

# GAME Watch

## Recommended Articles of GAME Watch Editorial



"FFXI" is still follow! I explain the "Vana'diel Project"

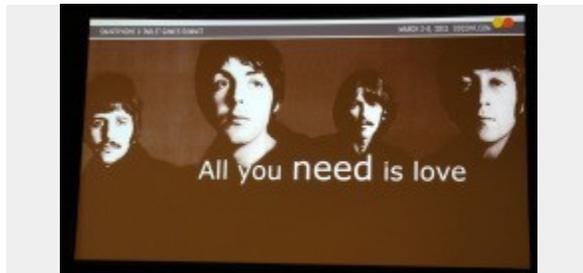
- WIN "black desert", pre-open test participant recruitment started!
- Begin "GTA Online" such as dense cooperation element "GTA Online2.0"!
- Comfortably in the "torne" is smartphone! I tried to touch the "torne mobile"!
- I tried playing "Final Fantasy XV" trial version!
- TSUKUMO, "Battlefield hard line" Recommended video card equipped with gaming PC!

## News

### Target teenage women, life is only one week! North American love game latest situation

To kiss the smartphone!? Smartphone era of romance game was so evolution!?

(2015/3/4 18:07)



March 2 to 6 held

Venue: San Francisco  
Moscone Convention  
Center

Including Japan, in many countries and regions of the world, there is a game genre called taboo is prone to love the game (Affection

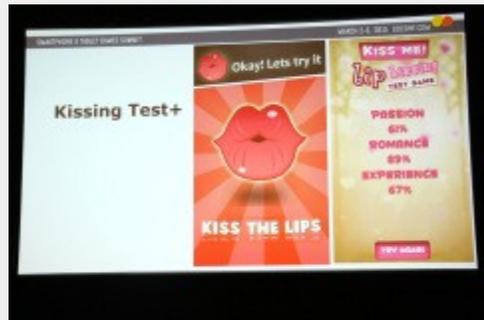
Game). In genre of love simulation game in Japan, it is possible to make Platonic content as possible, although getting barely citizenship, it is still a taboo overseas including North America. There is also much of the romance shim of Japanese that was beginning to "Tokimeki Memorial" does not work overseas deployment I is said to be the reason. In North America called tolerance to adult, it is only in the game he frontage is narrow much than Japan.



Lindsay Grace's American University



There are people to kiss smartphone



Typical kiss game "Kissing Test"



"Kissing Test" has been in the top 100 containing 13 countries

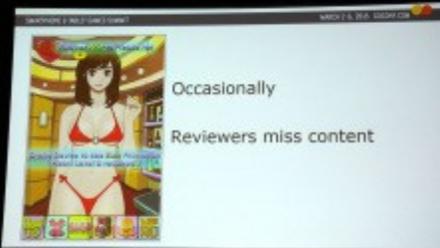
In the "Smartphone & Tablet Game Summit", intended for the North American market, as a result of the situation of love games for smartphones were research has been reported. Lindsay Grace, who belong to the American University while occasionally also sprinkled humor, feeling that free and open talk is really GDC Summit unique, and although likely to report that not too helpful, please by to say a very rare reports I want to introduce.

In Grace's report, he love game for smartphones in North America in the border in 2012 has increased explosively that. This seems just are linked to smartphone penetration, potential and key needs took developers our market went created a love game for smartphones one after another.

The first place, What are the "love game for smartphones"? The answer is, I also he was surprised to know the facts, but it's "game for the direct kiss smartphone itself". Rather than aiming to women and dating and hug of the game screen, a very direct, with Japan's love shim thing heterogeneous and direct all.

According to Tsumabiraka reports of Mr. Grace, ever born more than 500 romance game, many purposes of those games to fulfill kiss how to do. And it secretly, passionately, in romance plenty, must the experience seem to kiss. The smartphone screen, are drawn to "Tsuuyattsuya" lips that was the form of a kiss, the determination is made by the "lips touch", the score is determined. While many readers would have thought to try quitting the read the article at this point, still this is I want you to a little patience because just the beginning.

