ **Care Bears**
▶ **Stick Sports**
▶ **Gulp**
▶ **Ball Jam**
▶ **Haikus Adventure Escape Series**

> *For all of our projects, Tintash has worked hard to deliver products on time. I'd argue that the quality of their work puts them above what we could find in Silicon Valley.*
> *-Head of Innovation at Bed Bath and Beyond (Fortune 300 Company)*

37 Ibid.
38 Ibid.
39 Tintash. (2024, July 31). Retrieved from https://clutch.co/profile/tintash#highlights

Revolving Games Inc.

Revolving Games (RG), founded in 2019 is a AAA Web3 blockchain gaming company based in Lahore and San Francisco, specializing in developing scalable massively multiplayer online games (MMOs) with deep strategic elements. The company is pioneering the Play-and-Earn model through a connected metaverse, focusing on decentralized player-owned trading economies and engaging gameplay.

Revolving Games has achieved significant milestones, including raising USD 25 million and partnering with prominent Web3 companies such as Gala Games, Pantera Capital, Animoca Brands, Polygon, Dapper Labs, and Permanens Capital Partners.[40] The company boasts a team of industry veterans who have collectively generated over USD 5 billion in lifetime revenue through successful social games. Notable advisor Dan Houser, co-founder of Rockstar Games, supports RG's vision.[41]

RG's flagship title, Skyborne Legacy, is a decentralized massive multiplayer online role-playing game (MMORPG) inspired by Nintendo classics like Animal Crossing and The Legend of Zelda. Developed by seasoned game developers with experience on blockbuster titles such as Star Trek Timelines and Harry Potter: Hogwarts Mystery, Skyborne Legacy emphasizes social world exploration and trading. The game launched on the Polygon network and represents RG's commitment to creating AAA quality games that compete with the best in the traditional video game industry. RG has also developed a Battlestar Galactica- themed blockchain game in partnership with Gala Games and NBCUniversal, featuring epic space battles and strategic gameplay.

In addition to Skyborne Legacy, RG is developing other core titles, including Hatchlings, a browser-based dragon care game, and Phoenix Flight, a social simulation fantasy adventure game. RG's mission is to build fun and lasting games, leveraging strategic investments and partnerships to create immersive gaming experiences. By integrating with the RCADE Foundation's ecosystem, RG aims to lead the evolution from developer-owned to player-owned gaming ecosystems.

Primary Products

▶ **Battlestar Galactica**
▶ **Hatchlings**
▶ **Skyborne Legacy**

40 Games, R. (2024). Revolving Games Completes $13.2m Funding Round for cutting-edge Web3 game development, led by Pantera with Animoca Brands, Polygon and Rockstar Games co-founder Dan Houser. Medium. Retrieved from https://medium.com/@Revolving-Games/revolving-games-completes-25m-funding-round-for-cutting-edge-web3-game-development-led-by-pantera-418eb9c4d461
41 Ibid.

Frag Games

Frag Games is a distinguished name in the gaming industry renowned for its innovative and high-quality game development. Established with a vision to create immersive and engaging gaming experiences, Frag Games has consistently delivered a diverse array of games for clients worldwide, including Samsung, Ford, Netflix, and Cartoon Network.

One of their notable projects, Kobra and Kai, is an arcade promotional game based on the popular Netflix show, launching with its third season. This beat 'em up game features eight beloved characters from the show. Additionally, Frag Games' 3D team created every asset for an idle-tapper based on Cartoon Network's popular show, Steven Universe. This included assets featuring 30 playable characters and over 40 enemies, showcasing Frag Games' exceptional skill and creativity. Their blockchain-based NFT collectible card game, Gods Unchained, has attracted millions of players and billions in trade volume.

In collaboration with Interdimensional Games Inc (iDGi), Frag Games created Consortium: The Tower, a RPG shooter and sequel to the original Consortium. This game features over six different weapons and ten fire modes with varying tactical values, along with an array of dialogue, stealth, and combat systems, enhancing the immersive gameplay experience. In another collaboration, Frag Games partnered with a professional NBA player to develop 3D basketball courts, cool metaverse avatars, and NFTs for the game Sandbox.[42]

> *Mindscape*
> *We have worked closely with FRAG from the start to develop our farming adventure game 'Life in Willowdale'. It has been an amazing creative journey that we have completed together. FRAG turned out to be very creative and dedicated to go for the maximum result. We are pretty sure that we will continue this journey and grow closer together and reach new, even higher levels!*
> *-Johan Kreek (Life In Willowdale)*

> *Still Alive Studios*
> *Frag Games has proven to be a very reliable and efficient partner over a wide range of projects we worked on together. Their versatility and know-how had them adapt to any of our requests easily and expertly.*
> *Julian Mautner (Bus Simulator 21)*

> *Lacehd Up Games*
> *FRAG built (my game) from the ground up in Unreal Engine. Not only did they get the game running smoothly, but they were also able to greatly reduce both the file size and the load times. I was really impressed.*
> *Lachlan Snell (Alluna & Brie).*

[42] FRAG Games, n.d. https://www.frag-games.com/.

Mindstorm Studios

Mindstorm Studios, established in 2006, is a premier game development company. Partnered with top publishers, they are leading the charge to make Pakistan a mobile gaming powerhouse. As one of the oldest and most established game studios in the country, Mindstorm Studios has created numerous mobile games that have received both critical acclaim and commercial success. Some of their most popular titles include Whacksy Taxi, Cricket Revolution, and Cricket Power. Notably, Mindstorm Studios was nominated for the prestigious International Mobile Gaming Awards in 2012 for Cricket Power.

The company boasts an impressive portfolio, 55 Android apps and 38 Apple apps. With a strong focus on creativity and cutting-edge technology, Mindstorm Studios has produced a variety of successful games that have captivated audiences worldwide, achieving over a billion downloads.[43] Several of their games, including Cricket Power, War Inc. Battlezone, and Mafia Farm, have been featured in Apple's Best New Games category, highlighting their excellence in game design and development.

More recently, their portfolio houses some of the most iconic and wildly popular titles like Hexa Sort, Bloom Sort, Tile Garden and Pro Golf. Pro Golf by Mindstorm Studios features innovative ball flight and roll physics, skill-based putting where players read the greens to win big, all while catering to real-time grass and wind simulation.

Mindstorm Studios' M-Labs initiative offered Pakistani youth a platform to develop game development skills through fellowships and incubation for independent developers.

Primary Products

- ▶ **Hexa Sort**
- ▶ **Bloom Sort**
- ▶ **Tile Garden**
- ▶ **Pro Golf**

[43] Mindstorm Studios - Create, Live, Play. (2024, July 03). Retrieved from https://mindstormstudios.com

GAME DISTRICT

Game District

Game District, founded in 2016 is dedicated to creating outstanding and engaging games that captivate the market. Specializing in casual, RPG, mid-core, and hyper-casual games, Game District also offers comprehensive developer support to ensure project success and integrates digital tools to maximize revenue.

Game District's impressive statistics further highlight its success and impact. With over one billion game downloads, the company has gained the trust of major entities such as the NFL, The Hobbit, Jurassic Park, LEGO, and Outfit7. Game District has published over 345 games and successfully delivered more than 56,000 projects. Serving six Fortune 500
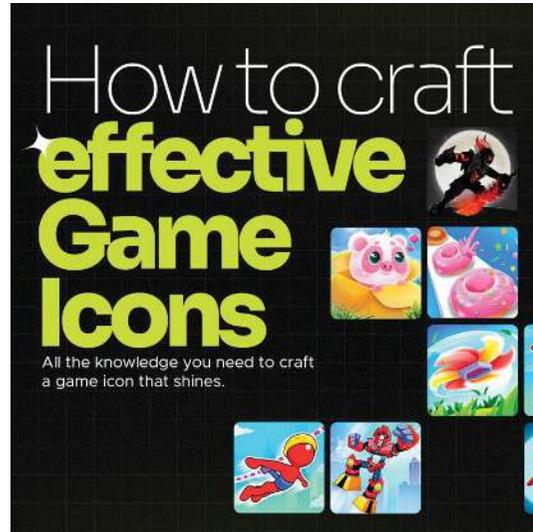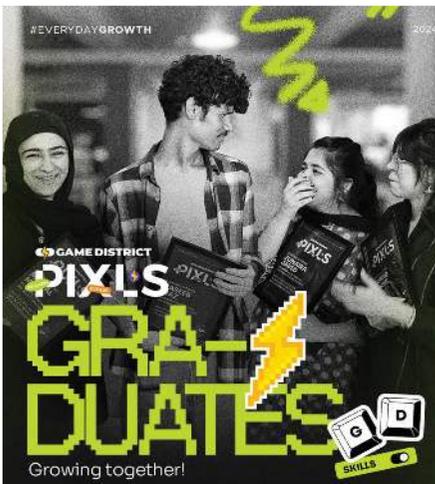
clients, the company has significantly contributed to raising USD 150 million for its clients. Popular game titles from Game District include Lego Juniors, Talking Tom Friends, NFL Kicker 15, My Om Nom, and Dubai Drift 2.[44]

These recognitions underscore Game District's ability to deliver top-tier gaming experiences that resonate with players and critics alike. From initial concept development and storyboarding to crafting user experiences and building viable monetization strategies, Game District ensures that every aspect of game development is meticulously handled.

