

GAMING & ANIMATION



SPECIALIZATIONS & CAPABILITIES OF GAME DEVELOPMENT COMPANIES

<i>Company(s)</i>	<i>Platform(s)</i>	<i>Genre(s)</i>
MINDSTORM	iOS, Android, Windows	Casual, Hyper-casual, Simulation, Idle, Mid-core
TINTASH	iOS, Android, Windows	Education, Sports and Endless Runners, Role Playing, First Person Shooter Games.
REVOLVING GAMES	iOS, Android, Windows	MMOs, Deep Strategy Games
QUIXEL	Unreal Engine	Assets Library, 3D texturing, Assets Integration
WERPLAY	iOS, Android, Windows, Steam	Casual, Hyper-casual, Simulation
CARAMEL TECH	iOS, Android, Windows	Casual, Hyper-casual, Sports
FRAG GAMES	iOS, Android, Windows	Card Games, MMORPGS, Turn Based Strategy, FPS, JRPGs, Casual
GAME DISTRICT	iOS, Android, Windows	Casual, Rpg, Mid core and Hyper-casual games
BIG IMMERSIVE	Oculuc, Vive, PlayStation.VR, Daydream, Pico, Steam	Games, Movies, Apps Experiences, Education
OPTERA DIGITAL	Transmedia	Communications, Socio-economic challenges
ROCKVILLE GAMES	iOS, Android, Windows	Casual, Hyper-casual, Simulation
TINY KRAKEN GAMES	iOS, Android, Windows	Casual, Hyper-casual, Racing, Adventure, Sports, Simulation
ODDSOCK CONCEPTS	Asset Outsourcing	3D Assets, Concept Art, Illustrations, Pixel Art

JB TECHNOLOGIES	iOS, Android, Windows	Casual, Hyper-casual, Racing, Sports, Simulation
APTECH MEDIA	iOS, Android, Windows	Simulation, Hyper-casual
ARCADIAN LAB	iOS, Android, Windows	Casual, Hyper-casual games
HORIZON GAMES	iOS, Android	Action, Role Playing, Adventure, Simulation
GENITEAM	iOS, Android, Windows, Xbox, Steam	Action, Role Playing, Adventure, Simulation
GAMES ENTITY	iOS, Android, Windows	Action, Adventure, Sports, Racing, Simulation, Boards
THE SPARTANS	iOS, Android	Action, Role Playing, Adventure, Simulation
PIXEL ARTS ACADEMY	Talent Development	Video Game Development, Design & Production, Art and Animation

SPECIALIZATIONS & CAPABILITIES OF ANIMATION & DIGITAL ART STUDIOS

<i>Company(s)</i>	<i>Genre(s)</i>
ICE ANIMATIONS	2D and 3D Animations, VFX, Post Production
TALISMAN ANIMATION STUDIOS	2D and 3D Animations, VFX
3RD WORLD STUDIOS	2D and 3D Animations, VFX
STUDIO ROKHAN	2D and 3D Animations, VFX
WAKHRA STUDIOS	2D and 3D Animations, VFX
MOOGLE STUDIOS	2D and 3D Art

THESE TABLES HAVE BEEN DEVELOPED WITH THE ASSISTANCE OF IGDA PAKISTAN.

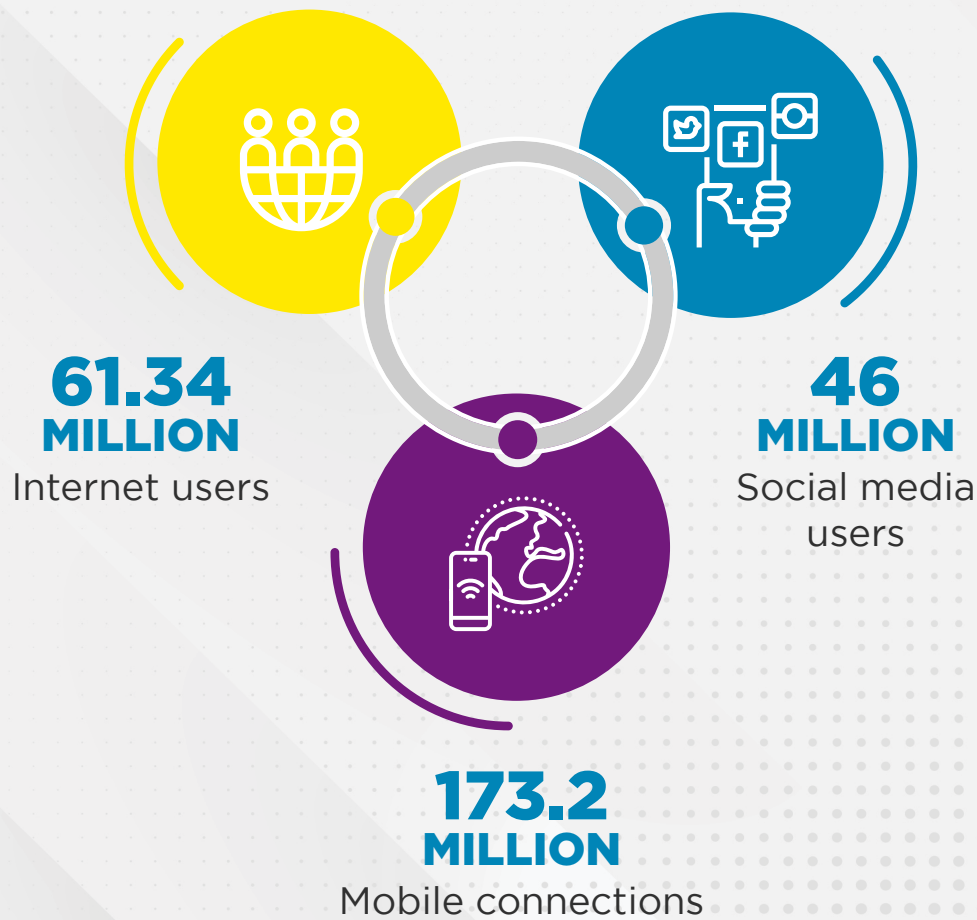
The next **BIG** **THING**

IT IS THE GEN Z AGE!

