# The Emerging Landscape of African Game Development

**Wesley Kirinya**
CTO, Leti Games

**Eyram Tawia**
CEO, Leti Games

- 55 countries

- 3,000 cultures

- 1 Billion people

# The Trends

**MXIT**

Sinc Studios: Adventures of Nyangi

Leti Games: iWarrior/Kijiji
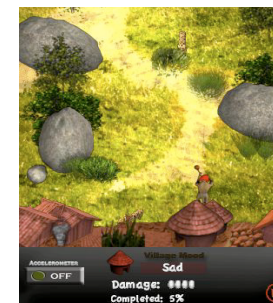
| 90s | 2003 | 2005 | 2006 | 2007 | 2009 | 2012 |

BlackSoft: Sword of Sygos

Luma Arcade: Mini #37

Maliyo: Cluster of Web Games
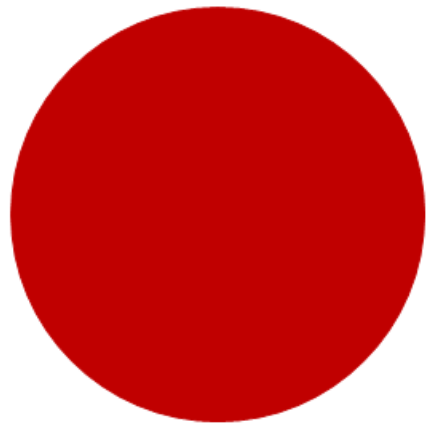
# 6.4 Billion

**No internet**
- 4.4 Billion

**Non-Smart w Internet**
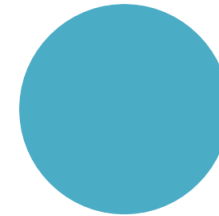- 1 Billion
- 60% Growth

**Smart Phones**
- 1 Billion
- 50% Growth

# Mobile Payments (2011) 20% of Kenya's GDP

$61 Billion

## Africa

$30.5 Billion

## N. America

Source:
1. Goldman Sachs Equity Research: Mobile Monetization. Does the shift in traffic pay? June 4, 2012.
2. GSM Association Report on Africa via bbc.co.uk

# Internet Bandwidth 2014

# 90.2 terabits/second

of internet
capacity landing in Africa
☺

Source
African Undersea Cables by 2014 – http://manypossibilities.net/african-undersea-cables/

# Current Game Studios in the Industry

Founded 2005



Founded 2009



Founded 2011



Founded 2012



Founded 2006

# Culturalization: Look & Feel

❶ South / North Africa      ❷ East / West Africa

# African Localized Game Titles & Statistics

| Game Title | Countries Launched |
| --- | --- |
| Mr. CEO (English) | Ghana |
| Haki 1 & 2 (Swahili/English) | Kenya |
| Ma3Racer (English) | Kenya |
| Matatu (Swahili/English) | Uganda |
| Ha Buddy (French) | Senegal |
| Luma Arcade (English) | South Africa |
| Danfo Reloaded (English) | Nigeria |

# Breakdown Statistics

❶ Matatu Android (Kola Studios)

6,850+ downloads, 20,000 daily games played

75% of players are Ugandan

❷ iWarrior (Leti Games)

8,000+ for lite downloads, With majority from US

3,000 Paid Download since 2009

75% of players are US

# Observations: Revenue Trend

❶ Nascent Distribution & Monetization Channels

App stores are accessible but most promising are:
- MNO portals
- Handset manufacturers: Preloaded content
- Increasing use of mobile money for payments
- MNOs are opening up their payment channels more...

