



In the hearts of players: Affection Games and Mobile Love

Lindsay D. Grace

Director/Associate Professor

American University Game Lab



SMARTPHONE & TABLET GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



In the midst of some of the
most politically turbulent
times in the 20th Century





<http://www.nydailynews.com/new-york/exclusive-birmingham-protesters-arrested-1960s-fdny-fighting-hose-attacks-article-1.1776364>





4 “far out” musicians proposed something
crazy





All you need is love



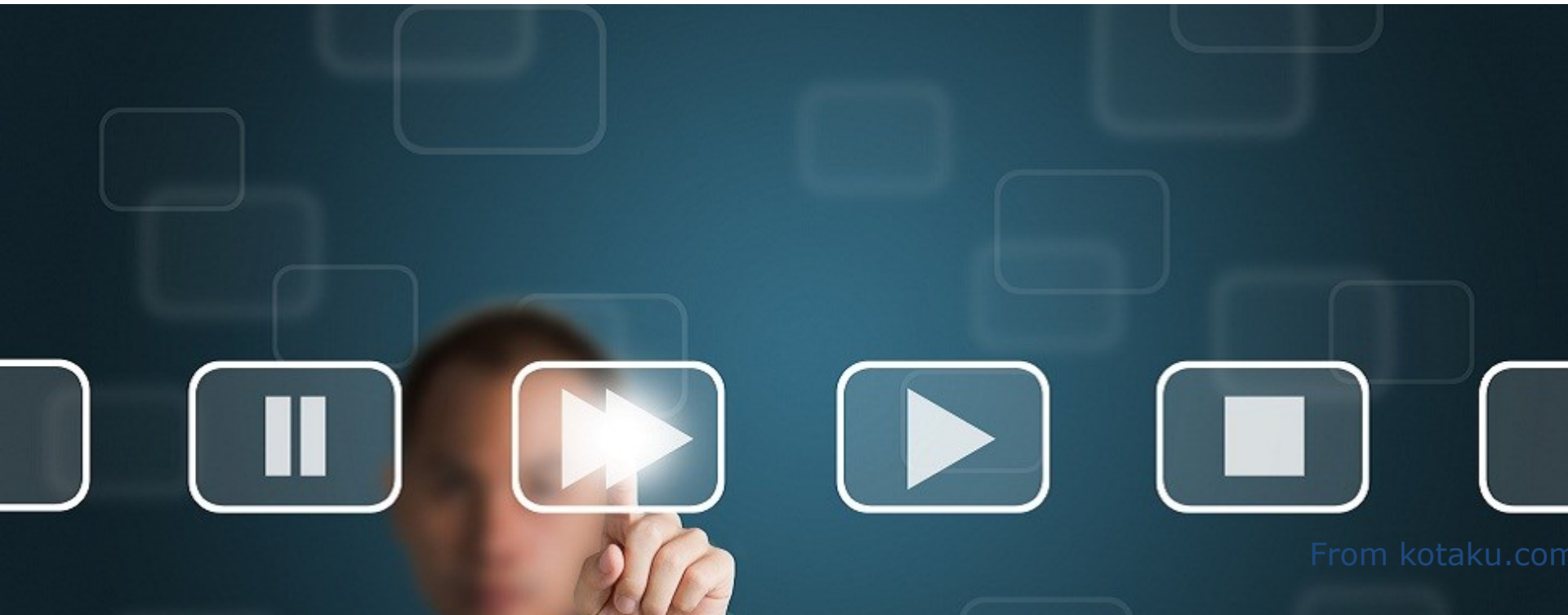
"WE LIVE IN A WORLD WHERE
WE HAVE TO HIDE TO MAKE LOVE,

WHILE VIOLENCE IS PRACTICED
IN BROAD DAYLIGHT."

JOHN LENNON



Fast forward . . .