That means we are talking about the generation that cannot survive without technology and creativity.

New platforms have emerged for tapping into content development, special effects and gaming. With a high target market, Pakistan's gaming and animation landscape is providing new opportunities for entrepreneurship, jobs and freelancing.

The figure below shows the number of active internet and social media users and mobile connections in Pakistan in January 2021.



Source: Digital 2021: Pakistan¹

Whether it is hyper casual games, special effects animation for TV, mobiles and tablets, or personalized content for large audiences, we can observe top-quality work being produced by Pakistani organizations and individuals. However, the journey has not been easy and it has taken several years to reach this stage.



IS IT GAME ON IN PAKISTAN?

When talking about the gaming industry, it went through different ups and downs. Initially, Pakistan's youth game developers and designers struggled to develop their mark in Pakistan, owing to the general perception of gaming not being an ideal career choice. With time, however, this has changed, and new gaming studios, as well as small teams, are consistently popping up in the country, especially on the services side. Today, Pakistan's game developers and designers are not only providing game design and development services, but are also developing their own games, selling and publishing them. Additionally, In Pakistan, generally game developers publish four to five games in a year. However, those who work with international publishers publish one to two games annually.ⁱⁱ

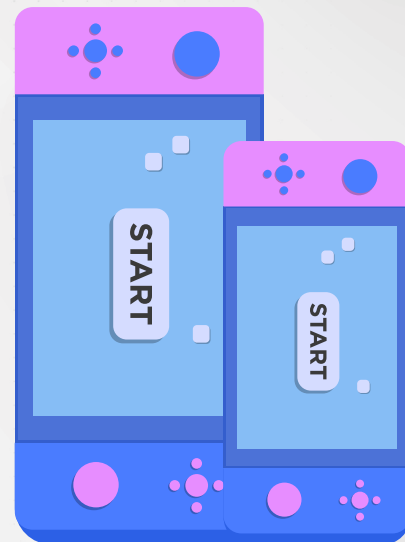
Gaming, animation and digital content development studios as well as individuals working independently are heavily concentrated in Karachi and Lahore. Lahore particularly, is viewed as the "gaming hub" of Pakistan where the scope of game development companies is quite large, and many global top games have been produced or co-produced by these companies. Naming a few, we have **Explottens and Lost Twins by WeRplay, Hospital Inc., Sprout and Piercing Parlour by Mindstorm Studios and Epic Battles History, Steampunk Warlords and Realms of Light by Frag Games.**

In recent years, the gaming industry has seen a boost and is receiving international attention. This is by and large due to the older, more well-established studios that have expanded and enhanced their work over the years, have produced remarkable work, and now brought in international partnerships as well as investment to the country.

Mindstorm Studios, for instance, was one of the first gaming studios to partner with Lion Studios to introduce their games. **Turbolabz** in 2020 was also able to sign a multi-million-dollar publishing deal with an international publisher, **Huuuge Games.**ⁱⁱⁱ

Some of Pakistan's gaming studios working with international publishers include **Tin Tash, Arcadian Lab, Frag Games, GenITeam, Game District and Revolving Games.** **WeRplay**, another gaming studio, has worked with international publishers such as **PocketGems, Zynga, RockYou, Kiwi, Disney Interactive, Chillingo**^{iv}.

Talent Development in PAKISTAN'S GAMING INDUSTRY



Apart from game development and publishing, many companies in Pakistan are working towards promoting game development, pro-gaming and game designing as a potential career for all. The interventions include coaching, mentoring, training, hackathons and community building.

Institutions have started to offer game development as a part of their curriculum, or as a diploma course. However, this development is still at a nascent stage. Some of the institutes that offer game development courses include Information Technology University,^v Omni-Academy^{vi}, IT Height^{vii}, Arena Pakistan.^{viii} Mindstorm offers an incubation program for game development called M-Labs, a dedicated 1,400 square feet space to incubate the best gaming talent in Pakistan. The same space is used for internships and game jams.^{ix} Frag Games, along with Gamestorm Studios, GenTeam, Game District and others, also launched an incubation program called Game Train, envisioned to enhance IT and Game Development in Pakistan.

Speaking of talent development, in 2021, Ozi Group hosted the Game Hackathon which was powered by Mountain Dew, sponsored by Powerful Company and supported by the Game Storms Studios Pakistan, which was a 48-hour game jam. Epiphany launched Epiphany Games, the purpose of which is to nurture talent in the gaming industry, showcase wonder women of the gaming world and to advocate for gaming in Pakistan. So far, Epiphany Games has conducted 20+ webinars and workshops on gaming and esports with national and international speakers, Celebrity Game Jams and a Developers' Game Jam which brought together 19 teams from across Pakistan and resulted in 18 Pakistan-made games.^x

HASSAN IFTIKHAR

FRAG Student

We worked in both 2D and 3D games but there was lack of industry environment where you learn from people having more experience than you. The best thing about the cohort was that there was no pressure of strict deadlines and enough time was spent to get aware of Unity editor & learning things that seem difficult.