❷ Paid Custom Development

A lot more companies are paying for games to be developed
Average 5,000usd per platform for mobile development

# Popular Game
# <span style="color:red">Genres</span>

❶ Serious Games
Haki I & II, Mr CEO, Moraba

❷ Platformer Games
Ananse

❸ Casual Games
Police and thief, Okada ride

❹ Puzzle Games
Zword, Matatu

# Local Game-related Activities in Africa
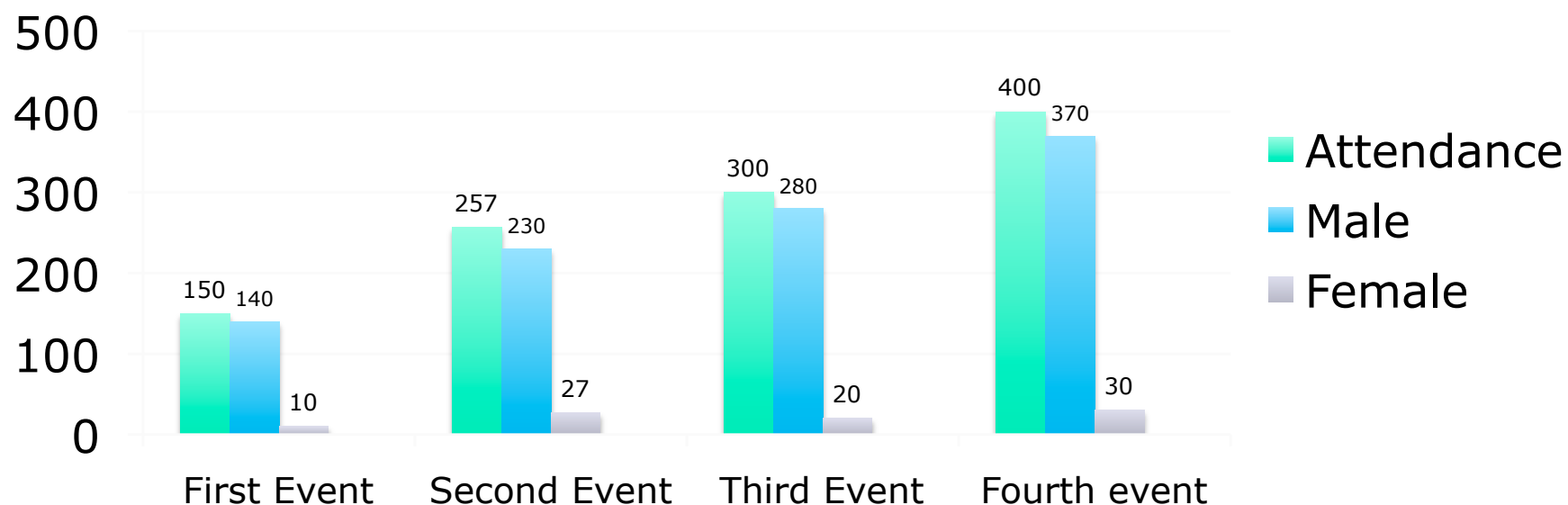
# Local Game Associations

# Local Game Events

# Naija Game Evo Stats 2012

# Video Game Studies in Africa:

Very little formal education for video games development in the continent. South and North Africa where video game development had an earlier start have institutions

# Some Local Academic Game Publications

❶ Flow in Games: Aural Conditioning
   Donald Adu-Poku (Bsc. Ashesi University) - 2012

❷ 3D Gaming: Sword of Sygos
   Eyram Tawia (Bsc. Kwame Nkrumah University of Sci and Tech) - 2006

❸ History of Game Development in Africa
   Wesley Kirinya - 2013

# Organizations Helping the Local Gaming Industry

❶ British Council
### Young Creative Entrepreneur program

❷ Meltwater Foundation
### Believes in Local Creative Talent and invests into it

# Challenges of Local Game Development in Africa

# Development

❶ Scarce Talent & Expertise

❷ Limited Developer Resources

# Consumer

❶ Nascent Gaming Culture

❷ Small & Fragmented Markets

# The Future of Gaming in <span style="color:red">Africa</span>: <span style="color:red">Opportunities</span> & <span style="color:red">Projections</span>

