

# GAMING AND ANIMATION



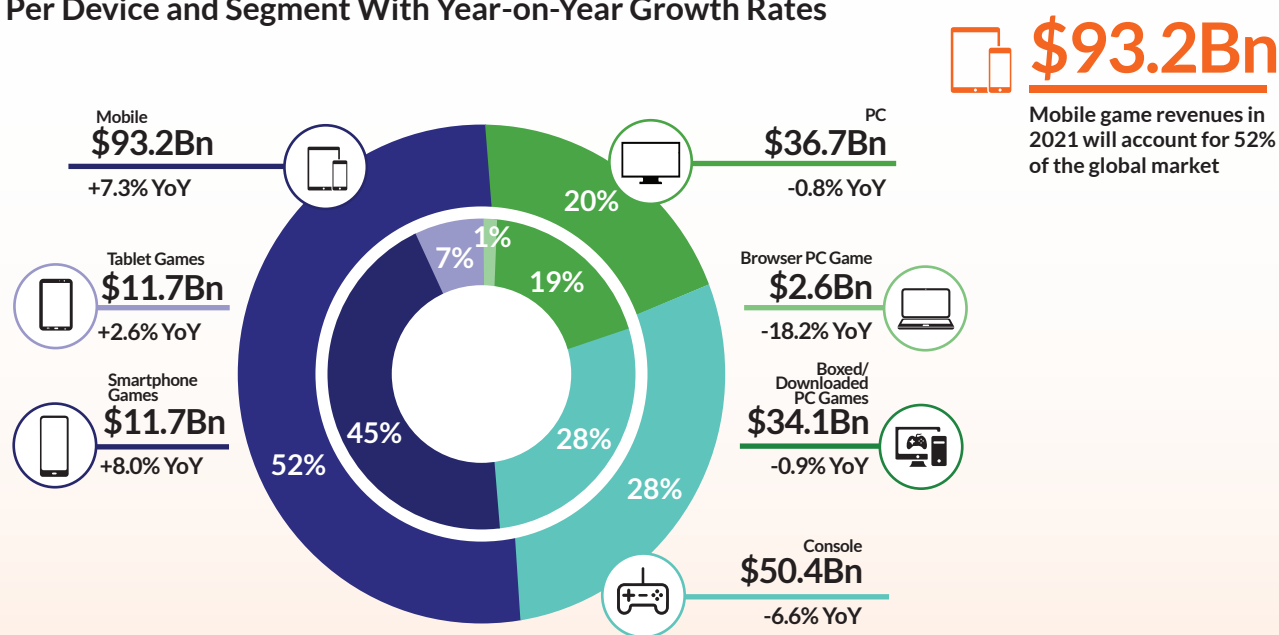
## Global Outlook of the Gaming Market

The gaming industry was valued at around \$198.4 billion in 2021, with expectations to reach a value of \$339.95 billion by 2027 with a CAGR of 8.94%.<sup>1</sup> Currently, there are more than 2.9 billion active game players in the world with predictions for 400 million new gamers to join the fold by the end of 2023.<sup>2</sup>



## 2021 Global Games Market<sup>3</sup>

Per Device and Segment With Year-on-Year Growth Rates

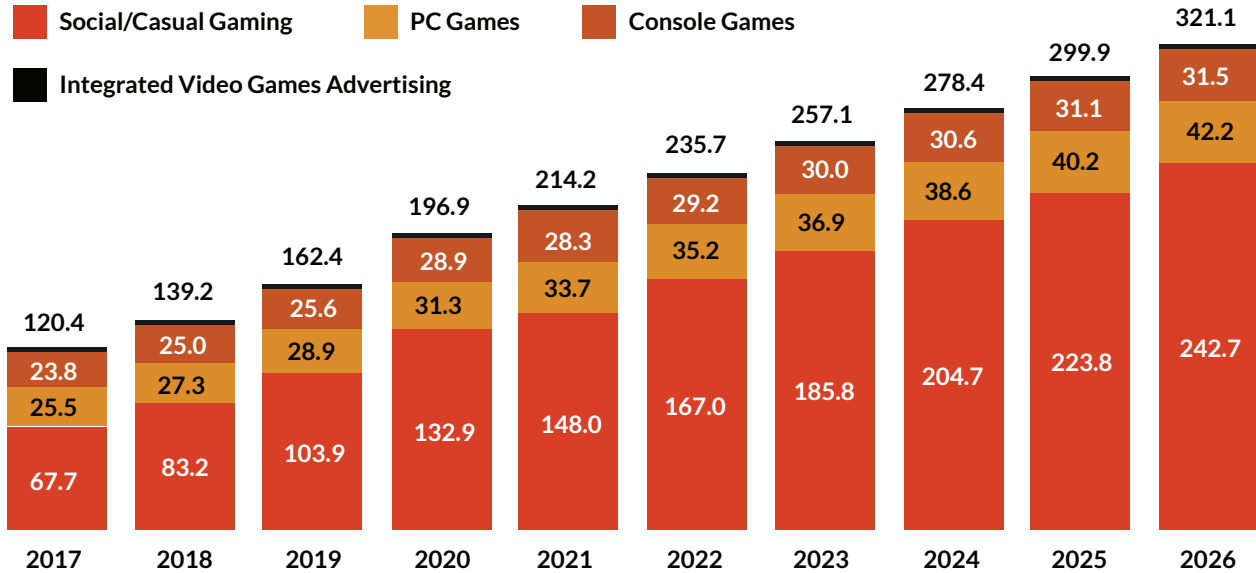


<sup>1</sup><https://www.mordorintelligence.com/industry-reports/global-gaming-market#:~:text=Market%20Overview,8.94%25%20over%202022%2D2027>

<sup>2</sup><https://newsroom.accenture.com/news/global-gaming-industry-value-now-exceeds-300-billion-new-accenture-report-finds.htm>

<sup>3</sup><https://newzoo.com/insights/articles/the-games-market-in-2021-the-year-in-numbers-esports-cloud-gaming>

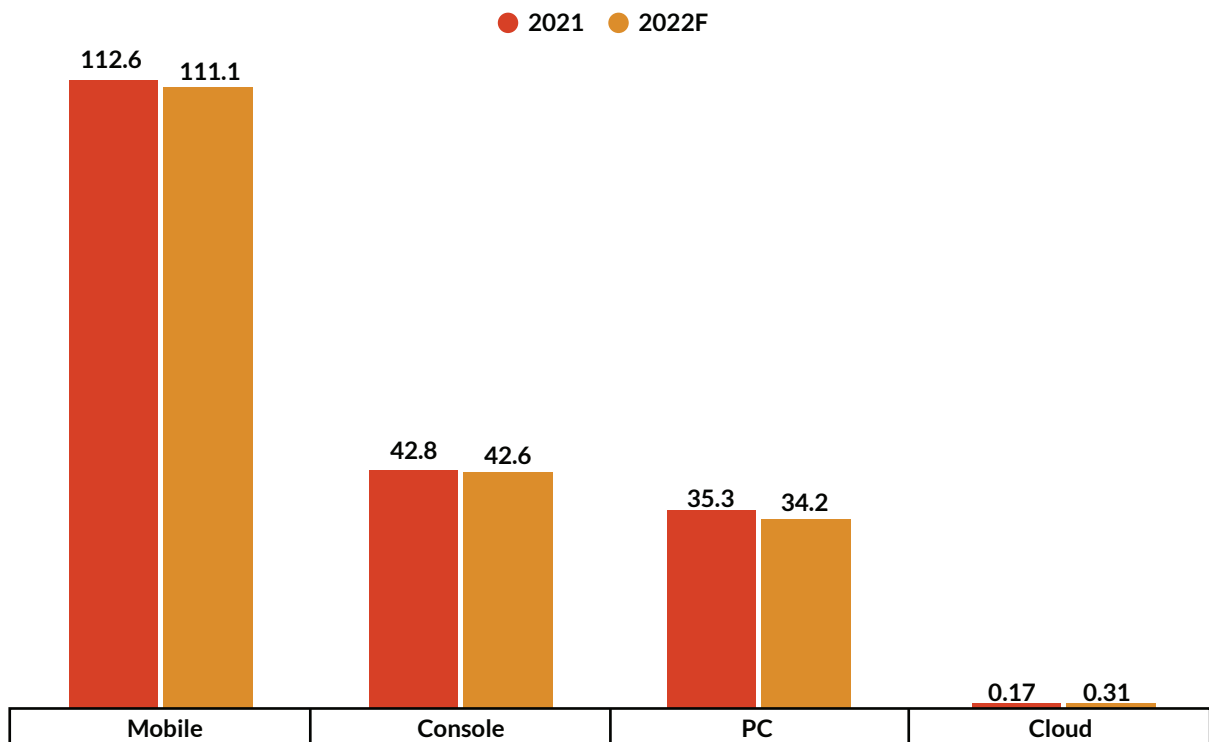
## Total Global Video Games Revenue, by Segment (US\$bn)<sup>4</sup>