E-SPORTS IN PAKISTAN

Meanwhile, a rising e-sports culture can also be seen on the horizon. According to Research Snipers, 2020, Pakistan ranks 11th in e-sports worldwide. In January 2021, a memorandum was signed between Pakistan Sports Board and Pakistan Science Foundation, thereby working towards legitimizing the status of e-sports as a “regular sport”.^{xi}

Before any government interventions in the e-sports industry, Pakistani e-sports players and enthusiasts have continued to build a community and achieve recognition for example, Arslan Ash is a very well-known e-sports player in Pakistan who is currently representing FATE e-sports and Redbull e-sports. In 2019, Arslan Ash won ESPN Player of the Year, making Pakistan proud.^{xii}



Arslan Ash receiving an award at EVO 2019

Source: Liquipedia.net

Notable community building and streaming platforms include GG DEN, Free Fire, Portal e-sports, Pakistan Cyber Gaming and PakGamers. E-sports Pakistan is also a community that helps pro-gamers reach international events and tournaments. It also hosts many tournaments locally, some of which include Pro Game 1, Pro Game 2, League of Legends, KOF 98 tournament etc.^{xiii}

Top Gaming STREAMERS



Syed Ramish Hussain **HYBRID GAMER**

Syed Ramish Hussain is the founder of Igen Gaming, which is a South Asian gaming community. He is also the Head of League Ops & Broadcast at Nodwing Gaming South Asia. Ramish streams on YouTube with the name “Hybrid Gamer” and plays Mortal Combat 5. He has been streaming since 2016 and has 69.6K subscribers.^{xiv}

Fariha Bhatti **FRIZBY**

Fariha Bhatti is a Writer, Digital Creator, E-sports journalist at WIN.gg and a Gamer. She streams on Youtube under the name “Frizby” and plays Counter-Strike: Global Offensive and explores different FPS games. Frizby has 2.63K subscribers on YouTube.^{xv}



Syed Sumail Hassan

Syed Sumail Hassan is a professional Dota 2 player who was a member of the Evil Geniuses team when he was just 15 years old. This team won Dota 2 esports championship tournament in 2015. This year, Sumail has signed with Team Liquid as a stand-in player for the second season of the 2021 Dota Pro Circuit. In 2020, it was reported by Daily Times that Sumail’s earnings amounted to \$2,401,560 after a recent gaming tournament. This makes him the third highest paid gamer in the World.^{xvi}

Ayesha Samman

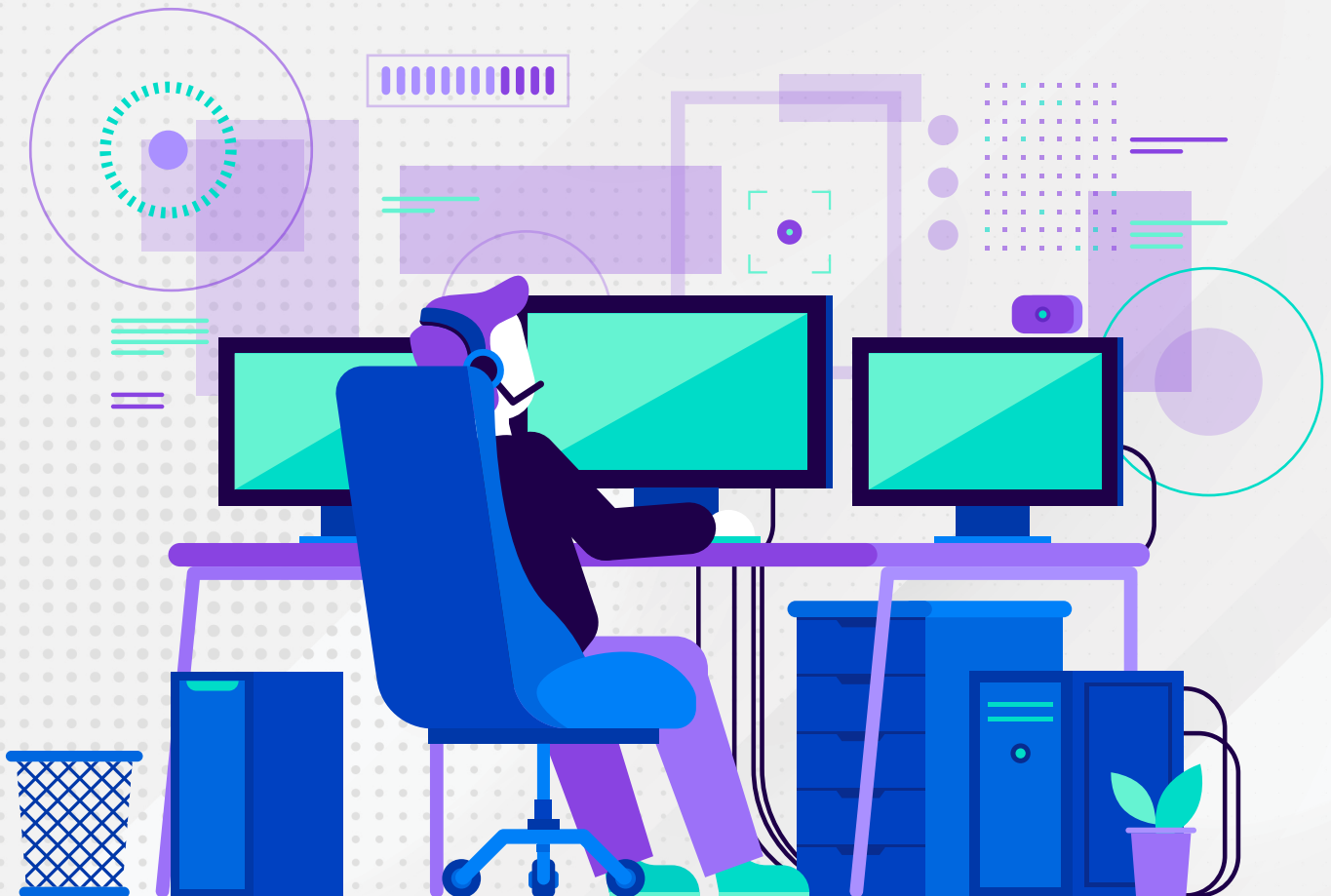
Ayesha Samman is a Professional Female Valorant player and coach for Asteria, which is an initiative of 6 women who represent Valorant for women in Asia. Ayesha streams on Facebook and YouTube under the name Mythica, and has a following of almost 20,000 combined.^{xvii}