Primary Products

▶ **Lego Juniors**   ▶ **My Om Nom**
▶ **NFL Kicker 15**   ▶ **Dubai Drift 2**
▶ **Talking Tom Friends**

The Game Storm Studios

The Game Storm Studios is a globally recognized game development and publishing company, renowned for its expertise in mobile games across iOS and Android platforms. Since its inception in 2013, the studio has built a reputation for delivering high-quality, engaging gaming experiences. With a strong presence in the United States, Pakistan, and the UAE, the company has been at the forefront of game development, including AI, augmented reality, and blockchain-based gaming.

The Game Storm Studios has been repeatedly featured by Google Play and other app stores. The Game Storm Studios boasts an impressive portfolio: 1,000+ published games, over 5,000 game ideas generated, and more than a billion downloads worldwide. The company is also making headway in the blockchain and NFT-gaming ecosystem.

The company operates with a team of 300 professionals spread across multiple global locations. Beyond development, The Game Storm Studios specializes in monetization, user acquisition, and data-driven optimization to maximize game performance and engagement.[45]

Primary Products

▶ **Mobile Game Development**
▶ **Game Publishing.**
▶ **Blockchain and NFT Gaming**

Specific Projects

▶ **Farm Day Village Farming**
▶ **Big Little Farms**
▶ **Moto Bike Racing Stunts**
▶ **Cooking Day Restaurant Game**
▶ **Army Commando Survival Mission**

[44] Game District Home - Game District. (2023, August 11). Retrieved from https://www.gamedistrict.co

[45] About Us - The Game Storm Studio. (2024, August 01). Retrieved from https://www.thegamestormstudios.com/about-us

GenITeam Solutions

GenITeam, based in Lahore, Pakistan, is a distinguished game development studio known for creating immersive and engaging experiences across a variety of platforms. Founded in 2015, the company has grown to employ over 200 professionals, bringing more than 180 man-years of experience to the table. Specializing in NFT and blockchain games, mobile and web games, PC and console games, as well as Metaverse, Augmented Reality (AR), and Virtual Reality (VR) technologies, GenITeam is at the forefront of integrating cutting-edge innovations into the gaming industry.

The studio's impressive portfolio includes notable titles such as Real Bike Racing which was featured as a top game on the Google Play Store, Fury Survivor: Pixel Z which was featured as a top game on the Apple App Store. Other notable titles such as Real Bike Racing, a popular mobile bike racing game that has amassed over 10 million downloads on the Google Play Store; Fury Survivor: Pixel

Z, a post-apocalyptic survival game with over 1 million downloads; and Trenches of War, a World War I-themed strategy game for PC.

GenITeam's global impact is significant, with a user base exceeding 100 million. The company has been recognized among the top 100 Asian companies by Red Herring in 2012, further affirming its reputation and industry standing. Trusted by high-profile clients such as PayPal, Dubai Police, Discovery Channel, Emirates Transport, Citibank, and Shell, GenITeam has also partnered with international game publishers and developers including Tap2Play and Gameforge. Their commitment to pushing the boundaries of gaming technology continues to drive their success in delivering innovative and captivating experiences.

Primary Products

▸ **Real Bike Racing**   ▸ **Pixel-Z**
▸ **Trenches of War**

The team provides quick responses and demonstrates knowledge of their field. Director of R&D,
Full Swing Simulators[46]

The quality of their work is solid.
Hekka Fresh Games, LLC

46 *https://clutch.co/profile/geniteam-solutions#reviews*

WeRPlay

WeRPlay is a distinguished digital entertainment studio based in Pakistan, renowned for its innovative and high-quality game development. Established long before game development was a mainstream trend, WRP has been at the forefront of the industry, delivering exceptional games and art. The studio provides a broad spectrum of creative services, including Quality Assurance (QA), 2D & 3D art, video and static ads, content and game design, and game engineering. This commitment to comprehensive services ensures that WRP remains a key player in the gaming industry. WRP's collaborations with top industry players, such as PocketGems, Zynga, Jam City, and Blizzard, underscore their capability to produce outstanding art, engaging content, robust code, and manage live operations for games with millions of daily active users.

WRP's games have been featured in the Apple and Play Store's Editor's Choice, New & Noteworthy, and Best New Games' categories. One of their standout titles, Explottens, exemplifies their expertise with its modern bullet hell, side-scrolling arcade shoot 'em up gameplay, featuring fluid controls, massive explosions, and challenging bosses.

Among their notable projects, Lost Twins II stands out as an engaging puzzle adventure that challenges and entertains players, while Run Sheeda Run offers an exhilarating experience as players join Sheeda, a young boy with big dreams and lightning speed, racing through the lively streets of Pakistan.

WRP's team composition is a testament to its commitment to diversity and excellence, with QA analysts making up 40% of the workforce and a gender ratio of 39% female to 61% male. The studio provides a vibrant environment for over 200 talented artists, content designers, engineers, and QA analysts. This has led to significant recognition, including the Pasha Awards for animation and gender diversity.[47]

Primary Products

▸ **Lost Twins II**   ▸ **Lost Twins**
▸ **Run Sheeda Run**

47 *TechJuice. (2015). Meet the winners of PASHA ICT Awards 2015. TechJuice. Retrieved from https://www.techjuice.pk/pasha-ict-awards-2015/amp*

Big Immersive

Big Immersive is a pioneering technology studio dedicated to expanding the boundaries of immersive media. Established in 2017, the company excels in creating and publishing high-quality content for AR, VR, and gamified storytelling. The studio focuses on platforms such as Oculus, ViVe, Google Play, PlayStation VR, Steam, Day Dream, and WebGL. The company operates globally with offices in the UK, Dubai, and a development studio in Lahore, Pakistan.

Since its inception, Big Immersive has been backed and acknowledged by some of the biggest names in the entertainment industry, has garnered significant accolades and established a reputation for excellence. The studio has collaborated with renowned entities like Virtua, Shelby American Inc., and Kevin Hart's Confessions from the Hart. These partnerships highlight Big Immersive's commitment to delivering top-tier immersive experiences. A recent milestone that brought immense pride to the company and Pakistan was having their logo featured on the Williams

Racing F1 halo ring during the Japanese Grand Prix in 2022.[48]

Big Immersive boasts a diverse portfolio, including over 200 mobile games and several AR/VR projects. Their team of 100+ talented professionals has published three major titles: Agelore's Fantasy, City Traffic Control VR, and Love Cubed VR. Big Immersive's recent venture into WebGL gaming with Jetpack Hyperleague has set a new standard for browser-based games, emphasizing their capability to deliver high-definition graphics and cross-platform multiplayer modes. Additionally, their involvement in international IPs like Godzilla vs. Kong, Lost in Space, and The Godfather demonstrates their broad industry reach and expertise.

Recent games include Space Jump, a thrilling interstellar adventure; Virtua, a metaverse-based immersive platform; and Escape Room, an engaging puzzle game simulating the real-life escape room experience.

Primary Products

▶ **Virtua** ▶ **Space Jump**
▶ **Escape room**

48 BiM made it into Formula 1! (2022, October 20). Retrieved from https://blog.bigimmersive.com/2735-2

Narsun Studios

Narsun Studio is a dynamic startup specializing in metaverse game development, AR/VR experiences, game design, game art, and blockchain technology, utilizing Unreal Engine to craft immersive digital environments. Operating across Pakistan, Saudi Arabia, the USA, and the UAE, Narsun Studio excels in creating innovative digital experiences and cutting-edge technologies for a global audience. Their focus on immersive environments and interactive applications positions them as a leader in the gaming and technology landscape, aiming to revolutionize the industry with their advanced game development and blockchain integration.

Narsun Studio's impressive portfolio includes collaborations with major sports leagues such as the NBA, NFL, MLB, NHL, and MLS. They have also partnered with renowned brands like Coca-Cola, Ford, Chevrolet, Dunkin' Donuts, and Pepsi to enhance interactive brand engagement. Notably, Narsun Studio has made history as the first foreign Metaverse and gaming studio selected under the Ignite Program to establish a studio and academy in Saudi Arabia, marking a significant milestone in their global expansion.