From kotaku.com



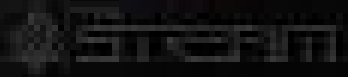
2014

A turbulent year for games





#GamerGate





Polygon™

Game dev harassment remains as bad as it was a year ago

By **Brian Crecente**

It's been a year since a new kind of threat to game development seemed to reach a fevered pitch: Fans harassing the people who make the games they so love.



"The IGDA takes any action against game developers very seriously, so as with last year, we'll continue to pay attention to the harassment issue in all its forms."





What am I talking about?



Affection Games



A growing trend of “spreading love”
in games



> 2,500 people kiss
their smartphones
(every day)





500+

Affection Games ask players to...



Affection Games:



Flirt



Affection Games:



Flirt



Hug



Affection Games:



Flirt



Hug



Kiss



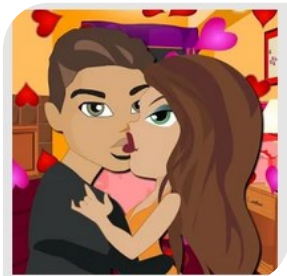
Affection Games:



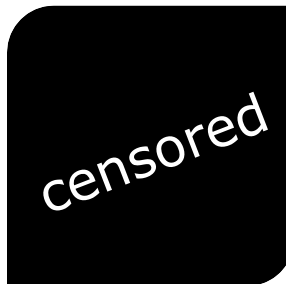
Flirt



Hug



Kiss



Make
Love



<http://careergirlnetwork.com/6-ways-to-go-for-the-goal/>



Affection is the **main action** in the game



LEVEL 1









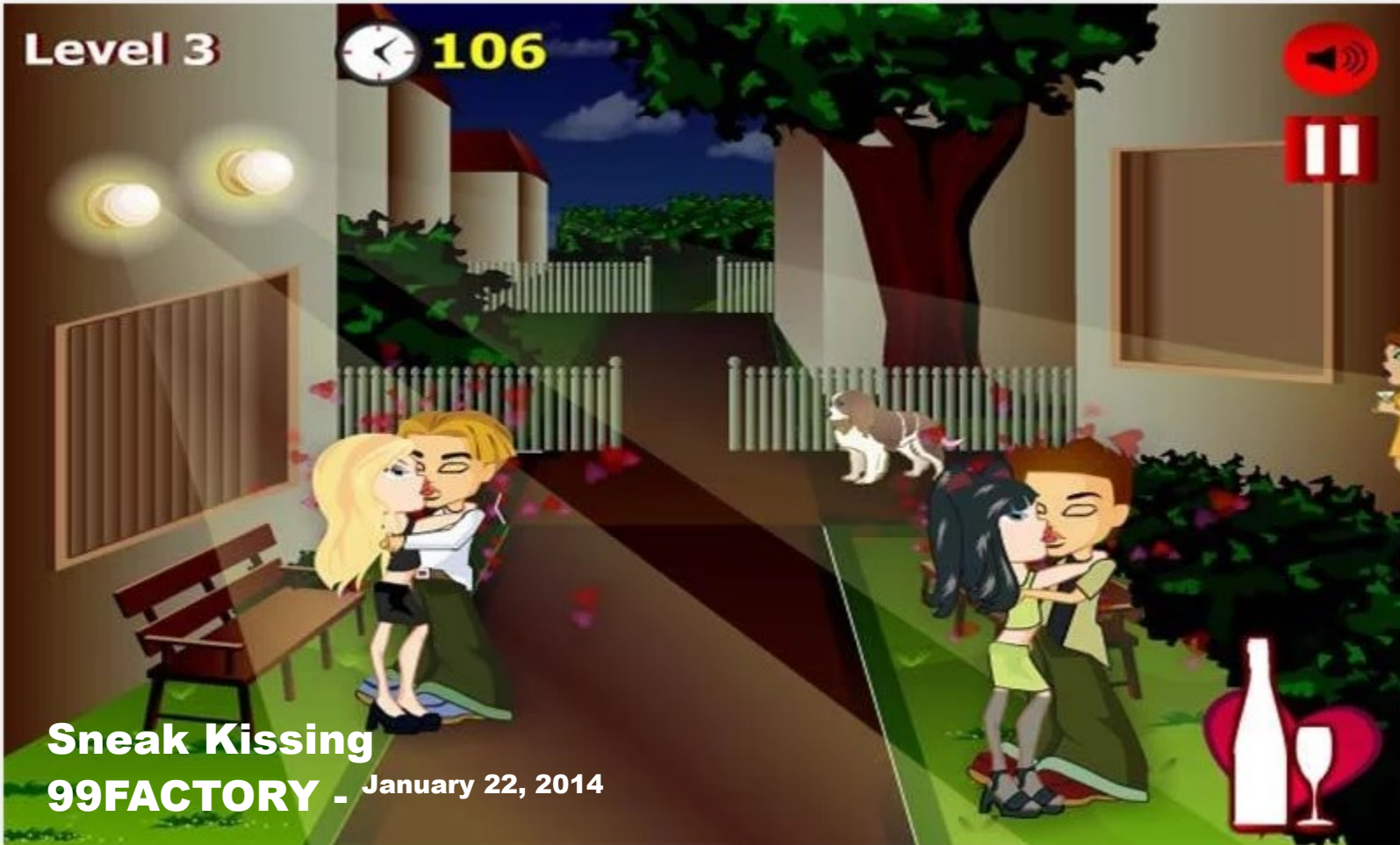
Level 3

 **106**



Sneak Kissing

99FACTORY - January 22, 2014





LOVE ゲージ



スコア

00005789



School Flirting Game
Girl Go Games

@mindteagle



What affection games **aren't**



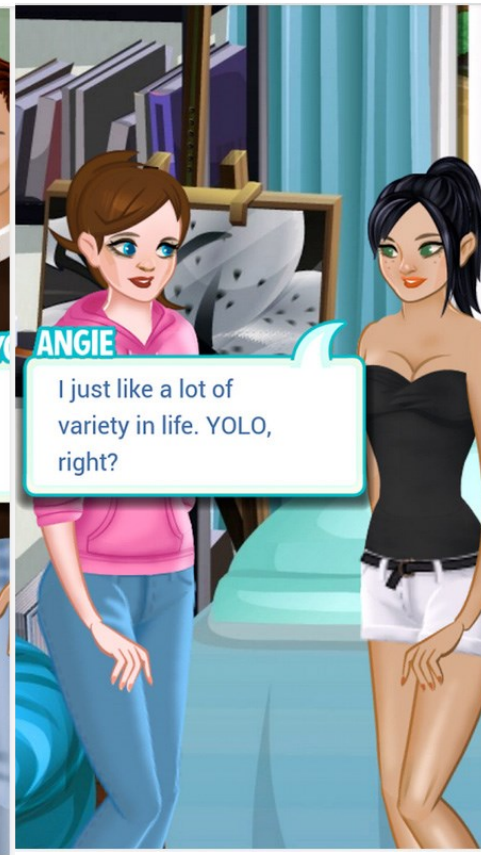
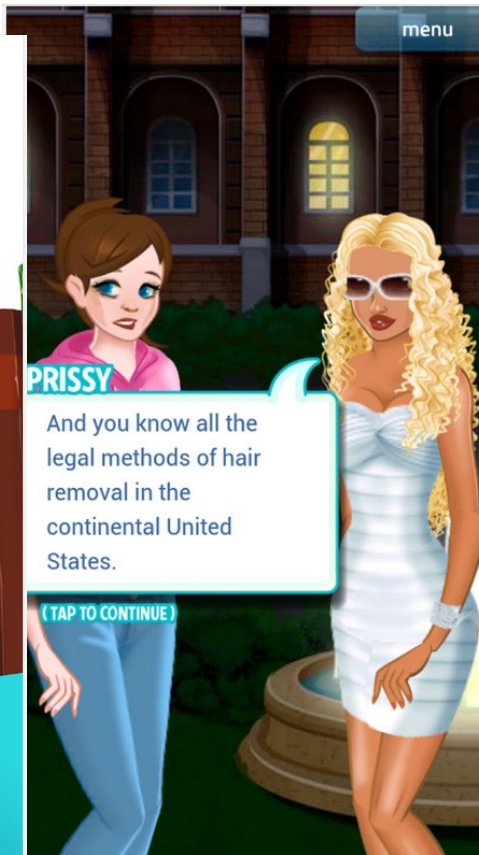
Affection games Are **Not** dating sims