Saad Ur Rehman

DUCKY BHAI

Saad Ur Rehman, famously known as Ducky Bhai plays PUBG Mobile on Emulator, mainly to create content. His YouTube channel “Ducky Extra” has reached 1 million subscribers.^{xviii}



SIGNIFICANT ACHIEVEMENTS

MINDSTORM STUDIOS

Headed by Babar Ahmad, Mindstorm Studios has published some **“Chart Topping Games”**.

As of 2021, Mindstorm Studios has developed almost 75+ games. One of the most notable games through which the studio earned international recognition is Cricket Power, the official ICC World Cup 2011 game.^{xi} According to Dawn,



Source: Mindstormstudios.com

Mindstorm Studios had begun working on this game in 2006. The studios' performance history has led them to achieve several awards, including the Asia Pacific ICT Award in 2009. Other games include Sprout, Hospital Inc., Piercing Parlor, Tile Garden and Whacksy Taxi, a game that received #1 title on the App store.

TINTASH

This 2D and 3D game development expert has done some heavy lifting for startups, unicorns and Fortune 500s. Key clients at Tintash include Bed Bath and Beyond, Playdate Digital, Stick Sports, DigitalPassport, EmpowHER, BBC Worldwide, RedBird, TombFinder and many more. According to Clutch 2020, Tintash was also amongst the top 3 web development companies in Pakistan.^{xx} TinTash is known for its gender-balanced team and some of the notable games that TinTash has worked on include My Little Pony, Care Bears, and Charadicon.

CEO, GAMING COMPANY, TEXAS

An efficient, effective team, Tintash completed the project within two months, exceeding internal stakeholders' expectations. Their transparency, thoroughness, and organizational skill set them apart from the competition, elevating the quality of both the partnership and the final product.^{xxi}





Source: tintash.com

FRAG GAMES

Frag Games is a mobile gaming studio working on 3D games. It has worked with many international clients including Netflix, Cartoon Network, Mountain Dew, Junk Fish, David Martin and many others. Services provided by the studio include game development, art and server development. Different genres of games include Card Games, MMORPGS, Turn Based Strategy, FPS, JRPGs, and Casual Games for massive IPs.^{xxii}



Source: frag-games.com

Cobra Kai is an arcade game developed by Frag Games for the promotion of a Netflix series called Cobra Kai in 2018. The game features 8 main characters of the show. Other games include Boddle, which is an educational game for K-12 students, Asterix and friends, Whoosh and Bee Jam.^{xxiii}

DAKOTA KAISER

CEO Light Games

The FRAG Art team are extremely talented and produced amazing artwork for a great price. They sent sketches and updates on every stage of production and listened to feedback. I've worked with a lot of artists over the years and this was one of the best experiences I've had, I highly recommend the FRAG team for any art production you need.



GAME DISTRICT

With a global presence in Dubai, San Fransisco, Manama and Lahore, Game District offers game development and publishing solutions. With a team of 150+ professionals including 20% women, Game District has published 345+ games, delivered 56000+ projects and has raised almost \$75M by clients. As of 2021, games by Game District have had 500M downloads. Game District has been able to land fortune 500 clients including NFL, LEGO, The Hobbit, Jurassic Park and Angry Birds.^{xxiv}



Source: deviantart.com



Source: pngall.com

GENITEAM

An award-winning mobile app and game development company in Pakistan, GenITeam offers 2D and 3D game development services for Mobile, PC, Xbox and Steam. The genre of games by GenITeam includes action, social, arcade, sports and racing. As of 2021, GenITeam has 100 professionals and 600 projects delivered. Games developed by GenITeam include Ludo Champs, Highway Robbery, Parkour Mouse and others. GenITeam has worked with many international companies, including Paypal, Dubai Police, Kate Somerville, Discovery Channel and Sun Top.^{xxv}

CHRIS HOOD

Robinhood Films

GenITeam continues to impress with every release and milestone. I've been involved in a number of creative endeavors before, but feel especially passionate about my current project that GenITeam was able to bring to life!



THE GAME STORM STUDIOS

The Game Storm Studios, an AI, AR & VR focused game development company, also highly recognized internationally has developed almost 200 games in 10 years with over 100 million downloads. What is special about The Game Storm Studios is its ability and expertise in developing games for multiple platforms including iOS, Windows, Android, Amazon and others. The game development portfolio for the studio is large, including but not limited to, Cooking with Nasreen, Color ball twist, Tiny Horse Run, Derby Car Crash, Jet War, Nass Nasreen and Police Sniper.^{xxvi}



Source: thegamestormstudios.com

CARAMEL TECH STUDIOS

Caramel Tech Studios is working towards publishing F2P (Free to Play) games. It is known for its quick turnaround and highly experienced team linked to large international organizations such as Electronic Arts, Kabam, Big Fish Games, Stick Sports and Animoca. Some notable games that Caramel Tech has worked on include Sims 3 Ambitions, Fruit Ninja, Astro Boy, Tetris Blitz, Blades of Battle. EA, Scopely, Kabam, Halfbrick, Big Fish Games, Stick Sports are some of the international publishers that Caramel Tech has worked with.^{xxvii}



“...honing in our experience working on ports of high quality and mega-hit mobile games like Fruit Ninja, Jetpack Joyride and the Stick Sports series, we understand both the nuances of developing a fun, sticky and highly polished game from scratch, as well as creating products that have high LTVs and rest on a strong business model.”