The studio's innovative approach is reflected in its diverse array of products. Their flagship games include Tower Runner, an engaging title that challenges players with its unique gameplay mechanics, and Ape Street Fighter, a dynamic game that offers competitive action and fun. Chilli Swap and Catch Us provide thrilling gameplay experiences, while The Cloud City Metaverse immerses users in a detailed virtual world. In the Play-to-Earn category, Lollipop, and Cloud Grand Prix offer exciting opportunities for players to earn rewards through their engagement.

In the AR/VR domain, Narsun Studio's projects like Rise Of SheerTopia, The Creepy Mansion, LureAR, VR War Simulation, and Freddy showcase their expertise in creating captivating virtual environments and experiences. Reconnect stands out as a notable streaming project, emphasizing their versatility across various digital platforms. With an estimated annual revenue of USD 15.7 million and a revenue per employee of USD 145,000, Narsun Studio's financial strength underscores their effective business model and significant impact in the industry. Their ability to rapidly adapt and deliver exceptional digital experiences continues to set them apart in the competitive landscape.

Primary Products

▶ **Rise of SheerTopia** ▶ **Tower Runner**
▶ **Tiki Tidepool Fishing**

Quixel

Quixel is at the forefront of 3D asset creation, enabling artists to craft high-quality 3D experiences with ease. Operating in over 10 countries, they have developed more than 50 applications and impacted over 100 communities, serving 120+ clients globally. As part of the Epic Games family, Quixel's ecosystem simplifies world creation for games, VFX, and visualization projects.

Quixel's tools have earned acclaim for their unparalleled realism and efficiency. The Megascans library, known for its high-resolution, PBR-calibrated assets, is a staple in the industry. Their achievements include contributing to MPC's Oscar-winning environments and supporting high-profile projects like Resident Evil Village.

Quixel's assets have also been featured in blockbuster films and games, such as The Lion King, Destiny 2, Justice League, Jumanji: Welcome to the Jungle, Black Panther, The Jungle Book, Demon's Souls, and Call of Duty: Black Ops. Quixel's assets are meticulously optimized for various platforms, from mobile to VR and AR.

Quixel offers a robust suite of tools and assets designed for high-quality content creation. Their primary products include Megascans, which provides high-resolution, PBR-calibrated surface, vegetation, and 3D materials; Bridge, a desktop application that streamlines the

connection between Megascans and various tools for effortless asset management and export; and Mixer, a versatile tool for crafting photorealistic, tileable materials through advanced mixing and painting techniques. Additionally,

Quixel offers specialized packs such as the Norway Maple Pack, containing 15 photorealistic tree models, and the Common Hazel Pack, featuring 15 unique tree assets with dynamic shader controls. Their project Ninety Days in Unreal Engine 5 showcased the rapid development of over 40 breathtaking environments, highlighting the efficiency and power of Unreal Engine 5 combined with Quixel Megascans.

Quixel has made a significant mark across various industries with their tools. They have facilitated the creation

of over 50 applications and impacted more than 100 communities. With operations in over 10 countries and a client base exceeding 120, Quixel's influence spans the gaming, VFX, ArchViz, automotive, mobile, VR, and AR sectors.

Their expansive reach and high-quality assets have revolutionized 3D artistry on a global scale. Epic Games announced Fab, a new marketplace uniting features from ArtStation, Unreal Engine, Sketchfab, and Quixel. Launching later this year, Fab will offer 3D models, environments, VFX, sound, digital humans, animations, and more. Quixel's assets will transition to Fab, enhancing access to Megascans.[49]

Primary Products

▶ **Mixer**   ▶ **Megascans**
▶ **Bridge**

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[49] Quixel | 3D world-building made easy. (2024, July 28). Retrieved from https://quixel.com

Oddsock Concepts

Oddsock Concepts, a renowned 2D art studio, is adept in a range of art styles, offering concept art, 2D game assets, and illustrations. Since its inception in 2019, Oddsock has delved into various game genres, including TCGs, MOBAs, and RPGs with themes spanning action-adventure, fantasy, sci-fi, and cyberpunk. Known for its inclusive work environment, Oddsock prides itself on making high-quality game art accessible to both indie developers and larger studios.

Their visually stunning and intricately detailed artworks have set new standards in game design, earning accolades for creativity and quality. Their collaborative approach and commitment to client satisfaction have made them a preferred partner for many game developers and studios.

In just over five years, Oddsock Concepts has made a significant impact with their stunning visuals. They have worked on more than 22 environment illustrations for the cyberpunk-based role-playing game World of Haiku and developed intricate character designs for the Dungeons & Dragons-inspired Dream Realm Storytellers. The studio has helped over 60 clients bring their game visions to life, demonstrating their dedication to quality and creativity. Other work includes creating printable artworks for Dungeons in a Box, a tabletop RPG

campaign; developing the web-based board game Factions of Mora Ora with a mystical medieval aesthetic; and producing character illustrations and portraits for Asobi Spirit, inspired by Dungeons and Dragons.[50]

> *We hired the Oddsock team to create characters and visuals for an upcoming NFT game. We had a great experience.*
> *- Marianna Vilchez, Goodgamer [51]*

> *We have been working with the Oddsock team on some of the illustrations and character designs for our NFT game which is called Forest Knight. They are responsible and listen to our needs and special requests. Communication is quick and pleasant. We are definitely going to continue working with the Oddsock team for our future Art needs.*
> *- Behfar, Forest Knight*

Primary Products

▸ **World of Haiku**
▸ **Dungeons in a Box**
▸ **Factions of Mora Ora**
▸ **Asobi Spirit**

50 (5) Oddsock Concepts: About | LinkedIn. (2024, July 28). Retrieved from https://www.linkedin.com/company/oddsockconcepts/about
51 OddSock. (2024, July 28). Retrieved from https://oddsockconcepts.com

FutureAliti

Futurealiti is a leading software development and industrial automation company based in the USA with operations in Pakistan, Saudi Arabia, and Japan. The company drives technological growth for businesses and industries with client-focused, customer-centric solutions that encompass game development, industrial automation, character design, AR, VR, XR, metaverse, mobile development, web design, and web development. Within a few years, Futurealiti has achieved remarkable milestones, turning ideas into reality and inspiring clients globally.

Established in 2016, Futurealiti has collaborated with over 300 businesses, distinguishing itself with a portfolio of over 50 apps and software available on its own play stores. The company comprises a certified team of more than 50 development and design professionals who excel in turning ideas into reality. Futurealiti offers scalable teams, quick time-to-market solutions, and cost-effective, skilled resources, ensuring efficient project delivery and superior expertise in mobile gaming development. Their unique blend of creativity, technical proficiency, and client-centric approach sets them apart as a leader in the tech industry.

Their gaming works includ Virtual School, which provides interactive

educational experiences, Lord Of Battles: Knight Revenge involves medieval adventure battles, Scary Evil: Possessed House is a horror navigation game, and Toys Sort is a puzzle game for sorting toys.

> *Futurealiti's team was attentive and communicative to fully understand the project and brief. Euan Macdonald biobrx Inc., **United States.**[52]*

> *They really worked hard to make sure the project was executed well. Vini Carvalho.[53]*

Primary Products

▸ **Virtual School**
▸ **Lord of Battles: Knight Revenge**
▸ **Scary Evil: Possessed House**
▸ **Toys Sort**

52 Futurealiti - Best Software Development Company | Testimonials. (2024, July 26). Retrieved from https://futurealiti.com/testimonials
53 Ibid.

Skippy Apps

Skippy specializes in the design and development of VR simulators across various sectors, including the metaverse, entertainment, Esports, architecture, fixed and free roam games, vehicle simulators, industrial training, education, and sustainability. Utilizing platforms like HTC Vive, Oculus Quest, and mobile devices, Skippy delivers innovative and engaging VR experiences.

Skippy's VR simulators include CricVRX, an inclusive cricket game for all ages, and MotoVRX, a thrilling VR bike racing game with multiplayer mode. Last Day on Tower blends physical and virtual realities, while PunchVRX offers dynamic boxing action. Jet Air Strike delivers aerial combat missions, and Thunder Gladiator immerses players in gladiator battles. S3 Future: Sustainable Metaverse focuses on creating a regenerative and sustainable virtual world. These innovative applications enhance engagement and creativity, leveraging platforms like HTC Vive, Oculus Quest, and mobile devices.

