The Real-time Engagement Road to Gaming Success

How Innovative Games are Engaging Players with Agora's Real-time Engagement Solutions

See how gaming companies **create more engaging products** with Agora's real-time video, voice, and chat solutions.

We are witnessing a **seismic shift** in the gaming landscape. Today's gamers demand faster performances and heightened interactivity. Socialization and connecting with other players are an intrinsic part of the **modern gaming landscape**.

Especially for younger generations, players that only play games without any kind of socialization component are in the minority. According to recent data, **77% of the world's online population engages in gaming in more ways than just playing the game**.

Finding and building community is also a core component of the gaming experience. **84% of gamers use video games to connect and build community around similar interests**.

For companies that have heavily invested in creating an engaging gaming experience, adding real-time engagement tools will elevate your product to meet modern consumer preferences. Real-time engagement tools such as voice, video, or chat will create more social gaming experiences that **boost** player engagement, **improve** player retention, and **expand** revenue streams.

Read how our customers have used Agora's real-time engagement technology to **create exceptional in-game experiences**.

The Modern Gaming Landscape
% of gamers who say video games help me...

connect with others with **similar interests** — **84%**

meet **new people** — **80%**

stay in touch with friends — **77%**

find the **right community** within online video games — **67%**

find a **safe place** for trash talk — **44%**

> **Video makes gaming with friends better—hearing them laugh and watching their reactions** *enhances the gaming experience***.**
>
> ■ **Selcuk Atli**, CEO, Bunch

The Bunch App
Enhances Multiplayer
Game Play

The Bunch app lets users **voice or video chat** **with friends** while playing their favorite multiplayer games together —even when they're physically apart.

The Bunch team remembered the days when they played games in-person at LAN parties—with friends hanging out in the living room, laughing, making fun of each other, and just enjoying the banter and camaraderie—and they wanted to bring that experience to mobile gamers who might not be on the same continent, let along the same room.

When using Bunch, **gamers have a** **frictionless experience** —moving between games, switching between voice and video chatting, and even partying outside of gameplay. Now, with the power of Agora's Real-Time Engagement, Bunch users can move between activities and conversations just as naturally as they do in person.

Many players use apps like Discord or Skype to talk to friends while playing together—or use in-game chat systems that do not persist outside of the game. Bunch created a solution that **allows players to** **chat both inside and** **outside** **of the games**.

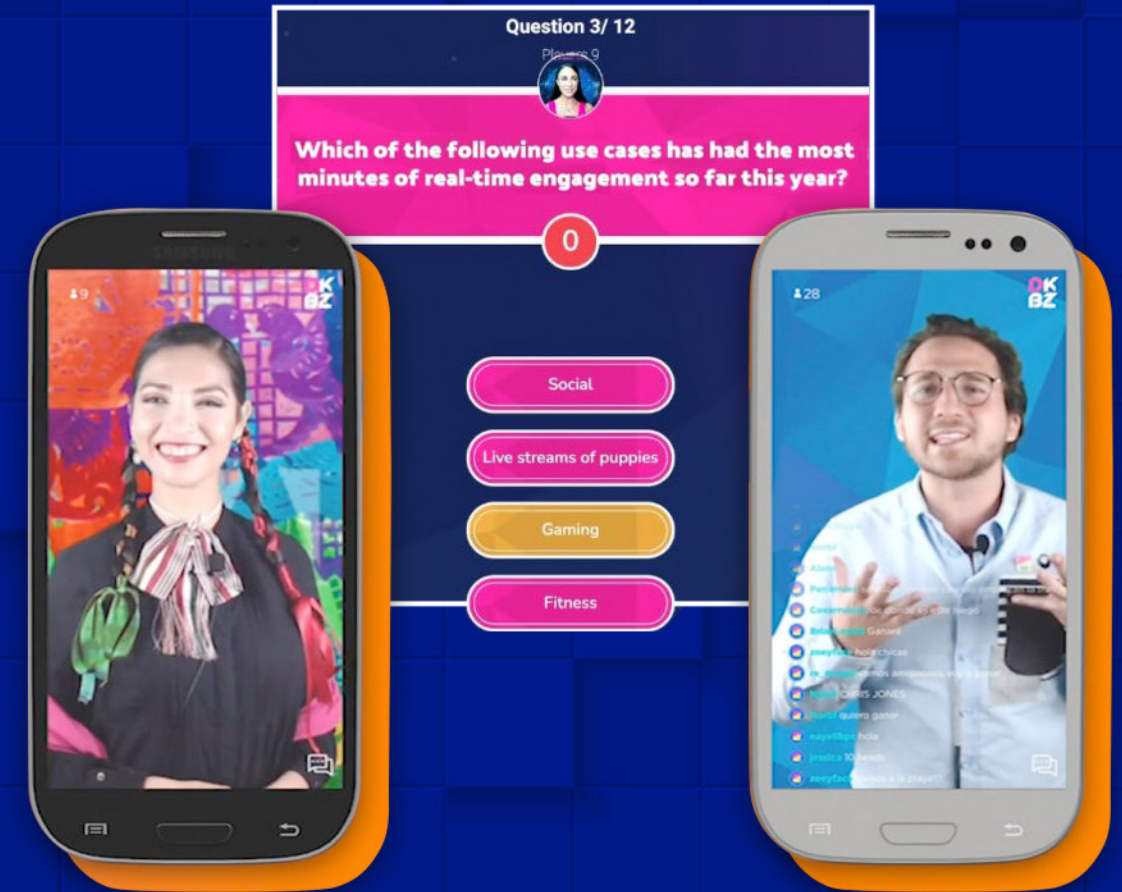# De Kabeza **Boosts Retention** on their Live Trivia App

In today's attention-starved economy, engagement can be hard to generate. De Kabeza helps its customers generate an average of **21 minutes of undivided attention** with real-time games that combine live streaming video with trivia and chat. **97% of our players reported that they wanted to play again after their first game**.