- Caramel Tech, 2021

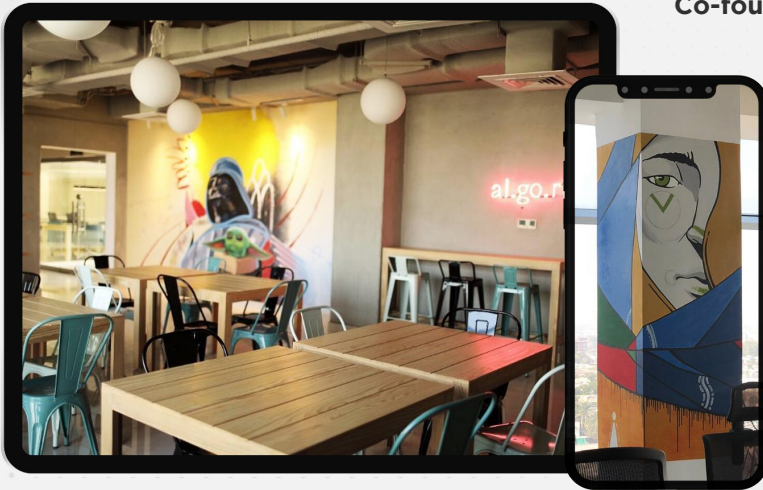
REVOLVING GAMES

Revolving Games' stellar team includes names that have previously designed and executed games that have earned more than USD 3 billion in revenue. Revolving Games has brought together extremely talented veterans into the team. The studio has teams in San Francisco and Lahore both. Revolving Games has 50+ people in Lahore, and 20+ in San Francisco. Revolving Games has worked to market Pakistan as the hub of highly talented gaming professionals. Almost every few months, Revolving Game's San Francisco team visits Pakistan for cross-pollination of knowledge in the gaming industry.^{xxviii}



“We have spent almost a decade training talent in Pakistan. This type of a boutique game studio model is helping our Pakistan team grow at 5x the rate than it previously did in any other partnership.”

Shayan Zaeem
Co-founder at Revolving Games



Revolving Games Office in Lahore

GAMES ENTITY

Founded by Adnan Sohail, Games Entity is a Lahore-based, all-purpose gaming studio, developing 2D, 3D, casual, simulation, scientific, educational and thematic games. Some of its games include IGI Sniper Counter Terrorist: US Army Mission 2019, FPS Modern Strike: Free Fire battleground, Into the Hopeless Land: Survival Zombie Shooter, Zombie Hunter Sniper 3D: Dead target shooter, Pizza King: Moto Pizza Delivery Boy and many more.^{xxix}



Source: gamesentity.com

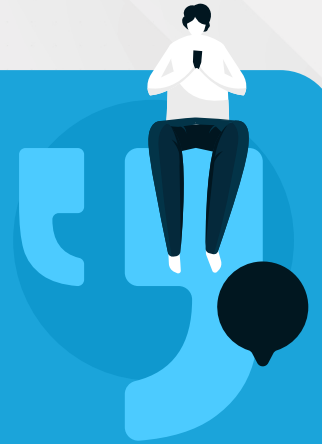
WERPLAY

Founded in 2010, WeRplay is an Indie Game Development studio, whose games have been downloaded over 5M times. Since its launch, the company has grown to 95 employees including engineers, designers, writers and developers. WeRplay has received substantial international recognition, including Explottens being selected amongst the first 52 games in Apple Arcade in 2019.^{xxx}

SAMEER HUSSAIN

Senior Game Developer at WeRplay

“Explottens is a game that WeRplay produced in-house and launched on Apple Arcade and Steam. It’s doing pretty well. Run Sheeda Run was hugely successful too, and it still gets substantial views. Our clients are mostly international. One of our international clients is Zynga, for which we produce art assets.”



WeRplay has done admirable work in the gaming industry. From working with Marvel to Disney, it has contributed extremely well to the industry. WeRplay has also been acknowledged for prioritizing gender-balanced hiring including Unity tech leads, engineers and architects.

BIG IMMERSIVE



Source: bigimmersive.com

An immersive publishing studio, Big Immersive helps game developers and gaming content writers get published and enhance their outreach. One of the games published by Big Immersive is “Heist of the Year”, which is a VR escape game. Big Immersive has recently moved to blockchain technology from AR and VR games and has a digital collectibles platform.

These collectibles are mostly digital and traditional and are sold online through a marketplace. Several apps allow viewing of these collectibles online. A major achievement for Big Immersive is to work hand in hand with Legendary for these digital collectibles.^{xxxi}

OPTERA DIGITAL

Optera Digital Private Limited (Optera Digital) is one of the leading transmedia companies in Pakistan. Known for its innovative approach towards solving communications problems, Optera Digital has been at the forefront of the transmedia revolution in Pakistan.

From creating sequential narrative products for youth engagement, games that recruit university graduates to top FMCGs in Pakistan to creating holograms that resurrect historical figures for Countering Violent Extremism (CVE) platforms- they've been recognized by industry leaders such as Dr. Henry Jenkins as one of the leaders in civic imagination in the developing world. Optera Digital has worked with The World Bank, UNDP and UNICEF to create innovative transmedia interventions that allow end-users to create participative solutions in addressing various socio-economic challenges.