Note: 2021 is the latest available data. 2022-2026 values are forecasts.

Source: PwC's Global Entertainment and Media Outlook 2022-2026, Omdia

## World games content and services market by device category (\$bn)<sup>5</sup>



Note: Cloud Includes Pure Streaming Subscription Services Only

Source: Ampere Games

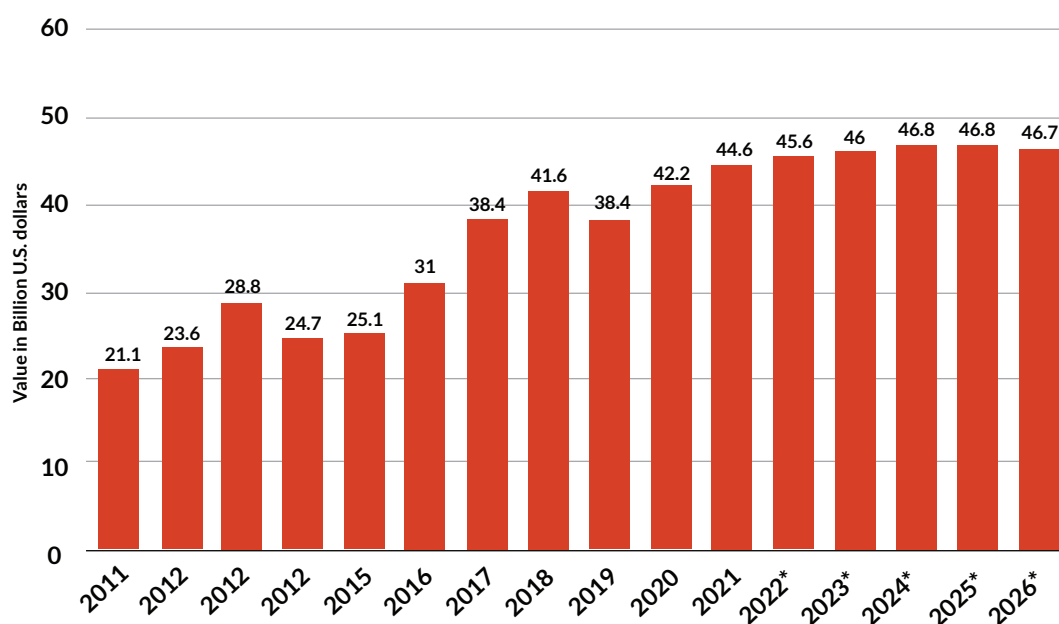
<sup>4</sup><https://www.weforum.org/agenda/2022/07/gaming-pandemic-lockdowns-pwc-growth/>

<sup>5</sup><https://www.ampereanalysis.com/press/release/dl/global-games-market-forecast-to-decline-in-2022>

The online PC gaming market was worth \$44.6 billion in 2021 and is projected to reach \$46.7 billion in 2026. Growth is projected to slow down in the next few years due to the increase in console gaming which will take away some of the markets from PC games.<sup>6</sup>



**Online PC Gaming Market Value Worldwide From 2011 to 2026<sup>7</sup>**  
(in Billion U.S dollars)



<sup>6</sup><https://www.statista.com/statistics/292516/pc-online-game-market-value-worldwide/>

<sup>7</sup><https://www.statista.com/statistics/292516/pc-online-game-market-value-worldwide/>

# Mobile Gaming

Mobile gaming was at the top of the list as the most favored form of gaming in 2021, leaving console and PC gaming behind. The reason behind its roaring popularity? Ease of access. With smartphone adoption growing every year, mobile gaming puts games in every person's hands without the exuberant costs that come with console gaming.

If you look at a region-wise distribution, Asia Pacific is slated to hold the highest gaming industry market share, with countries like South Korea, China, and Japan showing incredibly high potential for market growth. China's gaming business will continue to see a boom due to the increase in mini-games that can be

played within mobile apps such as WeChat. As for Japan, the presence of leading companies like Sony, Nintendo, and Konami, amongst others in the region, is a major driver for growth.

While China and the US dominated the gaming market in 2021 accounting for about half of the 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. It will be followed by Pakistan, with an expansion of 21.9%, and India at 18.3%.<sup>8</sup>

## Gaming Market - Growth Rate by Region (2022-2027)<sup>9</sup>



Source: Mordor Intelligence

<sup>8</sup><https://www.weforum.org/agenda/2022/07/gaming-pandemic-lockdowns-pwc-growth/>

<sup>9</sup><https://www.canva.com/design/DAEZUOFqcx4/OPH7xTvHzs5leFdh3PJzMg/edit>

## Video Games

The video game sector has grown so large over the last few years that it has overtaken the music and movie industries combined. With over 2 billion gamers all over the world, accounting for 26% of the world's population, it is no wonder that the video game industry is such a hot market.

Tech companies like Meta and Google that were previously not affiliated with this sector are now finding ways to enter the arena. The video games market is expected to have a sales volume of \$100.56 billion by 2024, with the market being valued at over \$90 billion in 2020.<sup>10</sup>