# Projections

❶ The increase in the number of game studios in the continent is quite positive

❷ Specialization has also started to emerge

# Opportunities

❶ Funding, Investment

❷ Publishing, Distribution

❸ Comics, Movies, Localization Companies
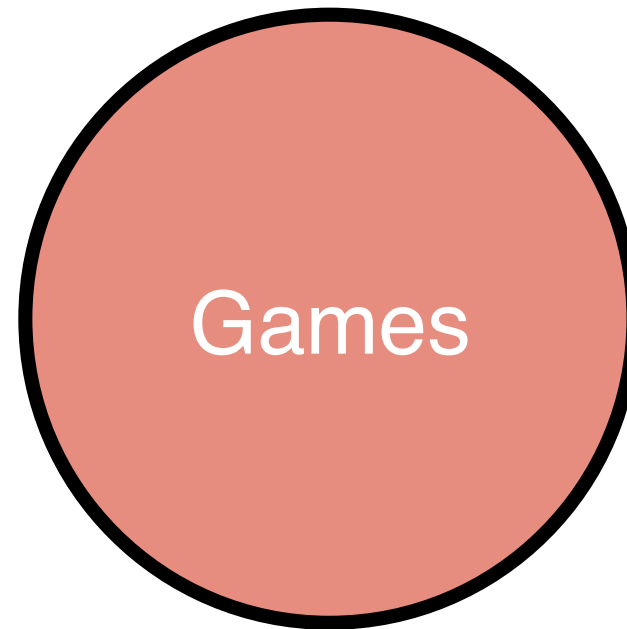
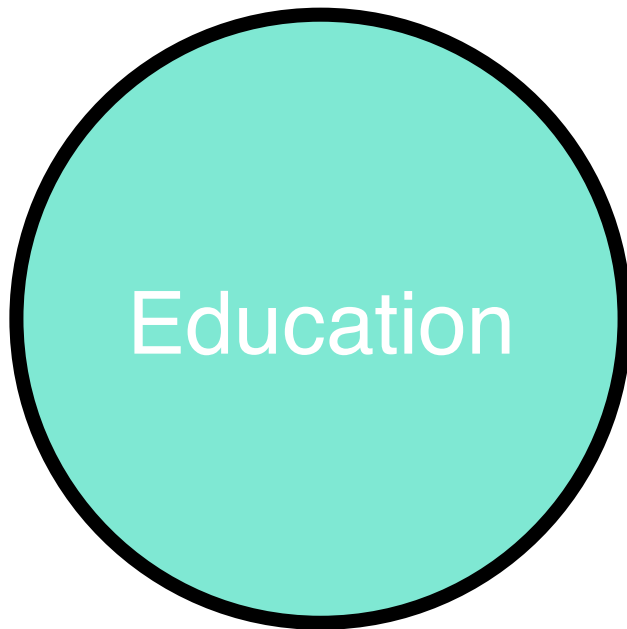❹ Consulting, Contracts

# Future Events

African Game Conference (AGC)
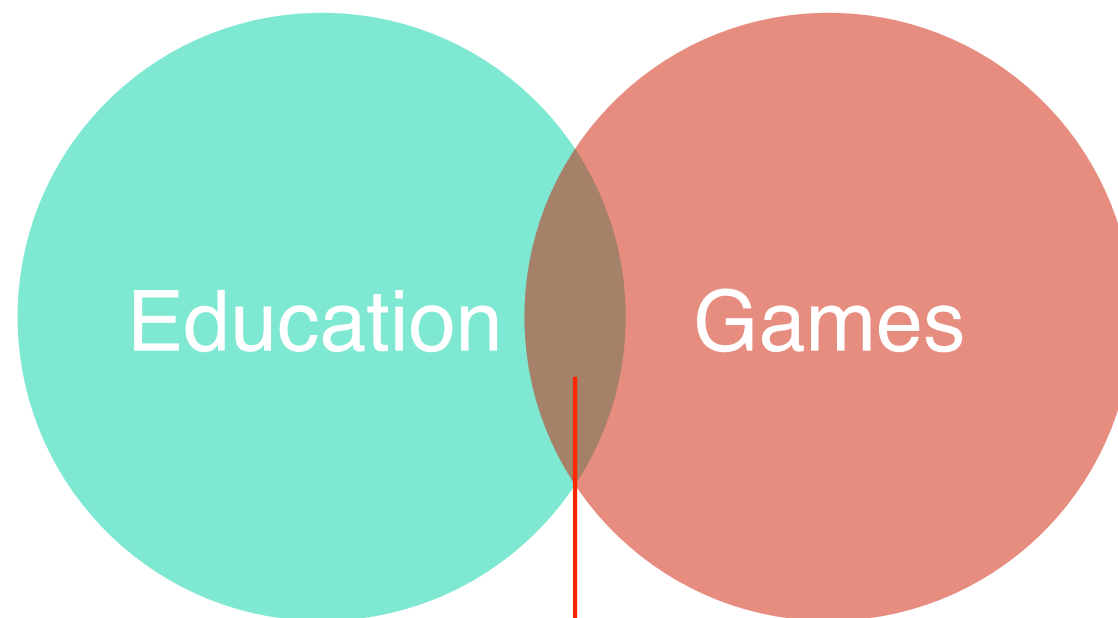
**Planning members:**
1. Kate Edwards (IGDA)
2. Benedict Olumhense (IGDA Nigeria)
3. Eyram Tawia (Leti Games)
4. Wesley Kirinya (Leti Games)
5. Beatrice Olumhense (IGDA Nigeria)