Since 2020, Optera's work in User Experience web design using cognitive-neuroscience techniques focusing on Flow and OCEAN methodologies has allowed them to partner in creating community-based gamified Energy Management Solutions with various international partners.^{xxxii}

MARIA WASIM BAIG

Convergence

“Optera Digital improved our product value by creating usage-based holographic middleware for our networking solutions. Thanks to them our products have a built-in eco-system that grows and upgrades itself. When you need a team that thinks light years ahead of everyone else, it's these guys!”



Source: Twitter: @opteradigital

QUIXEL

With its digital asset library and programs called Megascans, Bridge and Mixer, Quixel has enabled artists around the world to build next-generation experiences in video games, film visual effects, architectural visualization, and many other industries. The Megascans library includes a wide range of 3D content, with recent collections including scanned assets from the Lahore Fort, the remote frozen plains of Sweden, and limestone quarries from the United States. In February 2021, the Megascans library was used by an artist from the Quixel community to develop a digital re-creation of the Park Residence from the Oscar-winning Korean film, Parasite.

In 2019, Quixel was acquired by Epic Games, the creators of Unreal Engine and Fortnite. Before the acquisition, Quixel had raised a \$3.1 million investment round in 2018 to streamline the company. However, after meeting Epic Games and hearing their vision for the industry, Quixel felt that the only right decision was to go ahead with the deal. Quixel's work has been used in AAA games such as Cyberpunk 2077 and blockbuster movies and TV shows such as The Mandalorian and The Lion King.

The Megascans library contains thousands of high-resolution, PBR-calibrated surfaces, vegetation, and 3D assets. Bridge connects Megascans to different tools and one can browse, manage and export assets straight from the desktop.

Mixer allows for simple and easy material creation and photorealistic, tileable material creation in seconds with powerful mixing and painting.^{xxxiii}

QUIXEL ASSETS

“Megascans assets for education contain hundreds of high-resolution PBR-calibrated surface, vegetation and 3D materials.”

“Bridge connects Megascans to all your favorite tools. Browse, manage, and export assets, straight from your desktop.”

“Simple and easy material creation. Create photorealistic, tileable, materials in seconds with powerful mixing and painting.”

Source: Quixel.com, 2021



Source: Blog, Quixel.com



ODDSOCK CONCEPTS

Oddsock Concepts, one of the first dedicated game art outsourcing studios, provides 2D and 3D assets to gaming organizations. Oddsock Concept's specialities include 3D Assets, Pixel Art, Concept Art and Illustrations. With 80% of clients from all over the world, Oddsock is a strong contender in the global game art industry and is always on the lookout for fresh perspectives.^{xxxiv}

We've got a dynamic team of 2D and 3D artists on board who like to challenge the status quo. The goal is to work around the barriers faced by the local industry and compete neck on neck with some of the world's best art outsourcing studios. We also support a gender-balanced working environment intending to provide superior quality art for everyone!

Faryal Hussain

CEO at Oddsock Concepts

Source: oddsockconcepts.com

THE ANIMATION

side of things



The animation industry proves to be promising in the idea-to-growth stage. However, moving further into the pipeline, the growth is observed to become stagnant. Although the demand of consumers for high-resolution VFX animations is high, the growth in the animation industry of Pakistan is slow.

Quoting Usman Iqbal,
independent animation consultant,

“The animation industry is a struggling one and its revival is only in international clients. Otherwise, growth becomes stagnant.”



Source: filmyanju.co

When the team worked on Allahyar and the Legend of Markhor, there were only 80 screens at the time. Since the animation film did not play on every screen, the visibility as well as revenue suffered. Government incentives have only recently started to become more apparent.

For instance, in February 2021, the Ministry of IT and ISPR joined hands to revolutionize the IT industry of Pakistan. This collaboration serves as a hope for Pakistan to expand in animation, and add to the global market size which is expected to grow to \$415 billion by 2021. Furthermore, Minister Fawad Chaudhry also shared his intent to promote esports in Pakistan while the Government also reached out to influencers and content developers to promote national agendas such as, COVID-19 safety and precaution measures in the recent past.

The animation industry has seen several predicaments in terms of promoting animated feature films. It has been noted that its scope is not as large as its fellow emerging market counterparts. However, a few companies have managed to distinguish themselves as the best VFX and animation organizations, such as ICE Animations. Although some successes can be seen, the industry for the majority of the organizations who wish to tap into this field is challenging.

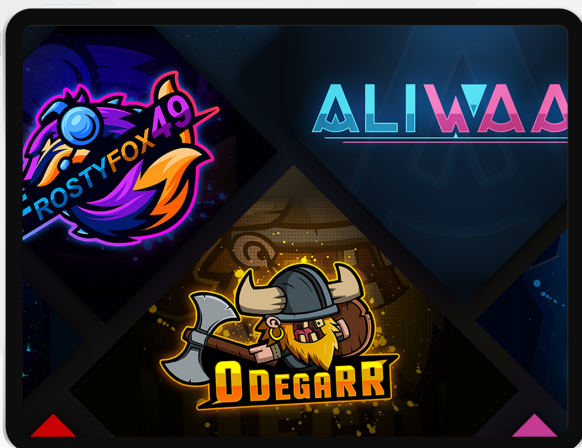
SIGNIFICANT ANIMATION COMPANIES

ICE ANIMATIONS

The largest VFX and animation house in Pakistan, ICE Animations has worked on famous TV commercials for companies including Knorr, Oreo, Cocomo, Nickelodeon, Lifebuoy, Ding Dong and Shoop Noodles. Ice Animations won the P@SHA ICT Award in 2014, 2015 and 2016. The animation which received a lot of attention was “Big Ass Spider”, which received two awards for the best VFX. Ice Animations also worked on WAAR, a film by ARY Films.^{xxxv}