Primary Products[54]

▶ **CricVRX - Virtual Cricket**
▶ **MotoVRX - VR Sports Entertainment**
▶ **Last Day on Tower**
▶ **Jet Air Strike - Mission**
▶ **PunchVRX**
▶ **Thunder Gladiator**

54 SkippyApps. (2024, June 06). Creating Digital Spaces into Metaverse. Retrieved from https://www.skippyapps.com/index.html#services

Mixeal

Mixeal is a leading virtual reality software and games company, specializing in creating next-generation training solutions for enterprises. Their expertise spans a diverse range of services, including VR training to enhance team skills, immersive VR games, innovative product visualization techniques, stunning 3D renders and illustrations for architectural visualization, exceptional 3D modeling craftsmanship, and the creation of mesmerizing 3D environments that transform virtual world ideas into true-to-life realms.

Mixeal's projects showcase their proficiency with platforms like VR and WebXR and their skills with Unreal Engine and Playcanvas. Notable projects include Collaborative Training, which enables surgeons, teams, and professionals to train

together virtually, anytime and anywhere; realtime architectural visualization using Unreal Engine for interactive rendering of interior and exterior views, configurable body parts, and varying weather conditions; and converting scenes into real-time rendering with Unreal Engine.

Their flagship products include The Final Overs, a hyper-casual VR cricket game that has captivated a global player base with its immersive gameplay; Vanity Configurator, a 3D web-based product configurator that allows customers to visualize products in detail; and Mixeal Apartment, a trending solution for real estate business owners and consumers, offering realistic architectural visualizations.

Mixeal has completed 188 projects, served 109 clients across 22 countries, while maintaining a 99% satisfaction rate.[57] Their commitment to excellence and innovation in VR technology is reflected in their high client satisfaction and the impactful experiences they deliver. Mixeal continues to push the boundaries of VR technology, delivering transformative and engaging solutions across various fields, from kids' education to medical professional training.

Primary Products

▶ **The Final Overs**
▶ **Vanity Configurator**
▶ **Mixeal Apartment**

Excellent experience! Great communication, fair pricing, honest, great English skills and very skilled Oculus/VR/game/AR Developers. I will most definitely work with them again! **K.Dewitt(US)**[56]

Our first project started very well. Fast communication and awesome VR Skills. We're very happy with the results. I can really recommend this seller. Thanks for the great work. **Raumzeit(Germany)**[57]

56 https://mixeal.com/#
57 Ibid.

Rockville Games

Rockville Games, based in Islamabad, excels in creating high-quality games using advanced tools like Unity, AR, VR, iOS, and more. Whether it is virtual reality adventures or augmented reality challenges, Rockville's games offer unparalleled excitement and enjoyment. Their marketing and mobile game monetization experts help transform game ideas into successful businesses. Their mission focuses on uniqueness and quality, delivering fast and excellent results, and ensuring client satisfaction through their expertise.

The company uses cutting-edge technologies to develop exceptional games, showcasing their skills through a range of successful live projects. Notable titles include Yalghaar: The Game, with over 8.67 million installs, The Glorious Resolve:

Journey to Peace, with over 5.01 million installs, and Jeeto Pakistan, with nearly 2 million installs. Other popular games include Contractor: The Sharp Shooter, King of Kung Fu Fighters, Zoro: Online Multiplayer Dog Racing, Swim Dash, and Na Maloom Afraad 2. These games highlight Rockville's ability to deliver immersive and engaging experiences that resonate with players globally.

Primary Products

▸ **Yalgaar**
▸ **The Glorious Resolve:**
   Journey To Peace
▸ **Jeeto Pakistan**
▸ **ZORO (Online Multiplayer Dog Racing)**
▸ **Na Maloom Afrad 2**

Algoryte

Algoryte is a one-stop solution for Web2 and Web3 game development, virtual reality solutions, metaverse projects, digital twins, and 3D modeling and animation needs. They excel in using advanced technologies like Unity, Figma, iOS, AWS, Android, Polygon, and Photon. With their expertise, Algoryte delivers top-notch projects that meet modern standards. Whether it is creating immersive VR experiences or developing sophisticated games, Algoryte ensures quality and innovation. Their skilled team and strong technical proficiency make them a reliable partner for your digital projects.

Algoryte has been recognized as a top AR/VR development company in Austin for 2024 and as a top immersive events experience company in the same year. These accolades highlight Algoryte's exceptional capabilities in creating cutting-edge AR/VR solutions, immersive events, and innovative virtual shopping experiences. Their commitment to excellence sets them apart in the industry.

Their flagship projects showcase their innovation and creativity. Yetiverse is an engaging metaverse project that allows users to explore and interact in a vibrant virtual world. Battle of the Agnes is an exciting game featuring strategic gameplay and immersive environments. Metaspace For Designers provides a virtual platform for designers to collaborate and create in an innovative space. These projects reflect Algoryte's dedication to pushing the boundaries of technology and delivering exceptional digital experiences.

Working with this team has been an absolute pleasure from start to finish. Their commitment to understanding the scope of our project was evident from the very beginning.What truly sets this team apart is their unwavering dedication to delivering results that align perfectly with their designs. They not only conceptualize exceptional plans but execute them flawlessly. It's rare to find a team that can consistently turn vision into reality, but they have managed to do just that. This team has set a new standard for excellence in their field, and we couldn't be happier with the results they've provided.
Lilia Chehab, Director of Marketing, Trustpilot.[58]

Working with the Algoryte team has been a great experience. Good communication and skilled technicians in their craft. They have also been competent in delivering our project. An overall very pleasant experience.
Tarek C, Head Of Game Design, Trustpilot.[59]

Primary Products

▸ **Yetiverse**   ▸ **Battle of the Agnes**
▸ **Metaspace For Designers**

[58] https://www.algoryte.com/
[59] https://www.algoryte.com/

Optera Digital

Optera Digital offers a wide array of transmedia services designed to captivate and engage audiences across multiple platforms and channels. They build gamified, smart solutions to engage end-users and promote a more sustainable future through smart building management platforms and energy communities using AI and Blockchain technology. Specializing in animations, game development, web solutions, and AR/VR technologies, Optera creates interactive and immersive experiences that resonate with target audiences. Their portfolio also includes the production of art, motion-graphics, and 3D animations, contributing over 1500 minutes for broadcast and social media, enhancing the concept of storytelling through compelling visual media. With over 20 years of experience, Optera Digital has earned a reputation for innovative design and authentic product creation. The studio has been recognized with prestigious awards such as the Nelson Mandela-Graca Machel award for excellence in 3D holographic animation.[60]

Operating in more than 10 countries, Optera Digital has developed over 50 applications, impacting 100+ communities, and serving 120+ clients. Their impressive roster includes Novartis, UK Aid, DFID, the World Bank Group, n, Nestlé, Coca-Cola, and UNDP. Optera offers a broad range of services,

including animations, game development, AR/VR solutions, mobile development, data science, DevOps, blockchain-based solutions, and UX/UI design. Notable projects include the Energi-Con app for energy management, Smart Buildings and Energy Transformation tools for the EU, and Holo-Ads, a metaverse advertising platform recognized as a runner-up for Best Marketing Solutions at the P@SHA ICT Awards.[61]

Optera's game development portfolio includes action puzzle game featuring a cat navigating obstacles, A Tale of Two Cats, another feline-themed action puzzle, Doomage, a ladder-based RPG platformer, E.X.O.S, an apocalyptic adventure game, Samosa Game, addressing gender bias in the workplace, and C-Factor, a recruitment game for the FMCG industry that engaged 34,000 candidates, securing jobs for 500 participants. Optera has also worked with the UNDP Innovation Lab to create gamified solutions for plastics recycling and circular economies. In addition, they introduced games and transmedia strategies to the World Bank ranging from youth demographics to ease of doing business.

Primary Products

▶ **Holo-Ads**
▶ **A Tale of Two Cats**
▶ **UNDP Plastics Recycling**
▶ **Smart Buildings**
▶ **Aaj Kal Ka Zamana**

60 OpteraWebsite. (2023, July 05). Retrieved from https://www.optera.digital
61 Ibid.

Ozi Technology

OZI Technology provides bespoke development, consultancy, and next-gen technology services to global clients with a presence in over six countries, including the UAE, USA, Pakistan, England, Australia, and Hong Kong. Specializing in blockchain development, NFT marketplaces, and advanced game technologies, OZI excels in transforming businesses from clouds to code.
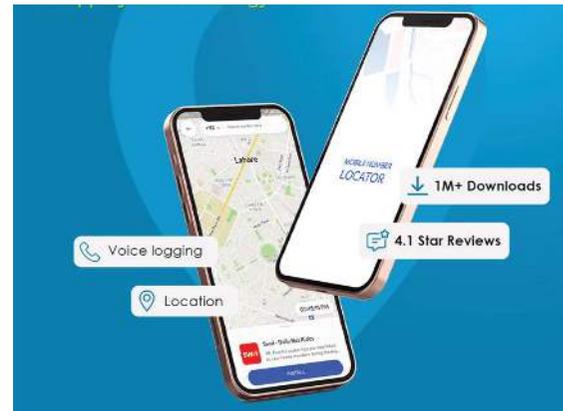
Their core services encompass Blockchain Core Stack, utilizing technologies such as ERC721, ERC1155, Truffle, Hardhat, and OpenZeppelin, across platforms like BSC, Ethereum, and Polygon. They also offer expertise in creating ERC20 and TRC20 tokens, smart contracts, and NFT/DeFi applications, while their backend and cloud solutions are powered by ReactJs, NodeJs, Python

Django, and AWS. OZI Technology is distinguished by its ability to develop blockchain-based games using Unity3D, Unreal, and Cocos2D for iOS and Android platforms.