## What is Propelling Growth in the Industry?

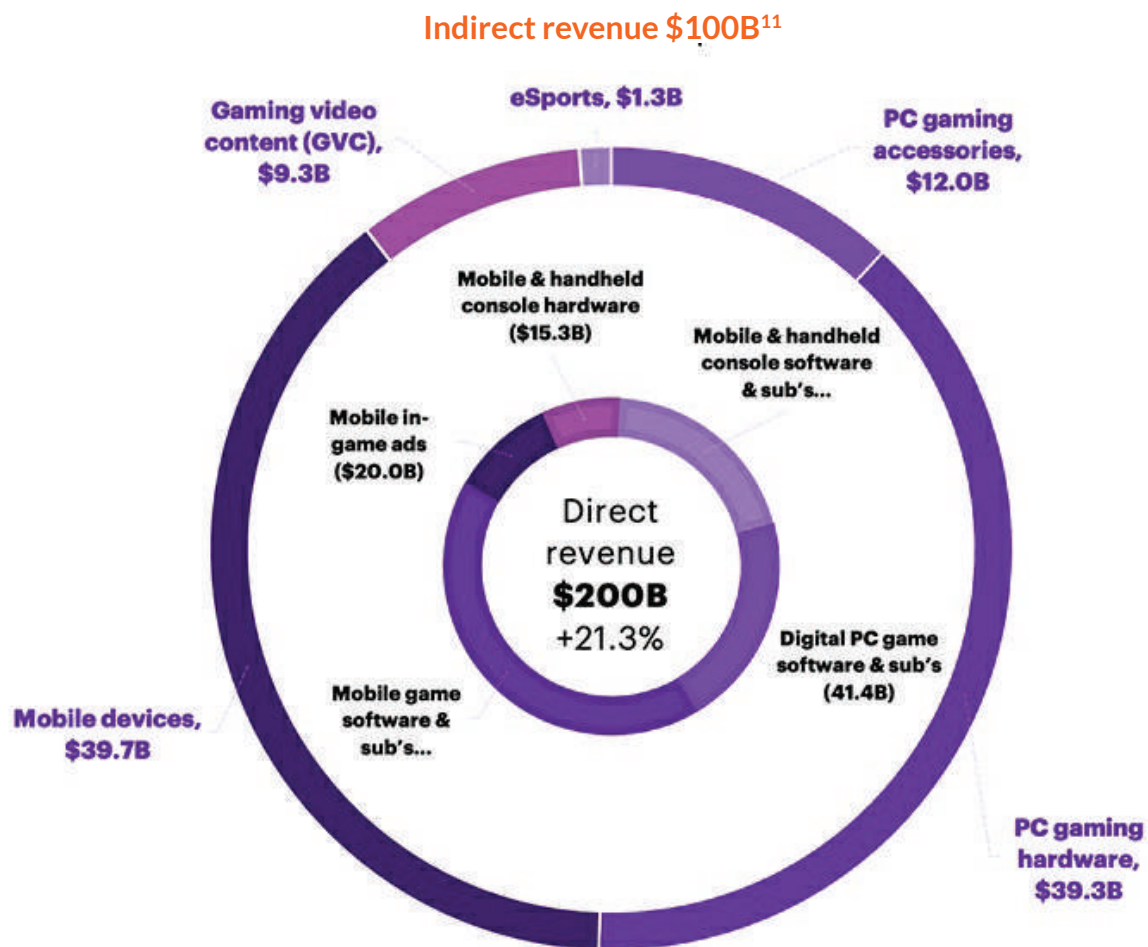
New technological advances are enhancing not only the way games are created but also improving the overall gaming experience. Developers in emerging economies are constantly innovating the gaming experience by rewriting codes for platforms such as Xbox and Playstation to provide these games over a cloud platform. Another factor pushing forth this growth has been the rise in internet connectivity coupled with the increasing adoption of smartphones. AR which was previously something that could only be experienced with additional equipment is now becoming a good fit for

mobile gaming with developments in immersive technology. Mobile games have continued to be the most famous AR category in app stores. No one can forget how AR took over the world with Pokemon Go. The growth could also be a response to the changes in the game development sector with game brands spending more on advertising to attract users and gain market share. The pandemic also played a vital role in pushing for demand in the industry as the millions that were locked away in their homes, turned to gaming as a form of entertainment.

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<sup>10</sup><https://techjury.net/blog/gaming-industry-worth/>





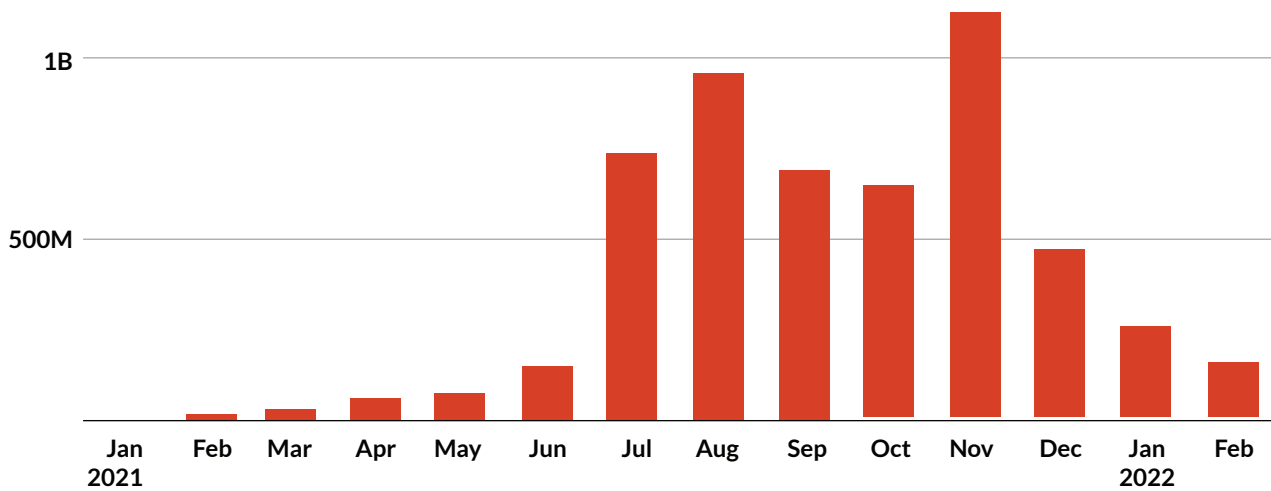
According to a PwC report, gaming revenues are going to keep rising driven by higher investment in in-app advertising.

## Play2Earn and Blockchain Games

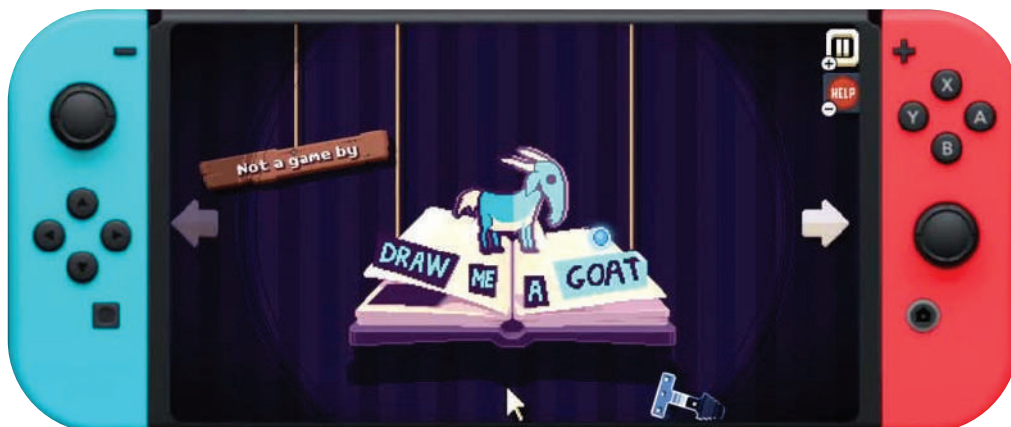
A notable development in the gaming sector has been the rising popularity of Play2Earn (P2E) games. P2E games are the intersection between blockchain and gaming. While this may seem like a new phenomenon, P2E games have been here since 2013. Besides the year being notable for the launch of one of the first major jumps in the value of Bitcoin, it was also the year for the launch of the first blockchain-based game. Hutercoin was the first P2E game that allowed players

to collect coins on a global map. P2E projects are benefitting from the huge audience that buys and trades cryptocurrency. The rising popularity of NFTs also boosted the appeal of P2E games. Games like Job Tribe which allow users to collect NFT artwork from illustrations all over the world while competing with other players for the same are feeding into the growing popularity of blockchain.