My Virtual Girlfriend
By WET Productions Inc.





CAMPUS CRUSH





<http://careergirlnetwork.com/6-ways-to-go-for-the-goal/>



Affection games have 1 primary verb:
Flirt, Hug, Kiss or Make Love

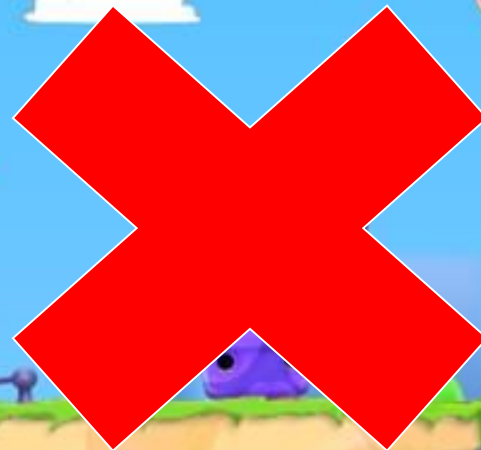


Amy in Love by Apps4Everyone



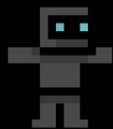
Not

Platformers with Kisses and hugs





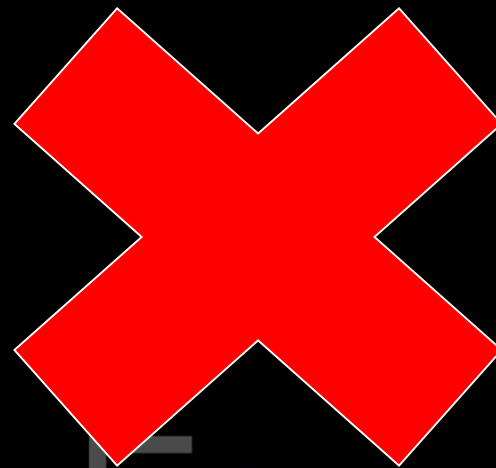
HUG MARINE



START

COPYRIGHT FAILNAUT 2012

Z=JUMP
L+R=MOVE



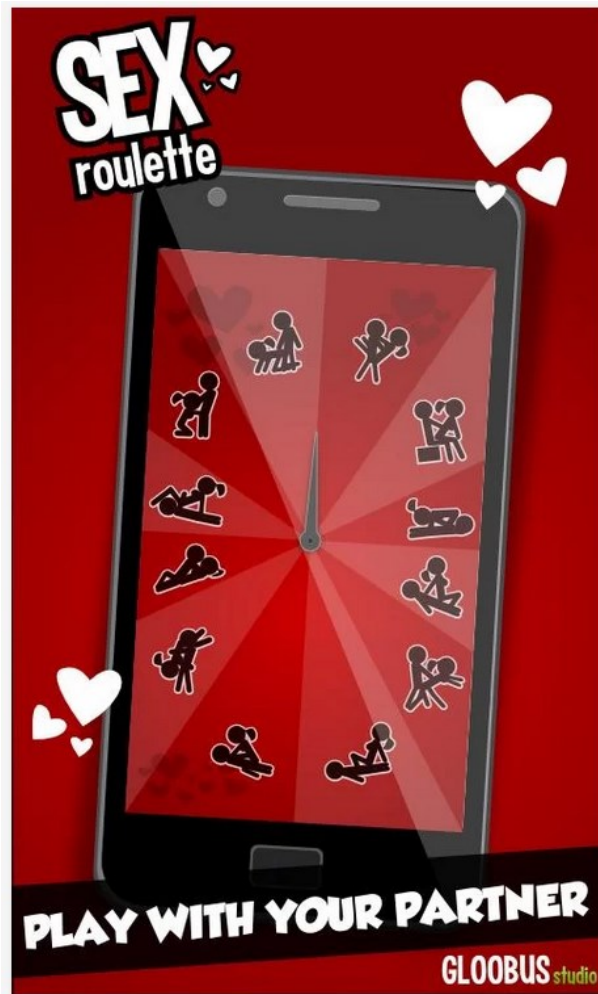
HUG.