[Various love game]





Indeed a wide variety of love game

Well, these love games, there are 3.5 million installed in North America alone, yet has been done in Android up to 90% in its share. Because of the preliminary review is severe iOS is small, many of them because that is rejected (remand) before delivery. Such as "Big Huggin'" Kickstarter project in, to which is one theme of "hug" of love action, in a state in which the troubled holding a bear stuffed with both hands, and 2D side-scrolling type by moving it also healthy love games like going to clear the action exist, but many of the love game to rank in the top 100, you can kiss on the liquid crystal panel, that's just a game that licking tongue. In addition to Surprisingly, these love games, and popular cult, not only born "hit" was achieved more than 1 million downloads, the number is increasing year by year. Title to be top ten also that it is that have gone increasing every year, Grace said, the seriously love games, kiss, and Ichatsuki, hug, classified into four types of SEX. According to the latest data, Kiss 142, Ichatsuki 9, hug 2, SEX has become a 10.

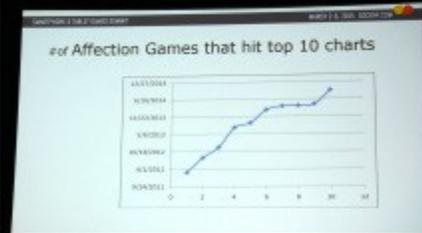
[Big Huggin']



[Affection Game who boasts prosperity]

Number of Affection Games Published

	Web (2013)	Mobile 2013	Mobile (2014)
KISS	299	94	142
Flirt	78	9	9
Hug	4	3	2
Sex	600+	6	10

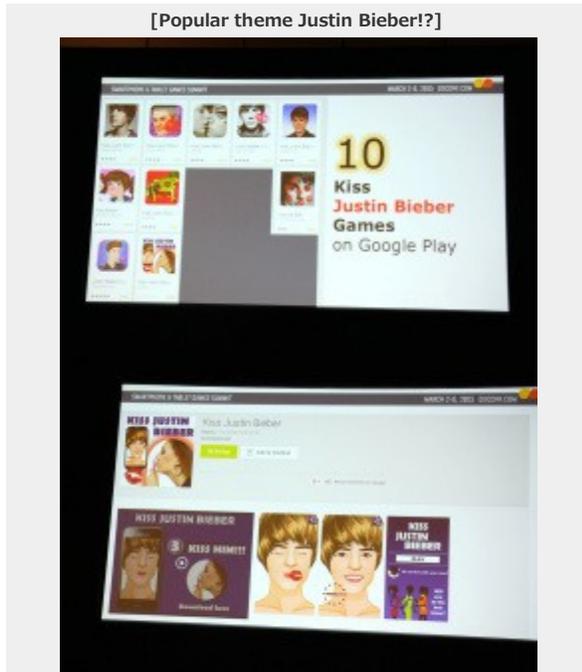


Android versus iOS?  
**234**  
 Affection Games on Google Play\*  
 \*April 2014

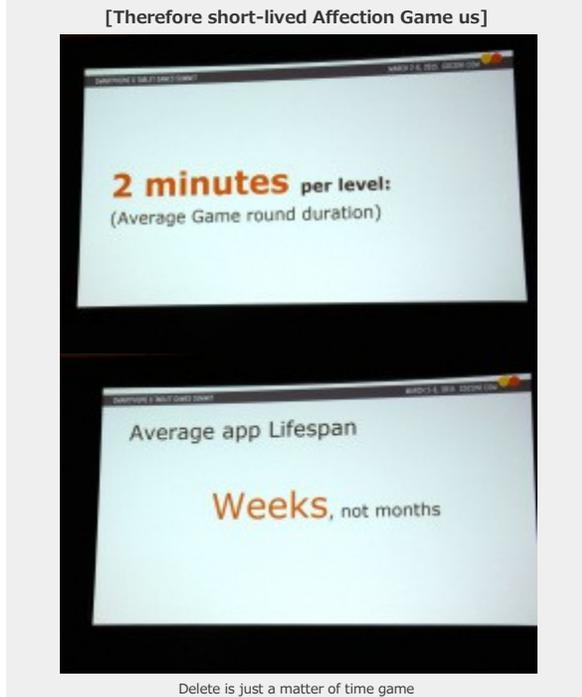
Android versus iOS?  
**250+**  
 additional APK'S in archives, clearinghouses and other stores

Today that more than 300 Kisuapuri exists in Google Play. Number of is ambiguous, they are because that is often remove (delete). App for this, but he is no way out exact figures, always No. 1 theme of the popular Kiss game to kiss Justin Bieber. Needless to say it is a license-free illegal apps, find go is deleted as soon as. However, it seems we are born new Justin Bieber app each time. The mainstream game mechanics is, how "KISS & EVADE" model of how to fulfill the kiss stealing third party eyes. This is called has reached 80% of the total. Although dim while whole picture has been grasp so far, smartphone for love game developers in North America, reject, in remove premise, that it has released in the game the side sorting

similar one after another in a manner that strikes typing number I see that. Revenues in the mainstream advertising model of free play, and fishing the user in how attractive title and image, whether to display ads is allowed to play a lot of stage I all like. According to Grace's report, play time per stage is an average of two minutes. Only one week life span. It seems there is also the title of one night only at short.