<sup>11</sup><https://earthweb.com/how-much-is-the-gaming-industry-worth/>

Monthly Sales Volume of Gaming NFTs, in U.S. Dollars<sup>12</sup>Major Players in the Video Game Market<sup>13</sup>

| Name                   | Location | Revenue         | Most Profitable Game   |
|------------------------|----------|-----------------|------------------------|
| Sony Group Corporation | Japan    | \$24.9 billion  | Sony Playstation 5     |
| Microsoft Corporation  | USA      | \$16.13 billion | Xbox Series X/S        |
| Nintendo               | Japan    | \$15.3 billion  | Pokemon Legends        |
| Tencent Holdings       | China    | \$13.9 billion  | PUBG: Mobile           |
| Activision Blizzard    | USA      | \$8.8 billion   | Call of Duty: Vanguard |



<sup>12</sup><https://tribune.com.pk/story/2351507/crypto-and-gaming-collide-in-high-risk-play-to-earn-economies>

<sup>13</sup><https://www.alltopeverything.com/top-10-biggest-video-game-companies/>



## Unicorns in the Gaming market<sup>14</sup>

| Name        | Valuation     | Country       |
|-------------|---------------|---------------|
| Epic Games  | \$42 billion  | United States |
| Dapper Labs | \$7.6 billion | Canada        |
| Moon Active | \$5 billion   | Israel        |
| Sorare      | \$4.3 billion | France        |
| Rec Room    | \$3.5 billion | United States |

## What Does the Future of Gaming Look Like?

One of the key trends that will define the future of the gaming market is the predicted immersiveness of online gambling. Statistics on the future of gaming predict that the gaming industry will soon see the introduction of VR casinos and live dealers. Coupled with VR headsets, this will allow users to experience online gaming as though they were in a real-life casino in Vegas. There will also be a rising trend of remastered games and game remakes as well as an upwards trend in the production of high-fidelity games. Gaming has become quite a spectator sport with studies showing that people between the ages of 18-25 have become more interested in watching gamers play in virtual spaces as opposed to watching sports. It is expected that soon, the number of spectators interested in watching these games will overtake the number of players.



<sup>14</sup><https://www.failory.com/startups/gaming-unicorns>

## Zooming in on Pakistan

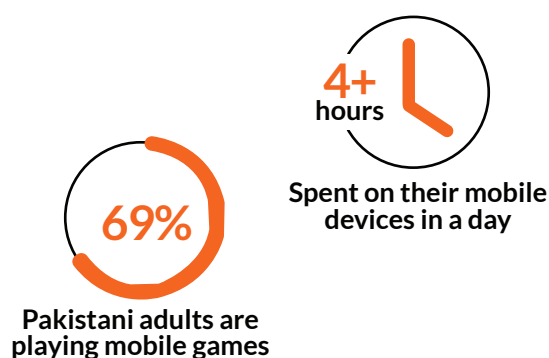
According to documented ISP traffic, the average online gaming population in Pakistan in 2021 was close to 14 million.<sup>15</sup> If we look at the revenue side, informal reports indicate that the gaming industry brings in annual average revenue of \$200 million for the country. While the first local game-production houses were set up in Pakistan around 2005, the industry has experienced a boom since then with the industry boasting of more than 60 major games studios in 2022.<sup>16</sup> Once again, informal figures indicate a total number of 200+ studios.

As of July 10, 2022, there were approximately 30,000 game developers working in Pakistan.<sup>17</sup> While game development has been active in the country since the 1990s, mobile gaming only became mainstream around 2006 with the entry of smartphones

into the Pakistani market. By 2012, the gaming industry took off and has been growing ever since. The pandemic brought forth a significant boom during lockdowns. Ever since then, resources for the gaming industry grew over 5x while revenue increased by 6x.

While Pakistan currently has 269 million mobile game players, it is not indigenous Pakistani games that they are playing. As the figure below depicts, most of the games being played locally are by international studios and publishers. However, games by Pakistani developers are getting more clout globally as downloads of such games grew by 258% from 2018 to 2021. Most revenues were generated from Europe and North America with the number growing 125% during 2018-2021.<sup>18</sup>

## Highlights From Pakistan



### Favorite Gaming Genres



Sports



Action/adventure



Puzzle

### Top Paid Games

- Minecraft 1 ●
- Poppy Playtime Chapter 1 2 ●
- Geometry Dash 3 ●
- Grand Theft Auto: San Andreas 4 ●
- Football Manager 2022 5 ●
- Bloons TD 6 6 ●
- Evertale 7 ●
- Rovio Classics: AB 8 ●
- Stardew Valley 9 ●
- OK Golf 10 ●

### Top Free Games

- 1 Yalla Ludo-Ludo and Domino
- 2 Subway Surfers
- 3 Dream Wedding
- 4 Dessert DIY
- 5 Ludo King™
- 6 Ludo STAR
- 7 Sort Em All
- 8 Bridge Race
- 9 8 Ball Pool
- 10 Candy Crush Saga

<sup>16</sup><https://profit.pakistantoday.com.pk/2022/02/07/could-gaming-emerge-as-pakistans-underdog-industry/>

<sup>17</sup><https://tribune.com.pk/story/2365284/let-the-games-begin-1>

<sup>18</sup><https://tribune.com.pk/story/2365284/let-the-games-begin-1>

The game industry in Pakistan also saw interest from VCs in 2020 with Sarmayacar investing Rs.300 million in Revolving Games. While the studio is based in San Francisco, they have their only off-shore studio in Lahore. Sarmayacar's funding amount was part of a larger \$12 million investment round.

The studio which is currently focusing on Web 3.0 gaming raised another round worth \$25 million in September 2022 led by Pantera Capital. The new round of funding will be used to not only develop games and online worlds but also to invest in technology that will help facilitate decentralized player-owned trading economies. Other investors in the funding round included Web3 game investor Animoca Brands, Polygon, CryptoKitties developer Dapper Labs, and Dan Houser, a former producer at Rockstar Games who has joined the Revolving Games advisory board.<sup>19</sup>

Seeing the lucrativeness of the industry as well as how it's an untapped gold mine, many industry players have been trying to amp up the gaming scene in Pakistan, with Epiphany Games and Mindstorm Studios being the most notable. Epiphany Games was launched under the umbrella of Epiphany in 2020 and has been nurturing talent in the gaming industry, showcasing women in the gaming arena in advocating for the rise of gaming in emerging economies.

Similarly, Mindstorm Studios has their M-Labs initiative which is a \$500,000 investment that provides youth in Pakistan a platform to develop their game development skills. The program offers fellowships, and incubation programs for independent developers and are currently in the process of opening up its chapters in different universities in Pakistan.



Universities in Pakistan have also started offering degree programs related to game development. Bachelor of Science in game design and development programs were launched in at least four universities in the country. Before universities jumped into the gaming foray, the PixelArt Games Academy turned the concept of game development training more mainstream led by Sadia Bashir. The academy is the first training academy in Pakistan dedicated to game training.