OZI Technology has earned accolades as a prominent player in the tech industry, being recognized for its achievements in various fields of technology and innovation. Their impressive track record showcases their commitment to delivering top-notch services and solutions that cater to evolving market demands.

With over 1 million daily active users and more than 1,000 live assets, OZI Technology's impact is substantial. The company boasts a professional team of over 500 experts and has achieved over 1 billion downloads globally. These statistics reflect their strong market presence, extensive reach, and seasoned expertise, establishing OZI Technology as a leading player in the tech industry. They are also one of the largest mobile content publishers worldwide, with 100 million monthly active users, further highlighting their influence and success.

OZI Technology offers an impressive array of games spanning multiple genres. In the transforming robots

category, titles like Dino Transform Robot Car invite players to embark on thrilling adventures involving transforming dinosaur robots. The superheroes and crime-fighting genre features high-stakes action in Speed Hero: Superhero, where players take on the role of a superhero to chase down criminals and restore order. For those interested in play-to-earn and simulation, Tiki Tide Pool Fishing provides an engaging fishing experience with rewarding gameplay. Additionally, The Creepy Mansion delivers an immersive and chilling AR/VR adventure set in a haunted mansion, offering a truly captivating experience.

They have a diverse portfolio in NFT. Ozi Technology implemented the ERC721 standard to mint 100-500 unique digital shirts featuring icons like Cristiano Ronaldo, Michael Jordan, and Shaquille O'Neal, available for purchase on OpenSea. They also offer Metaverse 3D games, namely, Genshin and Legends of Xandar, a fantasy RPG set in a mythical world.

Primary Products

▶ **Genshin** ▶ **Hisakata**
▶ **Genshin** ▶ **Creepy Mansion**
▶ **Legends Of Xandar**
▶ **Tiki Tide Pool Fishing**
▶ **NFT Bubble Treasure**
▶ **NFT bubble treasure**
▶ **Monsters truck**
▶ **Upload my NFT**
▶ **Metaverse 3D game**

Horizon Games

Horizon Games is a vibrant and innovative mobile game studio specializing in developing and self-publishing a diverse array of games across iOS, Android, and Windows platforms. With a commitment to remaining independent and focusing on their own intellectual properties, Horizon Games excels in various aspects of game development, including 3D modeling, game design, app store optimization, environment design, and monetization.

Among their notable achievements are the releases of Ryuko - Legend of Shadow Hunter, a captivating ninja-themed game set in medieval Japan, and Takashi - Ninja Warrior, an engaging adventure game featuring Japanese ninja assassins. Horizon Games continues to captivate a global audience with their unique and immersive gaming experiences.

Primary Products

▶ **Ryuoko- Legend of shadow Hunter**
▶ **Takashi - Ninja Warrior**
▶ **Ryuoko- Legend of shadow Hunter**
▶ **Takashi - Ninja Warrior**

Games Wing Studio

Founded in 2014, Games Wing Studio is dedicated to redefining gaming excellence. Specializing in both 2D and 3D game development for iOS, Android, and Windows Phone platforms, the studio is recognized for its innovative games that captivate audiences around the globe. With a skilled team of developers and designers, Games Wing Studio is committed to delivering immersive gaming experiences by utilizing cutting-edge technologies and tools to push the boundaries of gaming technology.

The studio comprises 31 team members who have successfully completed 21 projects, accumulating a total of 1,221 working hours and 159 training hours. Games Wing Studio excels in app development, graphics design, 3D modeling, publishing, and monetization, ensuring top-notch services across various platforms. Their games and applications are widely available online, reflecting their dedication to quality and innovation. Games Wing Studio's portfolio includes a variety of popular titles such as FPS Commando Shooting Games, Bus Simulator - Bus Games 3D, Truck Simulator - Truck Games, Formula Car Stunt - Car Games, Crazy Car Driving - Car Games, and many more. Their extensive range of games demonstrates their versatility and commitment to providing high-quality gaming experiences.

Primary Products

▶ **FPS Commando Shooting**
▶ **Modern Rickshaw Driving**
▶ **Ramp Car Stunts**
▶ **Mega Ramp Stunt Bike 3D**
▶ **FPS Commando Shooting Games**
▶ **Bus Simulator - Bus Games 3D**
▶ **Truck Simulator - Truck Games**
▶ **Formula Car Stunt - Car Games**
▶ **Crazy Car Driving - Car Games**
▶ **Modern Rickshaw Driving Games**
▶ **Ramp Car Stunts - Car Games**
▶ **Bike Racing Games - Bike Game**
▶ **Mega Ramp Stunt Bike Games 3D**
▶ **Farming Games - Tractor Game**
▶ **Car Stunt Racing - Car Games**
▶ **Sniper Games 3D - Gun Games**

Mizo Studio

Mizo Studio is a leading game development house in Pakistan, known for creating world-class 3D games that consistently rank among the top 100 globally. With a strong competitive streak, Mizo Studio has achieved over 200 million user acquisitions in just a few years. The company, based in Pakistan with additional presence in the UK and Singapore, thrives on a work-hard-play-hard culture and is dedicated to original content creation.

Mizo Studio's management boasts global exposure and academic credentials from leading universities worldwide, positioning the company to make a significant mark in the global mobile gaming industry. They have developed over 150 games,

amassed more than 200 million downloads, and are supported by a team of over 100 professionals.

Their portfolio spans various gaming genres, including 3D, action, and arcade. Notable titles include FPS Robot Shooting Games – Counter Terrorist Game, Police Elephant Robot Game Police Transport Games, ATV Quad Bike Racing Games – ATV Bike Stunt Games, Bike Racing Simulator – Real Bike Driving Games, Jet Ski Racing Games: Jetski Shooting – Boat Games, and ATV Quad Bike Racing Simulator: Bike Shooting Game.

Primary Products

▶ **Robot Shooting Games – Counter Terrorist Game,**
▶ **ATV Quad Bike Racing Games**
▶ **Bike Racing Simulator**
▶ **Jet Ski Shooting**

Aurasoft

AuraSoft is a modern and agile gaming company dedicated to offering comprehensive software solutions for startups and investors.

They have managed over 50 promising projects and are supported by a team of more than 15 experts. Their diverse service offerings include game development, web development, digital marketing, 3D product designing, app development, and SEO/ASO optimization.

AuraSoft's flagship products showcase their expertise and innovation. Notable titles include Boat Stunt Racing 3D, Doomsday - You Are the Hope, GearShift Racer: Extreme Escape, Crypto Blast - Bitcoin Beach, and Wolfy Bubble Shooter - POP Gun. Each project highlights AuraSoft's dedication to creating engaging and high-quality gaming experiences.

Primary Products

▶ **Boat Stunt Racing 3D**
▶ **Doomsday - you are the hope**
▶ **GearShift Racer: Extreme Escape**
▶ **Crypto Blast - Bitcoin Beach**
▶ **Wolfy Bubble Shooter - POP Gun**
▶ **Boat Stunt Racing 3D game**
▶ **Doomsday- you are the hope (game)**
▶ **GearShift Racer:Extreme Escape(game)**
▶ **Crypto Blast-Bitcoin Beach**
▶ **Wolfy Bubble Shooter | POP Gun**

Game Tap Studios

Game Tap Studios is a team of dedicated and highly skilled game developers based in Mirpur, Azad Kashmir. Specializing in innovation, creativity, and ease of learning, the studio has leveraged cutting-edge artwork, animation, and advanced 3D simulation technologies to develop over 60 games. With more than 20 million plays on the Google Play Store, Game Tap Studios has been creating and publishing games for over five years, delivering unique and engaging gaming experiences.