Affection games have 1 primary verb:
Flirt, Hug, Kiss or Make Love



Not Couples or Affection Toys





Affection games have 1 primary verb:
Flirt, Hug, Kiss or Make Love
(in game)



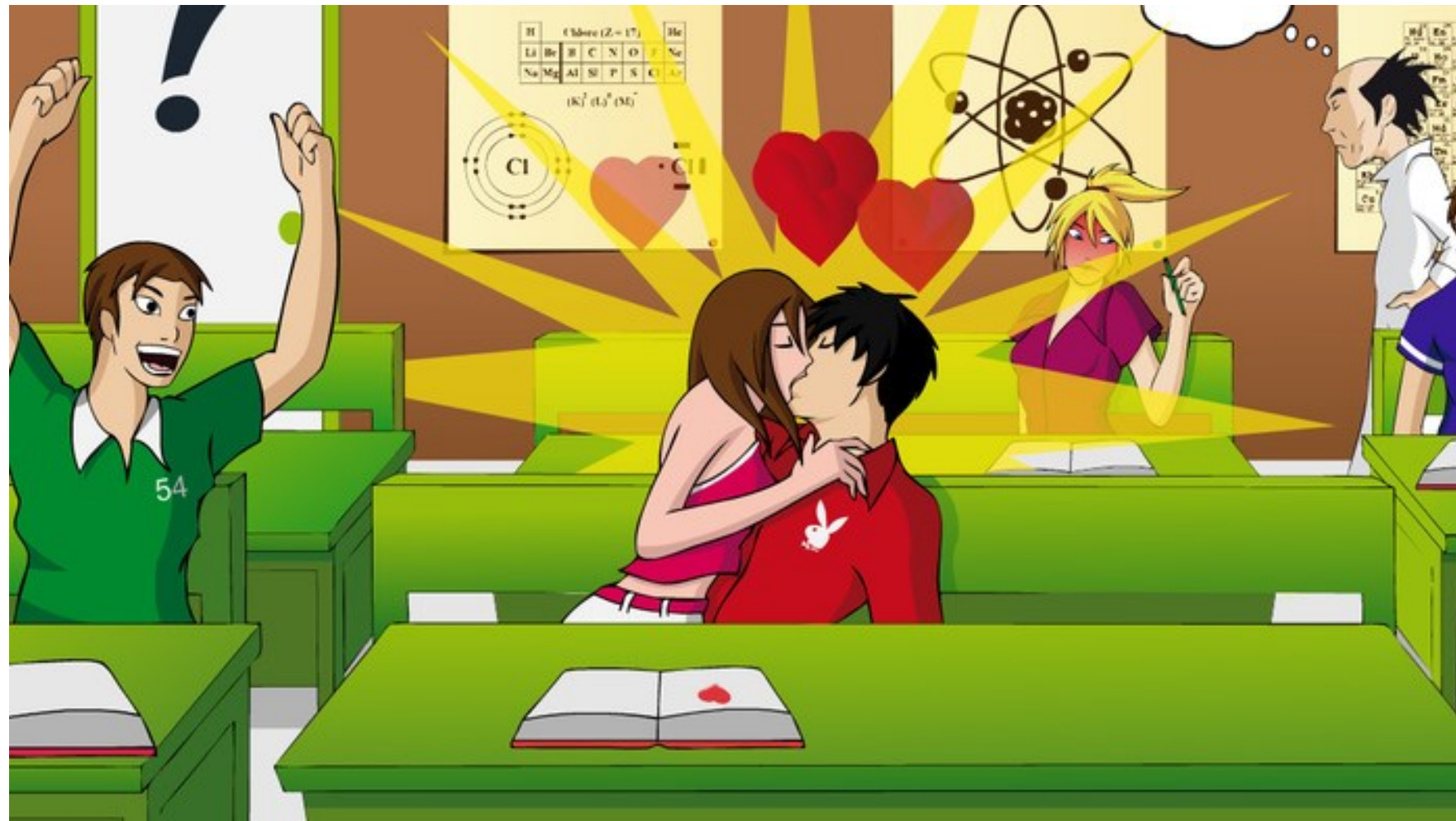
Affection Games



3.5 million installs

for the

top 10 Google Play Kissing Games





300+

Kissing games



Search



Apps

My apps

Shop

Games

Editors' Choice

Categories ▾

Home

Top Charts

New Releases



Princess Kissing

Girls Games Only - May 15, 2014

Role Playing

Install

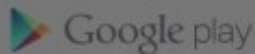
Add to Wishlist