Source: iceanimations.com



Source: mooglestudio.com

MOOGLE STUDIO

Mooglee Studio works to bring artists and programmers under one roof, and works to produce games, 3D and 2D art. One of the notable animations by Mooglee Studios includes Pa Kor Azmaray, a comedy animated video based on a married couple. In December 2020, Mooglee Studios launched its very first VFX infused video, and has also recently partnered with the Government of Khyber Pakhtunkhwa for Creative Fest.^{xxxvi}

TALISMAN ANIMATION STUDIOS

A 3D animation and VFX studio, Talisman Animation Studios is known for producing The Prince Adventures and Igloo Pakistan. The studio creates its own IP content, co-produces animations with international organizations and offers work-for-hire services.^{xxxvii}



Art imitates life. Pakistan is a very politically conscious country. There are lots of nuances or cues that we picked up from life. Everybody finds some connection with the story.

Aziz Jindani
Director for Donkey King

3RD WORLD STUDIOS

To produce animated films, 3rd World Studios has created waves with its out-of-the-box animation and VFX services for series and films in Pakistan. Released in 2018, Allahyar – The Legend of Markhor, revolves around an 8-year-old boy and his powerful and precious bond with a markhor. The film received a Monolith Award for Content at the Infinity Film Festival at Hollywood and Best Feature Film in the Audience Choice category at South Asian International Film Festival (SAIFF) at New York. The movie was acclaimed as “visually-enchanting, packed with precious lessons, the most terrific film soundtrack to release in years and paints the world in beautiful colors.”^{xxxviii}

This year, 3rd World Studios will be releasing Allahyar and the 100 flowers of God. A teaser has been released by the studio which is packed with VFX and 3D animation.^{xxxix}

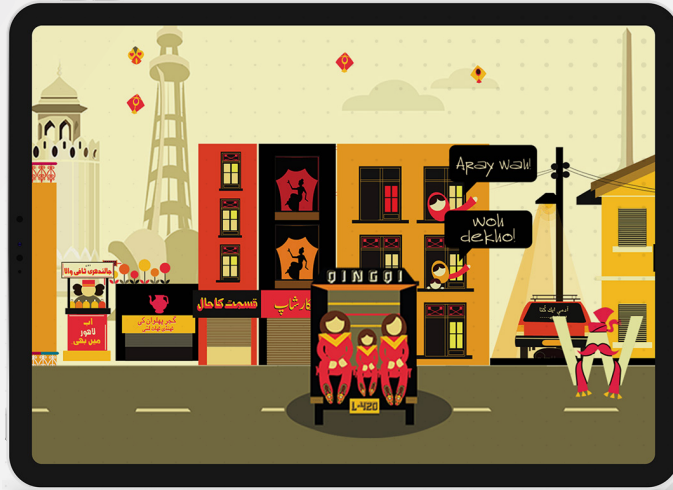


Source: 3rdworldstudios.com



WAKHRA STUDIOS

Wakhra Studios is known for its super catchy, artsy, and lovable designs. Their services include digital marketing and digital O.O.H (out of home). The studio provides an AR and interactive gaming experience through its art, digital art, animated content, and experience design including website and product design services. Wakhra Studio's animations have been screened on TED 2014 in Vancouver, while notable clients include PTCL, Burger King, Kitchen Cuisine and MCB Lite.



Source: wakhra.pk

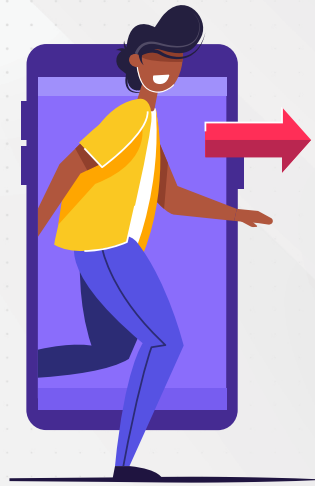
STUDIO ROKHAN

Founded by Zeeshan Parwez, who has also been featured on Forbes,^{xi} Studio Rokhan is “creative boutique production company that is passionate about creating meaningful stories and content through multiple mediums”. The “viral” animated video by Studio Rokhan was on COVID-19, which was released in Urdu, Pashto & Sindhi, sponsored by PINS, in collaboration with the Government of Sindh. Studio Rokhan has taken the lead on filming and directing the high-quality, thought-provoking “Easypaisa Raahi”, starring Umair Jaswal.^{xii}



Source: Facebook: [@rokhanofficial](https://www.facebook.com/rokhanofficial)

Breaking INTO THE DOOR



COVID-19 was challenging for several industries. However, hardly anyone will argue that the gaming industry has not accelerated since the onset of lockdowns. The gaming behavior for people in lockdown, particularly of the age 13-35, has increased.^{xliii} As a result, esports, pro gamers and game development have seen a surge in demand, thereby increasing revenues. Considering the high demand, there is a huge market for international organizations, to tap onto the potential and high-quality services of game developers, pro-gamers and e-sports enthusiasts in this industry.



Tapping into the gaming industry is not as difficult as it used to be. Yes, getting publishers can be challenging as there has to be a certain number of games developed by a company for a publisher to take them seriously.