Game Tap Studios emphasizes its unique selling points by offering a diverse portfolio of games, including mobile and 3D simulation games. Notable titles include High Ground Sports Bike Sim 3D, Flying Car Real Driving, Flying Car Extreme Simulator, Real Gangster Simulator Grand City, and Police Truck Driver Simulator. These products showcase the studio's dedication to creating immersive and engaging gaming experiences.

Primary Products

▶ **High ground sports bike sim 3D**
▶ **Flying car real driving**
▶ **Flying car extreme simulator**
▶ **Real gangster simulator grand city**
▶ **Police truck driver simulator**
▶ **High ground sports bike sim 3d**
▶ **Flying car real driving**
▶ **Flying car extreme simulator**
▶ **Real gangster simulator grand city**
▶ **Police truck driver simulator**

Level Zone

Level Zone, headquartered in Lahore, Pakistan, is a prominent mobile game developer dedicated to crafting educational and cognitive-enhancing games for children. The studio's portfolio boasts millions of downloads. Level Zone's mission is to impart positive lessons and stimulate intellectual growth among young players.

The company leverages cutting-edge technologies such as artificial intelligence (AI) and virtual reality (VR) to push the boundaries of game development and maintain a strong digital presence. By embracing innovation and exploring collaborative opportunities, Level Zone aims to stay at the forefront of the rapidly evolving gaming industry.

Among their notable games are Princess House Cleaning, Cooking Pasta Food Maker, Kids Car Auto Workshop, and Baby Girl Salon Makeover. Recent additions to their lineup include Racemasters, Furry Frenzy, and Cake Story, showcasing their commitment to expanding their creative horizons and engaging young audiences.

Primary Products

▶ **Racemasters**   ▶ **Furry Frenzy**
▶ **Cake Story**

Spark Game Studios

Spark Game Studios' core services encompass game design and development. Spark Game Studios has achieved remarkable success with their games, accumulating over 3 million downloads on the iOS App Store, 10 million on Google Play, and 10 million on Windows Phone. They have partnered with Chimera Games and Flipwire, enhancing their capabilities and expanding their reach in the gaming industry. Their notable titles include Driving School and House Under Construction, reflecting their commitment to crafting unique and enjoyable experiences for players.

Primary Products

▶ **Driving school**
▶ **House under construction**

Hazel Mobile

Hazel Mobile, based in Lahore, Pakistan, offers mobile game and application development services. With a commitment to transforming creative ideas into captivating digital experiences, Hazel Mobile excels in crafting user-centric mobile applications across iOS and Android platforms.

The studio's diverse portfolio spans several game genres, including action, simulation, racing, and hyper-casual games. Notable titles in their lineup include Modern Tuk Tuk Auto Rickshaw, Crazy Car Driving Simulator 2 – Impossible Tracks, City Coach Bus Simulator and Stunt Bike Racing Tricks 2 – Ramp Bike Impossible. Each game reflects Hazel Mobile's dedication to delivering seamless gameplay experiences while integrating advanced technological features. Their approach to strategic monetization and digital marketing ensures that their creations not only engage users but also achieve significant growth and visibility in the competitive digital landscape.

Primary Products

▶ **Modern Tuk Tuk Auto Rickshaw: Free Driving**
▶ **Crazy Car Driving Simulator 2 – Impossible Tracks**
▶ **City Coach Bus Simulator**
▶ **Stunt Bike Racing Tricks 2 – Ramp Bike Impossible**

Five River Solutions

Five River Solutions (FRS) is a distinguished game development studio dedicated to creating immersive and realistic gaming experiences for passionate gamers. With a focus on user-friendly graphics and innovative gameplay, FRS has become a trusted partner for industry leaders. Their games, which span categories like Simulation, Adventure, Role Playing, and Racing, have amassed millions of downloads and daily active users across app and play stores. Notable for their indie spirit, FRS's creations have been featured multiple times by Apple and Google.

With over 7 years of experience and more than 250 games published, FRS has achieved over 100 million downloads. Their skilled team of professionals has earned them accolades, including an appreciation shield from Agile Pakistan. This

recognition highlights their commitment to excellence and innovation in the gaming industry.

At FRS, developers enjoy the opportunity to work on a diverse array of projects, moving between different genres, styles, and platforms. This dynamic work environment prevents project fatigue and fosters creativity. Key titles such as Wild Werewolf Attack, Robots Battle War, and Thief Robbery Simulator reflect their expertise in creating engaging and varied gaming experiences.

Primary Products

▶ **Wild Werewolf Attack**
▶ **Robots Battle War**
▶ **Thief Robbery Simulator**

Kiwi Creations

Kiwi Creations stands at the forefront of the gaming and virtual experiences industry, specializing in integrating cutting-edge technologies like Blockchain and NFTs into their offerings. Their expertise spans across mobile devices, tablets, PCs, and gaming consoles, providing seamless and innovative gaming experiences. The team is dedicated to transforming Metaverse gaming ideas into unique brands, delivering high-quality content and maintaining a client-focused approach that fosters lasting relationships.

With a track record of excellence, Kiwi Creations has delivered over 100 projects and boasts a team of 50+ full-time developers. Their commitment to innovation is underscored by their participation in significant events such as Leap in Riyadh 2023. The company's end-to-end solutions in game development, with a 99% job success ratio, reflect their dedication to quality and client satisfaction.

Their game Psychonauts 2 won the Game of the year award at the New York Game Awards 2022. Other notable projects: Realm of Legends is a groundbreaking VR adventure game that immerses players in a fantastical world, combining rich graphics with interactive storytelling. Crypto Quest is a play-to-earn blockchain-based game where players can trade NFTs and earn rewards through engaging gameplay. Metaverse Heroes is an expansive Metaverse experience that integrates social interaction with virtual reality, offering a dynamic environment for users to explore and create.

Primary Products

▸ **Psychonauts 2**
▸ **Realm of Legends**
▸ **Cryptoquest**
▸ **Metaverse Heroes**

9D Technologies

9D Technologies is dedicated to crafting exceptional products through rigorous research and development and a comprehensive software development life cycle (SDLC). The company develops Android applications and innovative games with a focus on user friendly experiences and immersive gameplay. They also invest in iOS development to deliver seamless applications within Apple's ecosystem and explore virtual reality. With over 100 successful projects delivered, 50+ full time developers, and more than 3 years of experience, 9D Technologies stands out for its end to end solutions in game development.

Key projects from 9D Technologies include: Galaxy Defenders, an Android Exclusive game that combines strategic defense mechanics with captivating graphics, challenging players to protect their galaxy from alien threats. Mystic Realms VR, a virtual reality game that immerses players in a fantastical world, offering an engaging and visually stunning adventure. Crypto City Rush, an iOS game where players navigate through a futuristic city, collecting digital assets and solving puzzles in a blockchain based environment.

9D Technologies participated in the Dubai Game Expo Summit 2023, powered by Pocket Gamer, showcasing their commitment to the industry.

Primary Products

▸ **Galaxy Defenders**
▸ **Mystic Realms VR**
▸ **Crypto City Rush**

Mobify

Mobify offers over 10 years of experience, specializing in creating purposeful and fun-oriented games alongside highly productive and useful apps. With a reach of 1.2 billion users globally, Mobify has served one-third of smartphone users worldwide with our innovative and user-friendly products.

They offer full-cycle game development services, covering concept art, development, and post-production support. Mobify also offers publishing services to help your game or app reach a global audience. They also offer VFX services to deliver enchanting visuals that captivate and engage users.

Some of Mobify's notable works include Moto World Tour: Bike Racing Highway Rider, a game that offers players the thrilling experience of exploring the world on a motorcycle, allowing them to choose routes between cities across the globe, such as Lahore to Islamabad or Las Vegas to Idaho, and embark on an epic ride.

Another standout title is Yoko ZEN – Kung Fu Master, where players step into the world of martial arts with Yoko ZEN, a charismatic kung fu expert competing in the ultimate fighting tournament to prove his skills and become a legend. Additionally, Pet Hospital lets players manage their own veterinary clinic, treating adorable pets to keep them healthy and happy. For those who enjoy a mental challenge, Brain King presents a series of puzzles and brainteasers designed to sharpen cognitive skills. Lastly, Motorcycle Simulator delivers the excitement of riding a motorcycle, offering a realistic simulator where players can customize their bikes and navigate various terrains.