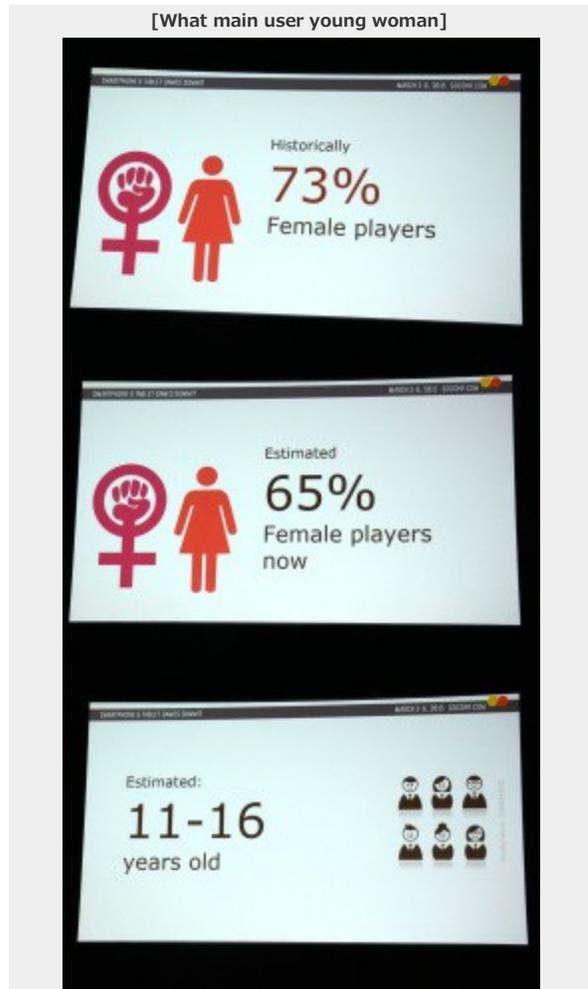
Just what all of unlicensed get Needless to say



Delete is just a matter of time game

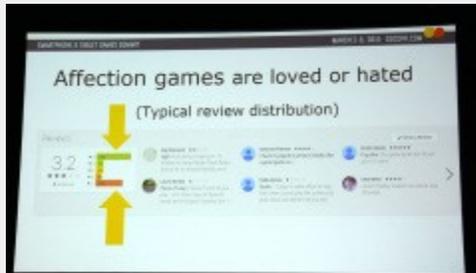
Maximum of doubt with the contents of the far, would be "Does this kind of game everyone is playing?". The answer is what women. Moreover, girls from 11 to 16 years accounted for 73%. Women of this age, the princess and make, there is a longing to kiss, developers while changing the changed hands goods, to sneak the three keywords to Apurisachi. app so to speak to help the delusion of girls of age appears to be in the nature of the love game in North America. On the other hand, what about boys. Grace said, the case of a male, discussion and less likely the game of interest to suddenly want to SEX. Certainly there is a place where there is a convincing sense.

Grace said, as concluded, as prospects for the future of the love game, and cited the consideration of diversity and the real world as a game, was mentioned in the description writing that it is necessary to be careful. "However, have been already all played in the Google search" and said, had been laughter.





[Evaluation extremes]



Characteristic of people who belittle the people who rave is extremes of Affection Game

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**URL**

Page of the "GDC 2015" (in English)

<http://www.gdconf.com/>

GDC 2015 special report Links

[http://game.watch.impress.co.jp/backno/event/index\\_c409s3242.html](http://game.watch.impress.co.jp/backno/event/index_c409s3242.html)

**Related article**

- [\[GDC 2014\] GDC 2014 related and popular hard PS4 that shortage continues in North America kicks off in the United States San Francisco, attention to the session of the Amazon and Oculus VR such as emerging powers\(2014/03/18\)](#)  
(Nakamura Seiji)