

Beat: Technology

## CLASH OF KINGS WINS FACEBOOK 2015 GAME OF THE YEAR

### FREE-TO-PLAY MMO REAL-TIME STRATEGY GAME

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**USPA NEWS** - Facebook has just kicked things off in a big way, announcing its 2015 Game of the Year is Clash of Kings, the free-to-play MMO real-time strategy game that debuted back in August last year for the Android and iOS platforms...

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To celebrate another year in video games, Facebook has announced the winners of its Game of the Year Awards. This year, Facebook has 22 titles of 2015 that it feels deserves recognition, and Clash of Kings is the ruler of the Facebook's 2015 Games of the Year.

Developed by ELEX, Clash of Kings is a real-time strategy game where players build an empire, and it involves elements such as city-building, castle defense, and conquering lands.

Facebook came down to this choice for the game of the year based off of two main reasons. First of all, Facebook combed through user data, aggregating information based off of what its over 1.55 billion monthly users were discussing the most on the social media.

Then, Facebook analyzed other considerations, such as a game's retention rate, overall score, level of player engagement, etc., based on its over 450 million people who play games on Facebook.com or connect to games via Facebook on mobile devices & consoles every month.

It felt that developer ELEX made the right move in rebuilding Clash of Kings from the ground up to not only be much friendlier across multiple platforms but to also ease social integration and find success in the wider global markets. In order to achieve this, ELEX invested in developing a web-version of the game from scratch and launched the game on Facebook's App Center in order to reach a global audience.

Clash of Kings is undoubtedly one of the top games on mobile devices and love of every gaming freak. The game has now been in the top 10 highest grossing games in over 90 countries, and has been downloaded more than 70 millions times...

Source : ELEX

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
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