Another similar initiative is GameTrain, an IT accelerator, and incubator dedicated to enhancing Pakistan's role in the Global IT/Gaming space. Their vision is to address the scarcity of talent and address it from within by a two-pronged approach by harvesting talented candidates and coaching them with skills not taught in academic institutions and by ensuring placements to graduates of Game Train by a process of pre-selection by onboard industry partners.<sup>20</sup>

<sup>19</sup><https://www.coindesk.com/business/2022/09/09/web3-game-studio-revolving-games-raises-25m-in-pantera-led-funding-round/>

<sup>20</sup><https://www.gametrain.org/>





Google has also made a bid to step into the gaming industry in Pakistan. The tech giant has launched a Gaming Growth Lab which provides 1:1 support and mentorship from Google experts to selected participants. The efforts put into their 1st cohort have already reaped benefits with a Pakistani-based app-development company Codematics launching two games on the Google Play Store after attending the first phase of the GCL program. Google

also hosted a thought leadership and knowledge-sharing event for game developers. The online event was attended by 1600 developers and game experts.<sup>21</sup> In September 2022, the 1st Metaverse club of Pakistan was launched by metAsia Celebs, which is a UAE-based entertainment startup that offers metaverse and NFT services to artists and musicians in the metaverse and NFT revolution.<sup>22</sup>

|                                 |  |
|---------------------------------|--|
| <b>Game Development Studios</b> | WRP Studios, OddSock Concepts, Elytra Studios, Narsun Studios, PlayDew, SparkGame Studios, Avenue Gaming Studio, OZI Technology, Mizo Studio, Sablo Studio, M.A.S Games, Stellar Studio, Slyphbox Game Studios, Game Tap Studios, Bartex Studios, AuraSoft, Level Zone, Next Door Games, Hazel Mobile, FiveRiverSolutions, SolarisTech, Horizon Games, The Knights, ZamSolutions, Rockville Games, Spartans Global, Spark Game Studios, ZNK Games, Games Wing Studio, Galassia Studio, Bloombig Studios, 9D Technologies |
| <b>Metaverse</b>                | Mixeal, Skippy Apps, Algoryte, Kiwi Creations, Naisky, Portsea Games, Narsun Studios, Cloud City Metaverse, Future Aliti, GenITeam   |

<sup>21</sup><https://www.techjuice.pk/google-deepens-its-commitment-to-pakistans-gaming-industry/>

<sup>22</sup><https://theazb.com/metasia-celebs-launched-pakistans-1st-exclusive-metaverse-club/>



## Rockville Games

A small team of nerds and geeks with big ideas and plans! They design, develop and publish games for mobile phones. Their experienced, brilliant mobile game developers will develop the game of your dreams, and their marketing and mobile game monetization experts will help you transform your idea into your business. Some of their notable projects include Yalghaar: The Game with 8.67 million+ downloads, The Glorious Resolve: Journey to Peace with over 5.01 million+ downloads, Jeeto Pakistan with over 1.95 million+ downloads and King of Kung Fu Fighters with over 96.37K+ downloads.<sup>23</sup>



## algoryte

### Algoryte

Algoryte is the interactive entertainment brainchild of two tech and design enthusiasts aspiring to disrupt Pakistan's gaming industry by creating stunning gaming and metaverse development experiences. What helps them stand out is their diverse areas of expertise in Game Development, Virtual Reality, Augmented Reality, Metaverse Design, Brand Development, and Inter-connected Resource Augmentation.<sup>24</sup>

## Narsun Studios



NARSUN STUDIOS is integrating blockchain into different softwares and games using wallet development, smart contracts, tokenizations, creating customized NFT marketplaces, and developing decentralized products and systems. Being the pioneers of gamification, they implement blockchain in customized games because of its remarkable features such as transparency, authenticity, and compatibility. They are paving new ways to

implement different and effective gamification strategies making games more interesting than ever. They provide blockchain development services that are aimed at providing practical solutions that will help your company become efficient, flexible, and lucrative. Having worked with Hollywood professionals they learned how to develop AAA quality games that run in stadiums with over 60,000+ concurrent fans playing along across all major sports leagues in the US like MLB, NBA, NHL, NFL, MLS, xGames as well as BBL the Australian cricket league.<sup>25</sup>

<sup>23</sup><https://www.rockvillegames.com/>

<sup>24</sup><https://www.algoryte.com/>

<sup>25</sup><https://www.narsunstudios.com/>



## Mixel

Mixel is a virtual reality software/games company that creates next-generation training solutions for enterprises. From early-learning education to training for medical professionals, their solutions have helped hundreds of people improve performance in their respective fields. Their key product is a hyper-casual VR Cricket game played by thousands of players around the world. Called "The Final Overs", it's the first VR cricket game created and launched for the Oculus Quest VR platform and is the second most popular VR cricket game for MetaQuest.<sup>26</sup>



## Raptr Games

Raptr Games is building the Pakistani gaming landscape across games, streaming, publishing, and the gamer economy. The company is behind the creation of WAAR - Pakistan's first local multiplayer FPS and is one of the best local streaming platforms for gamers. Raptr Games is the Pakistan Chapter of IGN.com, the largest games and pop culture platform in the world with more than 465 Million visitors per month on its web assets. IGN Pakistan connects with gamers and communities to provide visibility to the gaming community and to allow engagement for brands and organizations with the target demographic.<sup>27</sup>



FUTUREALITI

## FutureAliti

FutureAliti is a full-cycle software and mobile app development company with a world-class team of innovators. Futurealiti is a leading VR/AR, Metaverse, Game, Web and Mobile App development company with an award-winning team. The main aim of Futurealiti is to develop a Client-Focused, Customer-Centric, and Flexible Web and App solution for their clients so they can scale their business up to 10x times. They help you improve your branding, increase conversion rates and maximize your revenue.<sup>28</sup>



<sup>26</sup><https://mixel.com/>

<sup>27</sup><https://www.raptrgames.com/about-us/>

<sup>28</sup><https://www.futurealiti.com/>





## Spartans Global

Spartan Global is the leading entertainment company in the mobile gaming world. Their expertise includes game development, App development and content creation. They are revolutionizing the gaming industry by creating games that offer limitless fun. Their mobile games have more than 100 million installs and are played all over the world. They are not just a gaming studio, they are innovators and they invent new ideas.<sup>29</sup>



## Skippy Apps

Skippy Apps focuses on opening portals to digital spaces for their partners by providing a seamless pipeline for digital content production systems, resulting in a presence in the different virtual online worlds. They help their customers create and operate their new virtual spaces in terms of Virtual gaming, Digital Tours, and much more where they can extend their brand presence, offering, and creativity, maximizing engagement with their clients and employees while reinventing their business verticals. Some of their notable projects include CRICVRX (a VR cricket game available on the Oculus platform), Last Day on Tower (multi-story security game on the Oculus platform), and Sustainable Metaverse.<sup>30</sup>



## Ozi Technology

Ozi Technology is one of the largest Mobile Content publishers in Pakistan with over 100 million monthly active users. They develop various systems of products that satisfy different needs, ensuring useful and meaningful experiences for every minute spent in the online space. They deal in Mobile Apps, Mobile Games, and Client Services. They have over 250 live assets and over 5 million impressions a day. Some of their notable games include Cooking Frenzy, Indian Food Restaurant Kitchen, Barber Shop Hair Salon, and My Farm Town Village Life amongst others.<sup>31</sup>



<sup>29</sup><https://www.spartansglobal.com/>

<sup>30</sup><https://www.skippyapps.com/index.html>

<sup>31</sup><https://ozitechnology.com/>

# CLOUD

## CloudCity Metaverse

Cloud City Metaverse is a virtual platform based on the Solana Blockchain and powered by Unreal Engine. This gaming metaverse is set in a dystopian future ravaged by environmental pollution and harmful human activities. Players who sign up on this platform can socialize, create, interact with, and trade content and digital assets using the program's native utility token.<sup>32</sup>



