

Beyond Moshi Monsters: Mind Candy announces World of Warriors

Moshi Monsters creator Mind Candy is preparing a new game franchise called World of Warriors



World of Warriors will launch later this year Photo: Mind Candy



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By Sophie Curtis

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Mind Candy, the British company behind popular online game Moshi Monsters, has announced that it is working on a new game franchise called World of Warriors.

The company describes World of Warriors as "an epic combat strategy game with a unique skill element drawing from history's greatest warriors".

The game will be available on iOS and Android and will appeal to casual gamers of all ages, according to Mind Candy.

"This epic game for mobile and tablet is teeming with an ever-increasing cast of history's greatest warriors," said Michael Acton Smith, chief executive and founder of Mind Candy in a blog post.

"Summoned to the hostile Wildlands from a mind-boggling array of cultures, tribes and civilizations, each warrior has a story to tell. But the only way to survive is to FIGHT!"

ADVERTISING

Ahead of the game's official launch later this year, Mind Candy has released the following teaser video:

Mind Candy, which is based in Shoreditch in east London, has been hailed as one of Tech City's biggest success stories.

Moshi Monsters, a virtual world and online game aimed at children aged between six and 12 years of age, has been likened to a Facebook for kids, and currently has over 80 million users around the world.

On the back of its online success, Mind Candy has branched out into physical products, including toys, magazines, books, membership cards, bath soap, chocolate calendars, trading cards, figurines, mobile games, and even a feature film.

In its most recently published accounts, for 2012, Mind Candy reported total revenues – dominated by Moshi Monsters subscriptions and merchandise licensing – of £46.9 million, up more than 60 per cent on the previous year.

However, according to measurements by ComScore, the number of British visitors per month to MoshiMonsters.com fell from nearly 1.3 million at the start of 2013 to 730,000 in December. Traffic from the United States also fell from 1.7 million to 743,000 over the same period.

Mind Candy will be hoping that World of Warriors can revive user numbers ahead of a possible Initial Public Offering (IPO) in the next couple of years.

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