Primary Products

- **Moto World Tour: Bike Racing Highway Rider**
- **Yoko ZEN – Kung Fu Master**
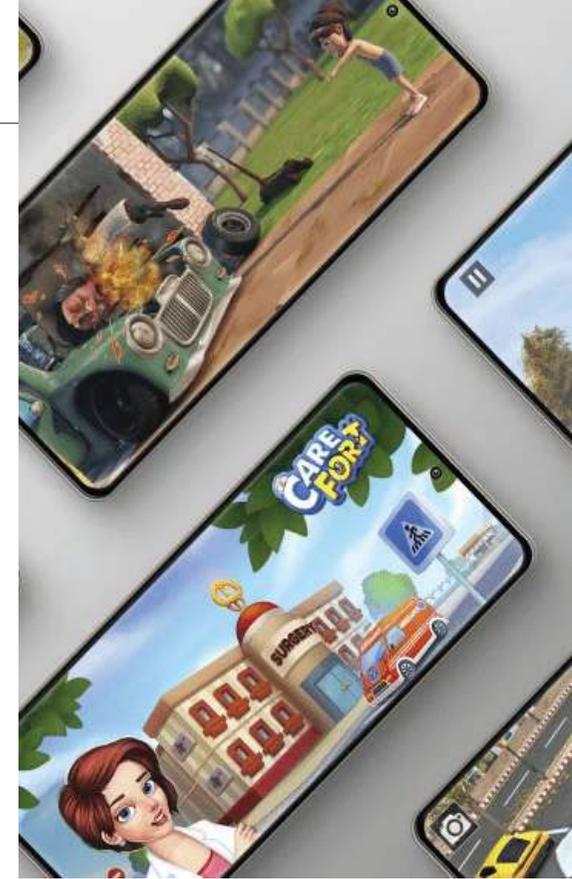- **Pet Hospital**
- **Brain King**

Terafort

Terafort provides services in game development, app creation, telehealth, and business incubation. With a strong commitment to innovation, Terafort supports developers in releasing high-quality games, offering publishing services across major platforms such as Google Play and Apple, and achieving over 300 million downloads with over 50 projects.

The company is also a pioneer in telehealth, creating accessible healthcare ecosystems, and provides a nurturing environment for emerging businesses through its incubation center. Terafort's expertise extends to user acquisition, marketing, game design, full-cycle production, and LiveOps, ensuring top-tier quality and impactful digital solutions.

Beyond development, Terafort is a trusted partner in game publishing, collaborating with developers of all sizes to help them release their games across multiple platforms, including Google Play, Apple, Huawei, Amazon, and Samsung. Their publishing services include real-time analytics, user acquisition, marketing, and full-cycle production support.

With a team of over 100 highly experienced professionals, their portfolio features a diverse array of mobile apps and games, each crafted to deliver immersive and engaging experiences. Notable titles include Mad Scientist, an RPG filled with mystery and intrigue; Caring Souls, a role-playing game centered on life-saving operations; and Prado Parking, a premier parking simulator in virtual reality. Additional highlights include Bike Stunt, a visually stunning racing game, and CareFort, a healthcare simulation where players save lives as Dr. Alice.

Primary Products

- **Mad Scientist**
- **Caring Souls**
- **CareFort**
- **Prado Parking**
- **Bike Stunt**

Inspired Square

Inspired Square FZE is a dynamic game development studio dedicated to creating engaging and innovative mobile games. Inspired Square FZE boasts a diverse portfolio of mobile games that appeal to a wide range of players. With millions of users and high ratings on both the Google Play Store and Apple Store, Inspired Square FZE is a rising star in the mobile gaming industry.

Some of Inspired Square's notable titles include 2248 - Number Game, a captivating twist on the classic 2048 game that offers endless fun and strategic challenges as players aim for the INFINITY number block tile; X2 Blocks - Puzzle Game, a beautifully designed game that enhances cognitive skills through critical thinking and block matching; Dot Knot - Line Puzzle Game, an addictive connection challenge where players connect dots of various colors to master intricate patterns; and Match Me! 3D, a unique 3D matching pairs brain game that combines relaxation with memory and mind skills development. Additionally, Inspired Square offers other popular games such as Match The Number, Merge Space, Spider Solitaire - Cards Game, X Blocks, Merge Hexa, Number Blast, Color Sort, and BlockBuster.

Primary Products
- ▶ **2248**
- ▶ **X2 Blocks**
- ▶ **Dot Knot**

Connect Games Studio

Connect Games Studio, established in 2013, has swiftly risen to prominence in the mobile gaming industry. The studio is driven by a deep passion for gaming and is committed to transforming innovative ideas into engaging mobile games through rigorous research and development. Their mission is to design high-quality games that push the boundaries of the mobile gaming experience, utilizing advanced technologies such as AI and VR to deliver cutting-edge products.

Over the past four years, Connect Games Studio has launched more than 15 Android and 15 iOS games, consistently introducing three new games each month. Their ability to adapt to market trends, cater to diverse user needs, and integrate the latest technologies has fueled their ongoing growth and innovation. Their portfolio includes popular titles such as Race Off – Car Stunt Races Mega Ramps Car Jumping, Four Wheeler Truck Stunt – Monster Truck Games, Sniper Shooter – Gun Game, Sword Fight – American Ninja Fight Shadow Fighting, Go Kart Racing – Crash Cars, Police Car – Cops and Robbers, and Zombie Highway RoadKill – Stupid Zombies Car Game.

Primary Products
- ▶ **Sword Fight**
- ▶ **Police Car**
- ▶ **Zombie Highway RoadKill**

Section Soft

Section Soft, established in 2011, specializes in game, app, and web development services and metaverse solutions for clients worldwide.
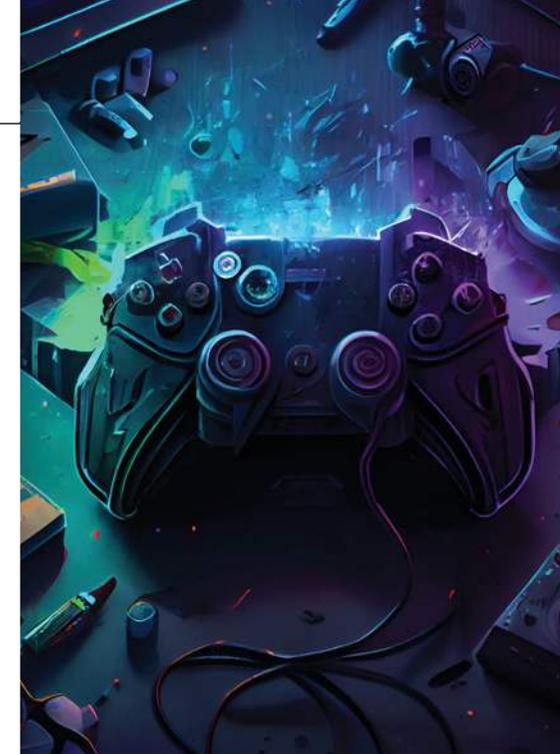
Their games have achieved over 50 million downloads for their games and apps, reflecting their success and influence in the digital space. Notable games developed by Section Soft include Dino Hunting, Bird Hunting, Deer Hunting, Drone Air Strike, and Almaani, a game designed to help users learn Arabic alphabets.

With a mission to provide high-quality solutions across various industries while supporting community growth and education, the company focuses on empowering communities through innovative initiatives such as Cluster, a coworking space for freelancers and creatives, and Everyone, a platform designed to educate individuals in digital skills and promote freelancing opportunities. Section Soft has earned notable recognition for its collaborations with prominent global clients, including the United Nations High Commissioner for Refugees (UNHCR), United Nations Office on Drugs and Crime (UNODC), and the Pakistan Air Force. These partnerships underscore their commitment to delivering impactful solutions on a global scale and have contributed to their reputation as a trusted service provider in the tech industry.

Primary Products
- ▶ **Dino Hunting**
- ▶ **Drone Air Strike**
- ▶ **Almaani**
- ▶ **Bird Hunting**

Finz Games

Finz Games is a leading Game Development and Publishing Studio specializing in creating addictive free-to-play games for mobile, Android, iOS, Steam, and other platforms. With a focus on hyper casual titles, the studio offers coaching, marketing, and monetization support to foster the success and growth of their partners' products. Finz Games has been recognized with an award from the President of Pakistan, highlighting its significant impact and contributions to the gaming industry. Finz Games has achieved over 1 billion total installs across more than 20 hit games. The studio boasts a talented team of over 100 members, continuing to make a substantial impact in the global gaming market.

Finz Games offers a diverse range of engaging titles across various genres. In the action category, players can experience the excitement of Gym Fight, Karate King, and Boxing Star, each delivering intense and dynamic combat challenges. For sports enthusiasts, the studio presents Indoor Futsal, Star Soccer, and Street Soccer, which capture the thrill of competitive gameplay. Fans of simulation games can enjoy the imaginative worlds of Baby Unicorn and Anime Girl Life, offering interactive and immersive experiences. Additionally, Paintball Shooting provides an action-packed experience in the shooting genre, perfect for testing gamers' aiming skills.