## Horizon Games

Horizon develops and self-publishes multiple games for iOS, Android, and Windows Platforms. They're dedicated to staying independent and developing our own IP. They are mostly known for their game Ryuko-The Shadow Hunter and Takashi- The Ninja Warrior.<sup>33</sup>



## Games Wing Studio

Games Wing Studio is a new independent mobile games and apps developer and publisher. Their goal is to release easy-to-play and accessible games for everyone. Games Wing Studio is a company with great potential, located in Pakistan. Their main focus is to keep offering totally free and accessible high-quality mobile games to Android and iOS users.<sup>34</sup>



## GenlTeam

GenlTeam is an award-winning mobile app and game development company that offers development and publishing solutions from concept, and development to app discovery. They have worked on diverse projects with a global customer base offering over 50 million global user base and years of experience across

all major platforms including iOS, Android, Amazon, Facebook, Web and PC, etc. They are a trusted partner for top-tier mobile studios from around the world. Their clients include suntop, Emirates, MGM, PayPal, CitiBank, Discovery Channel, Shell, Kate Somerville, and Dubai Police amongst others.<sup>35</sup>

<sup>32</sup><https://cloudcitymeta.com/>

<sup>33</sup><https://horizongames.com.pk/#about>

<sup>34</sup><http://www.gameswing.io/>

<sup>35</sup><https://www.geniteam.com/#>



## Mizo Studio

Mizo Studio is one of the leading game development houses in the country. They develop world-class 3D games that are mostly ranked among the top 100 global charts. Their strong competitive streak has helped them cross 200 million user acquisitions over a span of a few years. They are a fast-growing, Pakistan-based company, with a presence in the UK and Singapore. Some of their notable games include ATV Quad Bike Racing Simulator, Counter Terrorist Game, Jet Ski Racing, and Police Elephant Robot amongst others.<sup>36</sup>



<sup>36</sup><https://mizostudio.com/>

<sup>37</sup><https://aurasoft.co/>



## AuraSoft

Started in 2019, Aurasoft has expanded from being a game design company to a full-fledged technology venture dealing with AR/VR, IoT, AI, and other emerging technologies. Their team includes some of the top game developers, AR/VR specialists, designers, artists, animators, and technology experts in the industry. As a leading software development company, they're passionate and enthusiastic about experimenting with the latest emerging technologies and striving to integrate creative vision, technical expertise, and project management capabilities to ensure customer satisfaction. Some of their notable games include Cop Pursuit, Crazy Plane, Parking Puzzle, Tank vs. Monster, and Sniper 3D assassin amongst others.<sup>37</sup>





## The Knights

In April 2017, the foundations of their prestigious company were laid by a group of visionary people and a great journey was set in motion. The beginning of The Knights was a humble one, with only a small team working in the highly competitive market of the IT Industry. Now they are a highly skilled and trained team of 200+. They have worked on over 25 projects with over 1.3 billion downloads and 150 million active users. Some of their notable games include Bike Stunt Tricks Master, Pilot Flight Airplane, Sniper Shooter, Modern Car Mechanic amongst others.<sup>38</sup>



## Galassia Studio

Founded in 2014, Galassia Studios is focusing on making quality games that can entertain all age groups. They believe that players enjoy challenges that reward risk-taking. They are a game company focusing on game design, level design, and mechanics that rival the best in the industry.<sup>39</sup>



## Game Tap Studios

Game Tap Studios is a company where dedicated and highly qualified game developers are developing amazing games based on innovation, creativity, and easy learning. They have a unique combination of disciplines, including cutting-edge artwork and animation skills, and an inclusive hold of 3D simulation gaming technologies. They have created 60+ games that have accumulated more than 20m Game Plays on the Google Play Store. Some of their notable games include High Ground Sports Bike Sim 3D, Flying Car Real Driving, Flying Car Extreme Simulator, Real Gangster Simulator, and Police Truck Driver Simulator.<sup>40</sup>

<sup>38</sup><https://theknights.com.pk/portfolio>

<sup>39</sup><https://www.galassiastudios.com/>

<sup>40</sup><https://gametapstudios.com/>



## Bartex Studio

Bartexx Studios was founded in 2018 with a mission to deliver rapid, cost-effective solutions and services based on web, android, gaming, and python development. Since its inception, the company has successfully helped numerous organizations – startups and enterprises alike – achieve their technology and business goals. Some of their notable games include Racing Track, Room Toss, Rubiks Cube, Balloon Toss, Street Fighter, and Trash Cat.<sup>41</sup>

The ZamSolutions logo is a stylized 'Z' and 'M' in blue and red, surrounded by a burst of white and blue lines. The background of the section is a dark blue gradient with a faint image of a soldier. Four diamond-shaped frames contain screenshots of games: a soldier in a combat suit, a yellow taxi, a person in a tactical suit, and a yellow sports car on a racetrack.

## ZamSolutions

Founded in 2017, Zamsolutions has become a leading Games Studio in Pakistan, serving as a home for all game enthusiasts. With a team of professional developers, animators, artists, engineers and so much more, they try to keep surprising their audience by producing the next best thing in the industry time and time again. Their Games are in the Top 100 games in more than 10 countries and have a high rank in google play with more than 50 million installs.<sup>42</sup>



Level Zone is a mobile games developer company in Lahore Pakistan. Level Zone has developed many mind-expanding games which have millions of downloads. Some of their notable games include Kitchen Cooking, Make Pizza, Make Pasta, DIY Unicorn Slime, Messy Girl Home Cleaning, Kids Car Salon Autowash, and Doll House Decoration amongst others.<sup>43</sup>

<sup>41</sup><https://bartexx.com/>

<sup>42</sup><https://www.zamsolutions.com/index.html>

<sup>43</sup><https://levelzone.pk/games/>





## SparkGame Studios

SpaStarted in 2014. With the goal of crafting experiences for their players. Their games have 3 million+ downloads on the iOS app store, 10 million+ downloads on Google Playstore, and 10 million+ downloads on Windows phones.<sup>44</sup>

## Hazel Mobile

Hazel Mobile, located in Pakistan, is the leading games and application development studio. They deliver innovative ideas and believe that execution is the key to success. They do not only innovate but transform new ideas and products through proper research and development, keeping in view the new market trends, users, and diversity. Its goal is to capture the largest share of that diverse and ever-changing market through Mobile Applications, Games, VR games, and iOS applications.