# Building
# A Culture of
# Gaming in Africa
## Case Study: Leti Games

Education

Games

# Two Walled Gardens
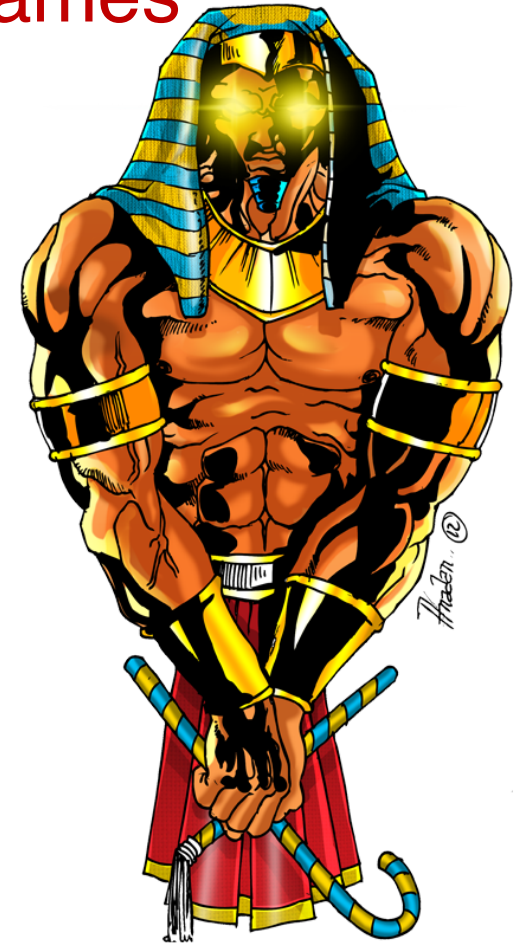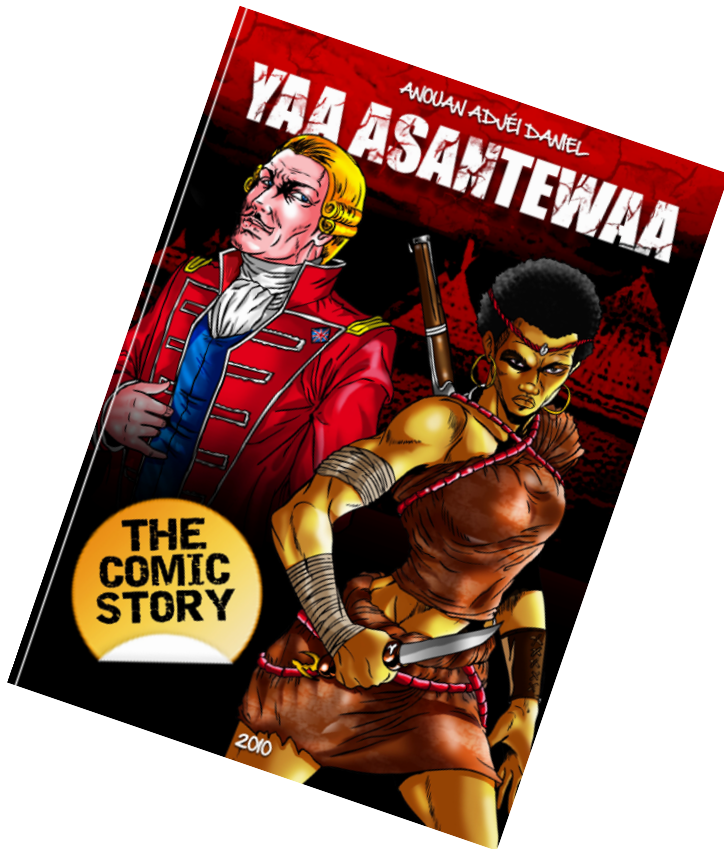
Education      Games