Primary Products

▶ **Boxing Star** ▶ **Indoor Futsal**
▶ **Street Soccer** ▶ **Anime Girl Life**

Funsol

Funsol Technologies has been involved in several noteworthy projects across various sectors. For TechTrade, they developed a comprehensive e-commerce platform that ensures seamless online transactions and enhances user experience. They created a robust mobile application for HealthPlus, a healthcare provider, which allows users to book appointments, access medical records, and receive health tips. For EduLearn, they designed and developed a web-based learning management system that supports online education with features like course management, student assessments, and interactive content. Additionally, they built a secure and scalable financial management system for FinServe, facilitating efficient handling of financial transactions and client reporting.

M-Labs

Founded in April 2020 by Mindstorm Studios, Mindstorm Labs (M-Labs) has played a key role in advancing the country's game development ecosystem by launching initiatives that promote sustainable economic growth and provide educational opportunities for young enthusiasts.

M-Labs has engaged around 10,000 individuals through various programs, including the M-Labs Summer Program, which is the largest game-building learning initiative in the country. Over two months, this program has graduated 3,500 students with free training in game design, programming, and arts.

The organization also hosted 15 major game jams, such as the Rookie Game Jam, Winter Game Jam, and Out of Thin Air, involving 1,500 teams and 4,000 participants, who submitted 1,000 games. These events focus on human-centered design, enabling participants to learn from industry professionals and collaborate with diverse peers, aiming to lower entry barriers for aspiring developers.

To foster sustained growth in the industry, M-Labs has partnered with 142 universities across Pakistan. It has improved game development education by training 100 educational leaders from 26 institutions, enrolling 70 student groups in its Final Year Projects (FYP) Program, designing curricula for 10 universities, and assisting in the creation of 2 undergraduate degree programs in game development.

In response to the lack of reliable data on the game development sector, M-Labs, in collaboration with P@SHA, conducted research resulting in the Animation, Games, and Graphics (AGG) Ecosystem Report 2022-23. This report offers a comprehensive overview of the sector's size, capacity, strengths, weaknesses, and future opportunities, serving as a guide for investors, clients, academics, and policymakers.

M-Labs has also worked to increase women's participation in the industry, with initiatives that have raised female representation in their programs to 30%. The documentary "Beyond the Ratio," premiered at the Women of the World Festival 2024, highlights female champions in game development to inspire more women to join the industry.

The M-Labs Incubation Program supports game-building entrepreneurship among Pakistan's youth by addressing knowledge gaps and fostering collaboration among Indie studios and passionate builders, offering business acumen, capital, and mentorship. To date, 79 teams have been incubated, with the game "Parkov" from one incubatee successfully published by Lion Studios.

Highbit Games

Highbit Games is a dynamic and innovative startup creating immersive, visually stunning, and entertaining mobile games. Established just four years ago, Highbit has rapidly earned a reputation for delivering exceptional gaming experiences that transport players to exciting new worlds. With a talented team of creative professionals, the studio continues to push the boundaries of gaming, fostering wonder and excitement through its groundbreaking titles.

With a team of 70+ passionate creators, over 200 games launched, 10 million monthly active users, and more than 100 million downloads in just four years, Highbit Game Studio stands tall in the mobile gaming industry. The studio's unique selling point is its ability to combine visually stunning designs, immersive storytelling, and seamless gameplay to deliver impressive gaming experiences.

Primary Products

▸ **Multiplayer Games**
▸ **Immersive Mobile Games**
▸ **Casual and Hyper-Casual Games**
▸ **Adventure and Story-Driven Games**
▸ **Customized Game Development**

DuoLabz

DuoLabz is a forward-thinking digital studio, seamlessly blending strategy, design, and technology to help progressive organizations unlock their full creative potential. Known for their expertise at the intersection of design and human interaction, they offer a wide array of services, including 2D/3D game development, web and mobile app development, blockchain and e-commerce solutions. Their ability to enhance user engagement through intuitive design and cutting-edge technology makes them a trusted partner in the digital space.

DuoLabz has garnered industry recognition and is a certified Google Partner. Their track record in the SEO arena, coupled with innovative approaches to digital marketing makes them a top choice for companies seeking to elevate their online presence. The firm's collaborations with major cloud providers like AWS, Azure, and Google Cloud further validate their technical prowess and commitment to delivering high-quality solutions.

DuoLabz's results speak for themselves. Their tailored SEO strategies and comprehensive digital solutions have consistently driven significant improvements in client performance metrics. By combining interactive design with smart technology, they offer transformative solutions that are both impactful and measurable.

Primary Products

▶ Game Development:
2D/3D game design & development
Play-to-Earn games

▶ Mobile App Development:
Native and hybrid applications
UI/UX design

▶ Blockchain Solutions:
NFT creation
Smart contracts and DApps

▶ Cloud Services:
DevOps consultancy
Cloud migration and optimization
(AWS, Azure, Google Cloud)

▶ E-Commerce Services:
E-commerce solutions
Web hosting and maintenance

DuoLabz were helpful, insightful, came up with brilliant ideas and improvements. I would 100% recommend them. We are very pleased, and will be doing more projects in the future. Good, honest, fast, pleasant and dependable. Awesome job!
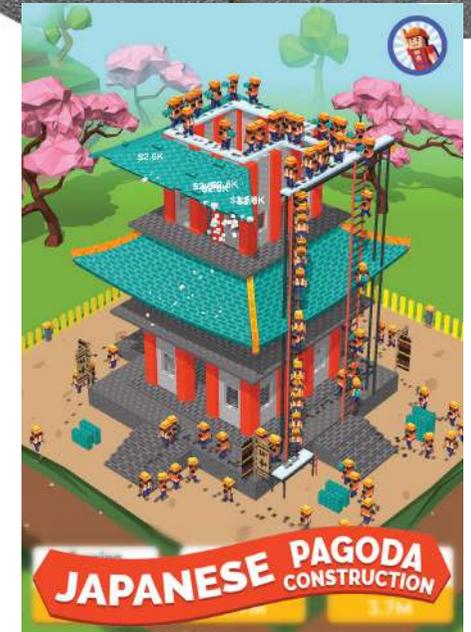*- Nitha,Damita Victoria*

Sablo Studio

Founded in 2016 by Gulfam Asghar, Sablo Studio stands as a strong hyper-casual game publisher. Sablo Studio creates engaging high-quality mobile games that captivate audiences globally while empowering local developers with the resources and expertise needed to succeed on the world stage.

As a pioneer in hyper-casual game publishing, Sablo Studio has played a transformative role in shaping Pakistan's gaming ecosystem. The studio is dedicated to nurturing local talent, guiding developers with a shared vision of delivering impactful and valuable gaming experiences to millions of mobile users worldwide. Through a focus on collaboration and community building, Sablo Studio actively supports the growth of Pakistan's gaming industry by providing publishing services, sharing knowledge, and creating opportunities for developers to thrive.[62]

62 About – sablostudio.com. (2025, January 27). Retrieved from https://sablostudio.com/about

Tiny Kraken Games

Tiny Kraken Games, a division of Kraken Studios, is an award-winning mobile gaming studio known for developing engaging and immersive digital experiences. From casual to hyper-casual and blockchain-based games, Tiny Kraken is setting new standards in mobile gaming.

The studio made its mark early on by securing 1st place in the Google Game Launcher contest, competing against 150 gaming studios. Tiny Kraken has since partnered with leading publishers like Supersonic Ltd., Lion Studios, and Voodoo, delivering high-quality games that captivate audiences worldwide.[63]

With 100+ projects completed and a client base of 80+ satisfied partners, Tiny Kraken Games continues to push the boundaries of game development. Specializing in casual, hyper-casual, NFT, blockchain, tower defense, and racing games, the studio combines creative strategy with cutting-edge technology to craft top-tier digital experiences.[64]

Primary Products

▶ **Mobile Game Development**
▶ **Hyper-Casual Games**
▶ **NFT**
▶ **Blockchain Games**

Specific Projects

▶ **Merge Empress**
A merge puzzle adventure where players restore a grand castle and village.
▶ **Cube Battleship**
A strategic deck-building PvP game with base-building mechanics.
▶ **Care Bears: Hidden Objects**
A family-friendly hidden object game featuring the beloved Care Bears.

63 Tiny Kraken Games. (2025, January 29). Retrieved from https://tinykraken.games/index.php
64 Digital Media Marketing Service - Brand Pie. (2025, January 29). Retrieved from https://tinykraken.games/digital_marketing.php

TALK TO US

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and we'll take it from there.

Also email us for any comments, suggestions or errors in this whitepaper.

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About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Gaming sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in this domain.

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