## FiveRiver Solutions



Five River Solutions(FRS) was founded with the vision of creating realistic games for passionate gamers.FRS is trusted by some of the best in the industry to create amazing games and user-friendly graphics for millions of daily active users on the app and play store. FRS is also an indie game developer and our games have multi-million downloads across various platforms. Their games have been featured multiple times by Apple and Google on their stores in various categories such as "Simulation", "Adventure", "Role-playing", "Racing", " New Games" and "Trending Games". Some of their notable games include Prisoner Escape 3-D, Real Drift Max, Island Raft Survival, Ultimate Bus Sim, and Wild Werewolf Attack. They have published over 250 games which have had over 100 million downloads.<sup>45</sup>



## Kiwi Creations

Kiwi Creations is a trusted AR, VR, and game development company that has built its reputation for its excellent work. They have created the most eminent game solutions for entrepreneurs, startups, and Fortune 50+ companies alike. They offer their clients access to some of the most experienced and amazing teams of developers, artists, designers, and project managers in the gaming industry. They have delivered over 200 projects to over 60 clients.<sup>46</sup>



<sup>44</sup><https://sparkgamestudios.com/games.html>

<sup>45</sup><http://www.fiveriversolutions.com.pk/index.html>

<sup>46</sup><https://kiwicreations.io>





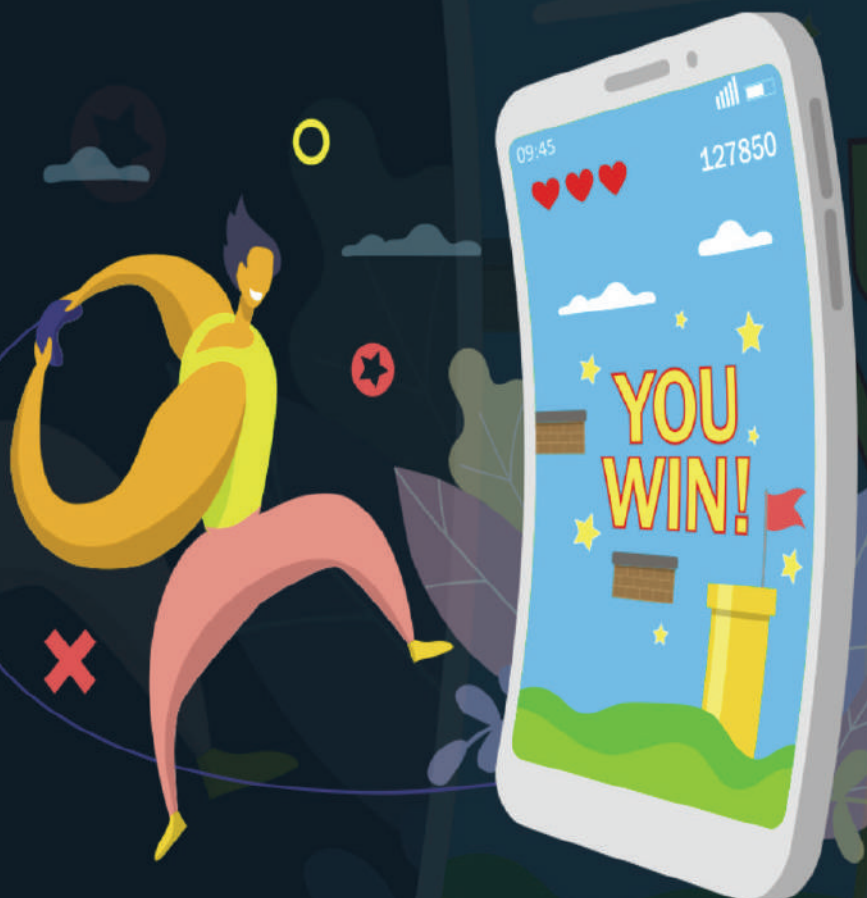
## 9D Technologies

9D Technologies aims to capture the largest share of that diverse and ever-changing market through Mobile Applications, Games, VR games, and IOS applications. At 9D Technologies, they are ensuring to compete with the ever-challenging and diverse market of Google Play Store and Apple App store with their innovative, creative, and eye-catching applications and games. They have created fifty games for Android and fifty games for iOS.<sup>47</sup>



## BloomBig Studio

The BloomBig Studio, founded in August 2018 aims to cover all digital services under one umbrella. BloomBig Studio is a deliberate fusion of diversified services that blends and balances the creative fields with its compassionate clientele. Their team is dedicated to creating penetrating campaigns to not only engage their audience but to cast a buzz for the brands.<sup>48</sup>



<sup>47</sup><https://www.9dtechnologies.com/#backtotop>

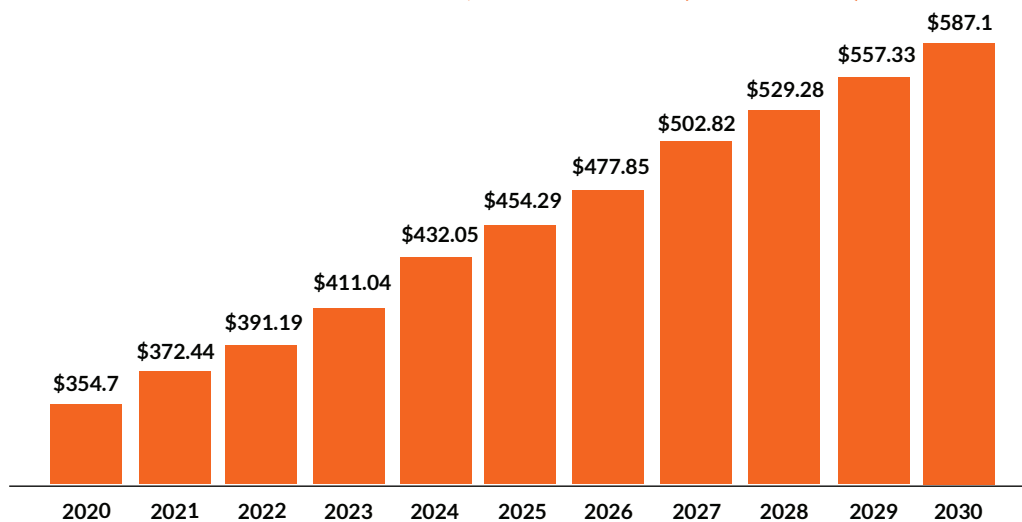
<sup>48</sup><https://bloombigstudio.com/index.html>

# Global Outlook of the Animation Market

The global animation market was valued at around \$354.7 billion in 2020 and \$372.44 billion with expectations to reach \$642.5 billion by 2030. The growth in this market is not surprising considering how integral animation is to television, films, and video games. The entertainment industry had a revenue share of 31.2% in the animation market, the majority of which can be attributed to feature films.<sup>49</sup>

The largest market for animation lies in North America as not only is the intake of animation content higher in that region, but the majority of the animation companies generating major revenue are in that region. However, in the coming years, Asia Pacific is supposed to bring in the highest CAGR with a moderate growth trend coming in from the Middle East, Latin America, and Africa.

Animation Market Size, 2020 To 2030 (USD Billion)<sup>50</sup>



## What is Contributing to Growth in the Market?

The primary driving factors in the animation industry include advances in communication and increased internet penetration. The advances in artificial intelligence and virtual reality are also creating a plethora of options for the animation industry. Various existing XR technology such as Virtual Reality is getting applied in more creative ways in the animation industry.

On the basis of product type, 2-D animation is supposed to become the highest performing industry in the near

future owing to its adoption in various industry verticals. Following that, the motion graphics product market will come in second. Between software and services, the software segment will register the maximum amount of growth while dividing it by industry, media, and entertainment will dominate the animation market.

Major players in the animation market include Grom Social Enterprises, The Walt Disney Company, Walmart Inc, Sony Group Corporation, and Gravity Co Ltd.