African Historic Legends

# Some African historic figures

❶ Pharaoh – Egypt

❷ Shaka the Zulu – South Africa

❸ Yaa Asantewaa – Ghana
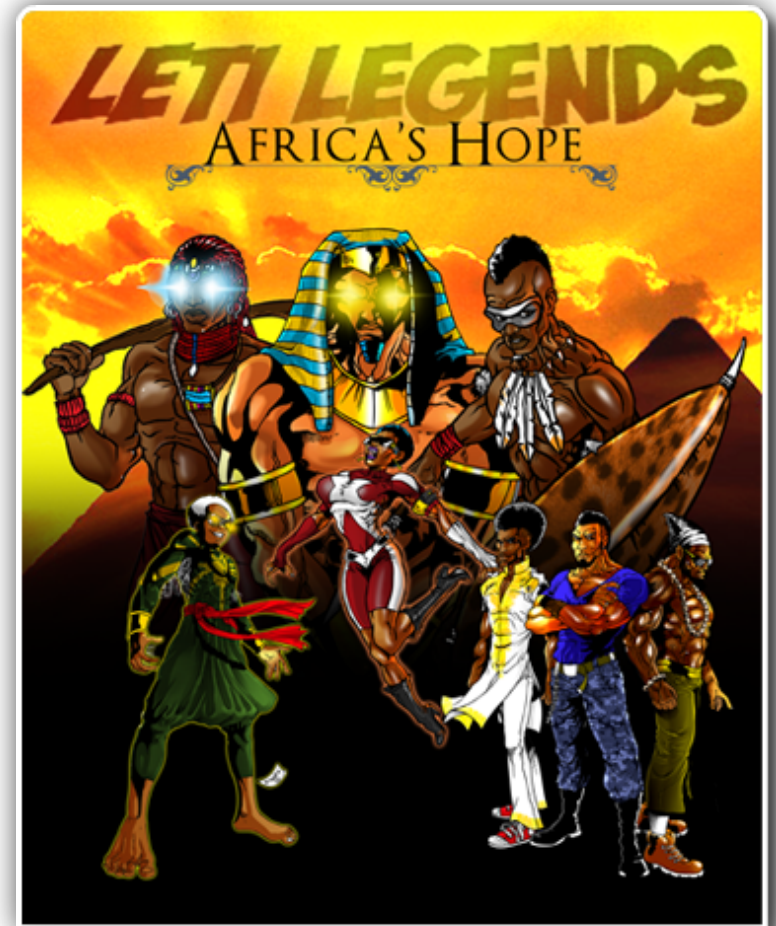
❹ Sundiata – Mali

# Pictorial Representations

# Localizing: Retell history via comics and games

# Results of Localization initiative

❶ More patronage of African history

❷ Gaming Acceptance

❸ Ideas of Localization Companies

❹ Ideas of QA Companies

Not only building game companies but also building the industry

# Thank You

| Eyram **Tawia** | Wesley **Kirinya** |
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# Backup Slides

# Current Culture in Africa's Emerging Game Industry

# Anything fun needs to be shared

The best way to share in the experience is to participate. This is partially why video games have been accepted in Africa

# Mobile users are upgrading

No-Internet

Feature
Phone

Smartphone

61.1%
Q3 2011 InMobi ad impressions
on Nokia

17-19%
Penetration

http://afrinnovator.com/blog/2012/02/02/why-you-must-never-forget-about-the-humble-feature-phone-in-africa/