

Call of Duty Mobile:

After a long succession of successful titles, Activision Blizzard decided to tap into the mobile market with their most successful game, Call of Duty. This was published with the help of regional publishers like Garena(Philippines) Tencent Games (China) ,VNG games (Vietnam) and global servers for EU, Asia and North America. This move, in my opinion, helps minimise the risk taken by a publisher when launching a new game onto a relatively new platform: Mobile. The inspiration to move into the mobile platform was originally inspired by PUBG mobile which was doing independently well as a first person shooter in a Battle Royale style mode of game play.

Competing with PUBG mobile may be a tremendous task for small-time publishers but Activision made a low risk and high reward plan to take over the mobile game industry. By partnering with regional publishers, Activision was able to raise sufficient funds to take on a big budget project with new features coming into Call of Duty mobile. This made CODM a direct competitor to BattleGrounds PUBG mobile. Furthermore, the burden of creativity was relaxed even more as Activision took existing game modes from its Call of Duty franchise and integrated it to the mobile version of the game. This made the whole design process much simpler as maps and characters from all previous Call of Duty titles were replicated to a mobile screen. To add insult to injury, CODM released its own version of Battle Royale with its design patented maps and added a popular new feature called Multiplayer Mode into the game. This allowed a standard 5v5 match in different game modes such as Domination,Hardpoint, Search and Destroy and Team Deathmatch.

The true brilliance of the capitalist publishers came to reality on October 1st 2019 as CODM was launched on Playstore and AppStore. As a senior at university, I remember making peace with the fact that my grades were inevitably going to tank soon. Making an interactive game on a mobile platform that engages a group of friends for hours on end was a sharp use of wit by Activision and beneficial to the game KPI. The launch of this title also came at a point in time where the media scrutinized the addiction levels of PUBG mobile. COD mobile not only had the whole blueprint of PUBG mobile but one upped them by adding multiplayer features. It took off as a tornado. sweeping all mobile games to the bottom of the play store rankings.

Geoffrey Chaucer in his poem wrote the saying "All good things must come to an end". Like all things in life, Call of Duty mobile had to face reality. During the early stages of the COVID-19 pandemic, a lot of speculation over the intent of the Chinese government was upon the global community. Adding to that, India decided to ban PUBG mobile because of the privacy breaches which may have resulted in collection of user data by Tencent Games, a chinese distributor. Activision proceeded to cut ties with its chinese companies and was able to avoid a ban on play stores. PUBG mobile had 175 million installs on both play stores in India and after the ban, these users converted to CODM. Call of Duty was now the only popular FPS (First Person Shooter) game on the mobile platform.This was partly supported by the growth in technology.

Software has become more efficient and hardware has increased in storage to accommodate shooting games with good graphics. Phones are now being tailored to accommodate game modes to allow extra performance. This allowed an instant boost to sales and by 2021, Activision was releasing new updates with features like the Advanced Battle Pass and Pay to Win weapons. For the average gamer, this created a very easy access to one of the most grindable games in the market.

Taking more about the game itself, Call of Duty mobile takes the best features of a console/ pc game and runs them on a mobile platform. The desync and sound quality has been thoroughly vetted to be accurate and give the user real time information on how to react. They have integrated a FPS game with adventure-like qualities wherein players grind to obtain in-game items that may give them an edge while playing. This successfully drove the monthly user base which allowed a huge boost in sales and this was funneled back into the game with additional features like Zombie Mode. This game basically demonstrates a simple game play with decent game visuals and a multilayer interface that allows users to spend hours on hours playing. The community has gotten big enough to have its own tournaments, professional players and content creators. Like most of Activision's titles, CODM has commercially been successful by seizing the opportunity at the right time. Its true goal would be now to stand the test of time, which very few mobile games have. Currently with increase in storage, the game occupies around 6.5 GB which is slowly causing the hardware to overheat causing lag issues while playing. So as we get new features, we are also making the game malfunction and in the end making the game less fun to play.