<sup>49</sup><https://www.animationxpress.com/animation/animation-market-size-to-hit-642-2-billion-by-2030/>

<sup>50</sup><https://www.precedenceresearch.com/animation-market>



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<sup>51</sup><https://www.globenewswire.com/news-release/2021/06/28/2254030/0/en/Animation-Market-Size-to-Hit-Around-US-642-5-bn-by-2030.html>

<sup>52</sup><https://www.prnewswire.com/news-releases/global-animation-market-is-expected-to-reach-640-billion-by-2030-301434755.html>

<sup>53</sup><https://www.brecorder.com/news/40172065>



## What's Happening in the Animation Industry?

If you think of the animation industry in Pakistan, one name that has been making waves all over the world for its incredible work is Mano Animation Studios. Their movie, *The Glassworker*, made it to France's Annecy International Animation Film Festival, said to be the Cannes of animation films. In its highly competitive work-in-progress (WIP) section, Annecy chose Mano's *The Glassworker* along with a handful of others. Not only did the movie get the honor of being selected for this showcase which has included the likes of *SpiderMan: Into the Spidaverse* and *How to train your dragon 2* but also received rave reviews and a standing ovation at the end.<sup>53</sup>

The studio also created waves in 2019 when it brought Geoffrey Wexler of Studio Ponoc to Pakistan for the Pakistan International Film Festival.<sup>54</sup>

Prior to the *Glassworker*, there was *Donkey King*. The computer-animated comedy film released in 2018 was a venture of Geo Films and Talisman Studios. It was the first Pakistani film to be dubbed into ten languages for multiple international theatrical releases distributed worldwide. Not only is it currently Pakistan's highest-grossing animated feature film ever but also one of the highest-grossing Pakistani films overall.<sup>55</sup>



<sup>54</sup><https://www.thenews.com.pk/tns/detail/589575-mano-animation-studios-makes-history-again>



Besides commercial movies, Pakistan's foray into animation also included an offering from Sharmeen Obaid Chinoy in the form of *Sitara*, a movie about child marriage. The movie was produced by Obaid-Chinoy's production company Waadi Animations. The movie holds the honor of being the first Pakistani animated film to be released and distributed by Netflix USA and winning three awards at the 2019 Los Angeles Animation Festival for Best Produced Screenplay, Best Music Score, and the Humanitarian Award.<sup>56</sup> *Sitara* was not Sharmeen's first animated movie though. Before *Sitara*, there was *3 Bahadur* whose success propelled the release of a sequel in 2016.<sup>57</sup>

While indigenously produced films in Pakistan are very limited, Pakistani animators have been long lending their expertise to the international markets. From Mir Zafar Ali who won an Oscar for their visual effects work on *The Golden Compass* to Novaria Masood who contributed visual effects for movies like *Maleficent* and *A Christmas Carol*, animators from Pakistan have been leaving their mark all over the world.<sup>58</sup> However,

none of them have created a bigger name for themselves than Laraib Atta who has more than 15 projects under her belt. From *X-Men Days of the Future Past* to *Doctor Strange: Multiverse of Madness*, she has worked on some of the most successful and visually stunning movies produced by Hollywood.<sup>59</sup>

Besides a handful of other animated movies, Pakistan has also been working on animated television series with the most famous example of it being *Commander Safeguard*. *Commander Safeguard*, produced by IAL Saatchi and Saatchi has been one of the most beloved children's series in Pakistan. Another notable production was *Burka Avenger* which was named by Time magazine as one of the most Influential Fictional Characters of 2013.<sup>60</sup>

The government has also been amping up its efforts to uplift the animation industry in Pakistan. An animation studio has been set up on the premises of the MoiTT-funded National Incubation Centre Karachi in August 2022 and the Ministry is also in the process of setting up a Centre of Excellence (CoE) in Karachi.<sup>61</sup>

<sup>55</sup>[https://en.wikipedia.org/wiki/The\\_Donkey\\_King](https://en.wikipedia.org/wiki/The_Donkey_King)

<sup>56</sup>[https://en.wikipedia.org/wiki/Sitara:\\_Let\\_Girls\\_Dream](https://en.wikipedia.org/wiki/Sitara:_Let_Girls_Dream)

<sup>57</sup>[https://en.wikipedia.org/wiki/3\\_Bahadur](https://en.wikipedia.org/wiki/3_Bahadur)

<sup>58</sup><https://newslinemagazine.com/magazine/pakistani-animation-work-in-progress/>

<sup>59</sup>[https://en.wikipedia.org/wiki/Laraib\\_Atta](https://en.wikipedia.org/wiki/Laraib_Atta)

<sup>60</sup>[https://en.wikipedia.org/wiki/Burka\\_Avenger](https://en.wikipedia.org/wiki/Burka_Avenger)

<sup>61</sup><https://propakistani.pk/2022/08/29/pakistans-share-of-370-billion-global-animation-industry-just-50-million/>

## Animation

Narsun Studios, TorqLabs, Dream Valley Animation, Mano Animation Studios, Animation Builders, Bizarre Studio, Talisman Animation Studios

### Narsun Studios



NARSUN Studios is a blockchain and game development studio. They are working in the most captivating space out there at the moment: The Gamification of Blockchain and NFTs. NFT design, smart contract development, and deployment, custom NFT marketplaces, wallet development and integration, and ideation to deployment of play-to-earn games. You name it and they have mastered it. They have created projects for MGM, Levis, Nexus, Pepsi, NBA, Tim Hortons, Coca-Cola, Chevrolet, Mercedes Benz, FIBO, and Mountain Dew. Some of their most notable projects include Creepy Mansion, Xtreme Climb, BFK Warzone, Tiki Tide, Catch Us, Bot Colony, Bored Ape Street Fighter, etc. <sup>62</sup>



### Mano Animation Studios

Mano Animation Studios is Pakistan's first hand-drawn animation studio. Co-Founded by Usman Riaz, the studio, based in Pakistan, employs a select group of talented artists and creatives. The Mano team has built a collaboration network that extends to Malaysia, the Philippines, Japan, Peru, Argentina, Spain, the United States, and the United Kingdom. Kickstarted in 2016, Mano's Studio-Ghibili-style film The Glassworker is gearing up for a 2023 release. <sup>63</sup>



<sup>62</sup><https://www.narsunstudios.com/>

<sup>63</sup><https://manoanimationstudios.com/>





## TorqLabs

Torq Labs is a 360° Animation and Post Production studio that specializes in a diverse execution of visual communication. They are visual innovators, content creators, technical artists, pop-culture vultures, and common geeks. Their approach is solution-driven and process-oriented which inspires them to accelerate. They have created animation solutions for some of the biggest brands in the world including Disney XD, Oscars, HBO, DisneyPlus, Samsung, Mobilink, Horlicks, Cheetos, Haier, Candyland, BurgerKing, Toyota, Fox Sports, etc.<sup>64</sup>



## TALISMAN

### Talisman Animation Studios

Talisman Animation Studios is a 3D animation and VFX studio. They produce original IP content, collaborate as minority partners, and also offer work-for-hire services. They are mostly recognized for their movie, The Donkey King, which is the highest-grossing animated movie in Pakistan and has been dubbed in over 6 languages and released globally.<sup>65</sup>

<sup>64</sup><https://torqlabs.tv/>

<sup>65</sup><https://talismananimations.com/about/about-us/>



## Animation Builders

Animation Builders help clients boost their sales and grow their businesses faster. Their range of services includes 2-D animation, 3-D animation, logo animation, motion graphics, explainer videos, and kids' animation. They have worked with notable clients all over the world including Bee Marketing, Foodsted, Kisan Link, Bee Marketing Studio, and Al-Ghiza amongst others.<sup>66</sup>



## Bizarre Studio

Bizarre Studio is a 3D and 2D animation production company alive since 2017. They offer services related to 3D Character Animation, 3D Product Designing and Visualization, Motion Graphics, White Board Animation, Composite and Vfx, Architectural Visualization, and other creative services.<sup>67</sup>



<sup>66</sup><https://animation.builders/>

<sup>67</sup><https://www.bizarrestudio.net/>

# TALK TO US



**DO YOU RUN A BUSINESS IN THE  
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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 and Animation sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in the Gaming and Animation domain.

## DISCLAIMER

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