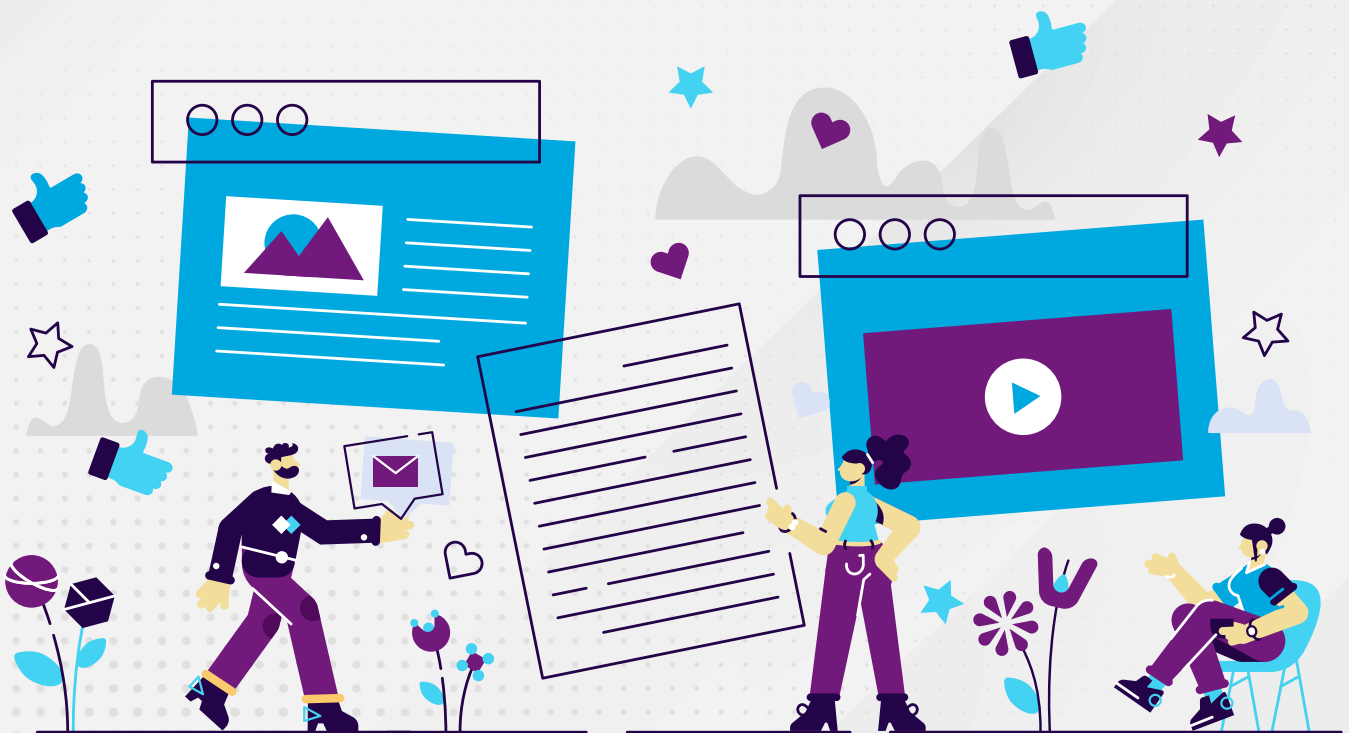
Yaser Awan, Mindstorm Studios

Still, the fact remains that the possibility is endless for talented designers, developers, creative writers and professional gamers to pursue solid careers in this industry and work with international publishers and game development studios.

In the animation industry, it has been observed that to be taken seriously, it is imperative to have international clients since local opportunities are limited. One must continue to work in developing their portfolio or demo reel. A common misconception is that all animators go to an art school. In reality, successful animators have spent years developing their animation skills through real work. More than any degree or diploma, knowledge of practical and technical skills is what makes an animator further. More freelance work and more projects are likely to get an animator the required skillset and needed visibility. The gaming and animation field in Pakistan is prosperous, considering the high-performing talent pool in Pakistan, including Millennials and Gen Z alike.

Despite some of the economic, social and political challenges that Pakistan faces, professionals continue to thrive and provide high-quality outputs to their clients, local and international. The revenue stream in these industries ranges from 100,000 to 10 million USD, which is a promising range for existing as well as new entrants into the field. There is a huge potential for international organizations to work with Pakistani based organizations whether it is gaming, animation, or digital content development.

The gaming, e-sports and animation field in Pakistan are prosperous, considering the high-performing talent pool in Pakistan, including Millennials and Gen Z alike. Despite some of the economic, social and political challenges that Pakistan faces, professionals continue to thrive and provide high-quality outputs to their clients, local and international. The revenue stream in these industries ranges from 100,000 to 10 million USD, which is a promising range for existing as well as new entrants into the field. There is a huge potential for international organizations to work with Pakistani-based organizations whether it is gaming, e-sports or animation.

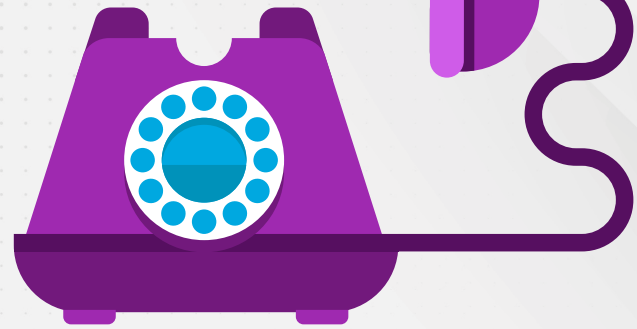


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ABOUT THIS INDUSTRY ROUNDUP

Pakistan Software Export Board developed this paper by hiring services of an independent consulting firm to prepare this roundup on Pakistan's Gaming and Animation sector. The paper focuses on Pakistan-based companies in this vertical and appraises the reader of the expertise available in Pakistan in the Gaming and Animation domain.

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