

What Is Obey Me!? The Dating Sim with Seven Demon Brothers, Explained

By [Deanna Nguyen](#) August 12, 2021

Mobile dating sims have been all the rage lately, including the popular *Obey Me! – Obey Me or Rule Them All*. The game has garnered so much popularity that it recently released an anime of the same name, [streaming right here](#) on Funimation!

Given the title, you're probably wondering what *Obey Me!* is all about. Before you jump to conclusions, we're giving you a rundown of the dating sim that involves seven demon brothers who are based on the seven deadly sins, and angels and humans who have been forced into the Devildom through an exchange program!

Do we have your attention now? Here's your explainer on *Obey Me!*—both the game and the anime!

What is *Obey Me!*?



As part of the "Shall we date" series by NTT Solmaro, *Obey Me!* first released an English version in December 2019 before launching a Japan server in 2020. The game is voiced in Japanese with interactive gameplay features like a card-collecting system, Devilgram (Instagram), pre-recorded phone calls, chatrooms, dance battles and so much more!

The story revolves around the player, a non-gendered human who was chosen to become an exchange student at the Royal Academy of Diavolo (RAD) in Devildom. There they meet seven demon brothers who run the demon student council: Lucifer (Pride), Mammon (Greed), Leviathan (Envy), Satan (Wrath), Asmodeus (Lust), Beelzebub (Gluttony) and Belphegor (Sloth).

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The player or main character (MC) is depicted with a sheep icon in Diavolo's Devildom Device, or D.D.D., which is where the smartphone gameplay elements come in. Players can perform tasks, level up their cards, perform dance battles to progress in the main story, listen to phone calls, read chatrooms, customize their home page where they can change their preferred demon brother's clothes and view Devilgram stories.

It's free to play with in-game purchases; players can watch ads to earn rewards. Gacha events usually last two weeks and are back-to-back, so there's no shortage of excitement and new illustrations if you choose to play *Obey Me!*

Is *Obey Me!* an otome game?



While the game is marketed as an otome game, *Obey Me!* falls under the josei/male category. Players can actually romance all seven demon brothers at once based on the choices in the story and the dateside stories via Devilgram, but each brother does not have their own story route or canon endings.

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The MC's personality is shaped by the choices the player chooses, so they can be sarcastic, mischievous or a model student. The MC doesn't have a canon physical appearance but is often described as cute and likable.

In the [anime teaser reveal](#), the MC can be seen as a sheep sitting on the demon student council table surrounded by the demon brothers!

Wait, who is Diavolo?

Diavolo is the demon student council president of RAD and the Future King of Devildom. So basically, he's the ruler of all demons! He's sometimes referred to as Lord Diavolo and has a butler named Barbatos. His goal is to strengthen relationships with the Devildom, Human World and Celestial Realm as he believes demons, angels and humans can live together harmoniously.

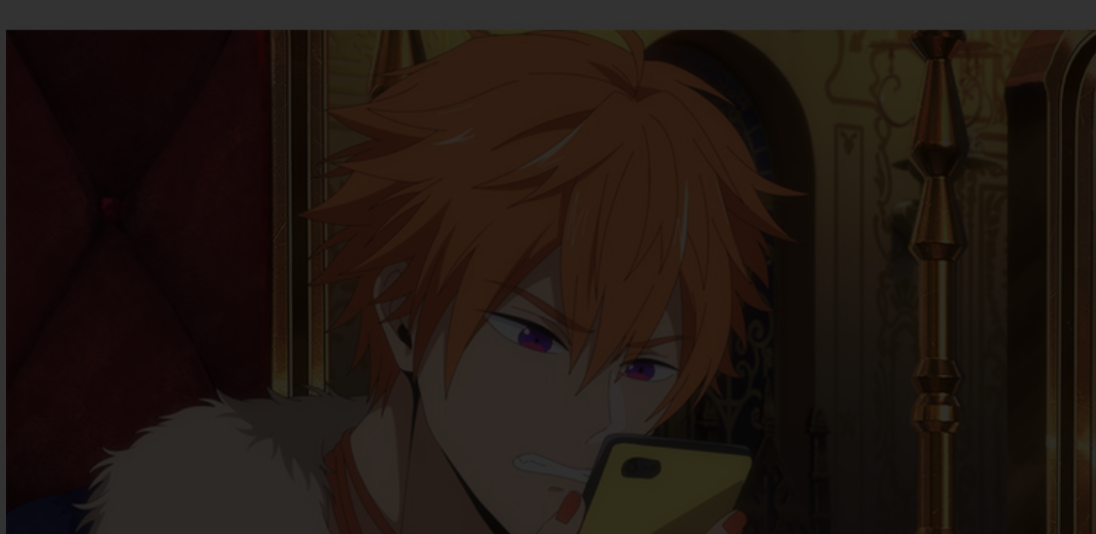
So that's why Diavolo's name is in RAD and D.D.D.—a prominent figure with a big title would never go unnoticed or unknown!

Do I need to play the game to understand the anime?

We should mention that *Obey Me!*, the anime, is more like a series of animated shorts, with each episode typically being five minutes long. You don't have to play the game to enjoy the anime, but if you're interested in the story or lore, you'll find more of that in the game.

If you just want to enjoy watching seven demon brothers and their shenanigans, then that's what you'll get from the show!

How do I play *Obey Me!*?



Obey Me! is available on iOS and Android, so you can play comfortably and conveniently from your phone. Something to note is that the game requires you to play horizontally, but the gameplay is straightforward and user-friendly.

The user interface is similar to what you'd find on a smartphone with apps to help you navigate. While it may seem overwhelming at first, the game doesn't force you to complete chatrooms in a certain timeframe or buy from the in-app store.

If you've played mobile games with a card-collecting system, then you'll find that *Obey Me!* is no different!

How else can I support the game and its developers?

Besides logging in and playing the game every day, you can subscribe to their [official YouTube channel](#) where you'll find the podcast, interviews, early concept development, character song teasers, audio dramas and a variety show featuring the voice actors!

You can also buy official merchandise, but be quick about new releases because they sell out fast. And of course, make sure to follow the official social media channels like [Twitter](#), [Facebook](#) and [Instagram](#) as well as the individual accounts for the voice actors!

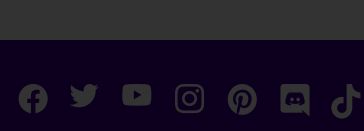
Feel like taming seven demon brothers? Dive into Devildom with us and stream *Obey Me!* [right here](#) on Funimation!

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