What makes De Kabeza unique is that the platform allows anyone—not just those with technical or production backgrounds—to **build and launch their own interactive, live game shows**. De Kabeza handles the game logic, interface, teleprompter view for the host, and scoring for winners. Users just need to bring their own energy and content. Whether it's for marketing, internal comms or an event, the games strengthen ties between the audience and 97% of players want to play again. De Kabeza allows you to put participants at the center of the action and gamify the communications to keep people engaged.

At a time where we can get any type of information or entertainment on demand, participating in a live game is special. Players know they can affect the outcome, be heard, and interact with the host. It's like Jeopardy, though everyone gets to play instead of yelling at the TV! **Real-time engagement is invaluable for De Kabeza's customers**.

With live, interactive video and audio as the center point of their platform, it was essential for the De Kabeza team to find the right live streaming partner. With Agora's real-time engagement platform, they were able to pull the **live streaming video directly into the game and add the interactive questions on top of and around the video**.

> " **Games, online and offline, create fun and bring people together. Whether entertaining customers or training your team, putting them at the center of the action with games in real-time makes the experience memorable and meaningful.**
>
> ■ **Alana Kalin**, CEO & Co-Founder, De Kabeza

> **With the goal of engaging users, we knew that interactive live streaming needed to be the foundation of our gaming platform.**
>
> ■ **Antoine Mitri**, Senior Manager, Mobile Apps at MBC Group

MBC Uses Immersive Live Streaming to Increase New User Growth

The MBC Group is the largest and leading media company in the Middle East and North Africa (MENA). The media conglomerate has also branched out into digital territory, with the release of a gaming social media platform known as WIZZO.

Gamers are a very discerning and tech-savvy audience so they know what they want from a streaming platform. With the goal of increasing user engagement, MBC knew that the WIZZO platform needed to be based around live interaction with exciting features. To accomplish this, MBC prioritized building the **highest-quality interactive live streaming experience for gamers**.

WIZZO provides a lively online community and app for gamers to show off their skills, interact, and win prizes in esports tournaments. Interactive gaming live streams are one of the big attractions of the WIZZO platform.

Users can stream live gameplay via OBS (Open Broadcaster Software) or from their camera. Streamers can read and react to viewer comments in real time or invite another viewer to join the stream as a co-host. Viewers can watch live, comment, tip, and join streams as co-hosts.

All of this adds up to a **highly engaging experience** for gamers, whether they are streaming or viewing. With Agora-powered live streaming in place, MBC has seen a **10% increase in new user growth**.

MBC ultimately chose Agora to **power the interactive live streaming experience** in WIZZO based on the network quality in the Middle East, exceptional customer support, and competitive pricing.

SuperGaming **Triples Session Length and Retention** with Voice Chat

> ❝ **Our core gameplay has voice built into the interactions, which has increased session length and retention.**
>
> ▪ **Christelle D'Cruz**, Co-Founder & VP of Engineering, SuperGaming

SuperGaming is one of India's leading gaming companies. With over 20 million installs, Silly Royale is a **successful real-time social deduction game**. Players can work with up to twelve players who can communicate via voice chat to work together to stop the "devils" or "robbers" in the group.

Gamers today desire more than just great game design. They want an engaging, social experience, which Silly Royale delivers. SuperGaming chose to **integrate voice chat directly into the gameplay experience** because relying on a third-party service like Discord would be a hassle for their mobile-only gamer audience.

The voice chat feature allows players to discuss in-game strategies, decide when to vote someone out, and talk about which game mode to play next. These interactions enable

players to **learn about teamwork and make crucial in-game decisions**—especially in the classic social deduction modes. Other players coordinate fashion shows or birthday parties using their favorite avatars in the Silly Universe and some players even claim to have learned a new language via the voice chat.

Implementing Agora allowed SuperGaming to add in-game real-time communication, increasing interactivity between players without negatively impacting gameplay. Silly Royale players have accumulated more than 250 million voice minutes in the game while interacting with each other, all powered by Agora. Since adding the voice chat feature, Silly Royale's **session length and player retention is up by 300%**.

Create an Exceptional Gaming Experience with Agora

Agora provides everything you need to **build engaging social gaming environments**. Use real-time communication to captivate users and create memorable gaming experiences.

With Agora you can embed voice or video chat into your game so players can see each other's reactions, cheer each other on, and socialize while they play. We support mobile, web, and desktop apps, so you can **maximize your reach and your revenue opportunitie**s.

Playing a beautifully designed game is exciting and fun, but the ability to play it alongside friends, rivals, or new acquaintances is what keeps your gamers **engaged and coming back for more**.

Learn how to create an exceptional gaming experience.

Talk to an Expert Today.

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