⚠ You don't have any devices

★★★★☆ (2,893)

8+ +2847 Recommend this on Google





Search



Apps

Categories ▾

Home

Top Charts

New Releases

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Shop

Games

Editors' Choice



Princess Kissing

Girls Games Only - May 15, 2014

Role Playing

Install

Add to Wishlist

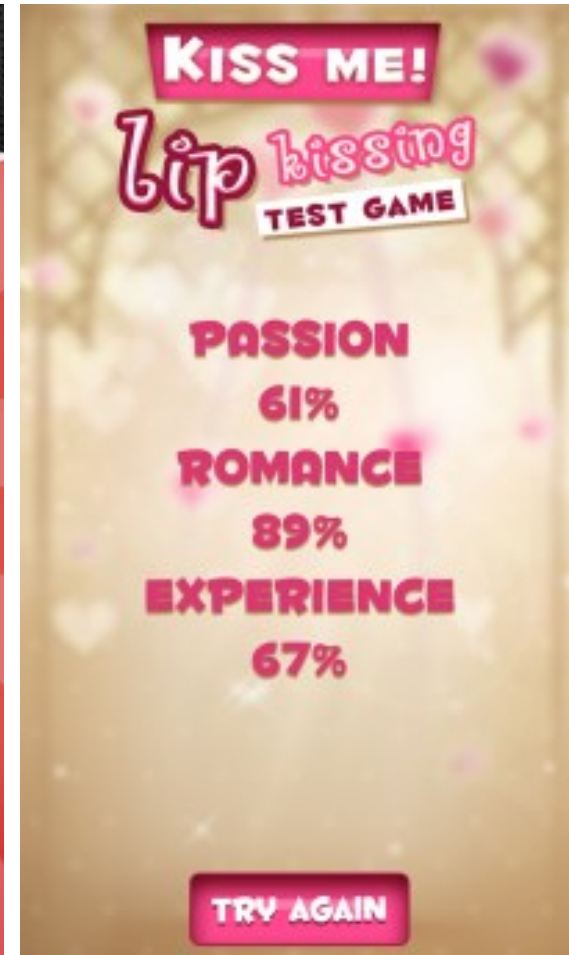
Top 100 in “Role Playing” Category

in 61 Countries on Google Play





Kissing Test+





Top 100

Highest Grossing
Entertainment App
in 16 Countries (iOS)





Top 100

**Overall Daily rank in
13 Countries (iOS)**

(Europe & Carribean)

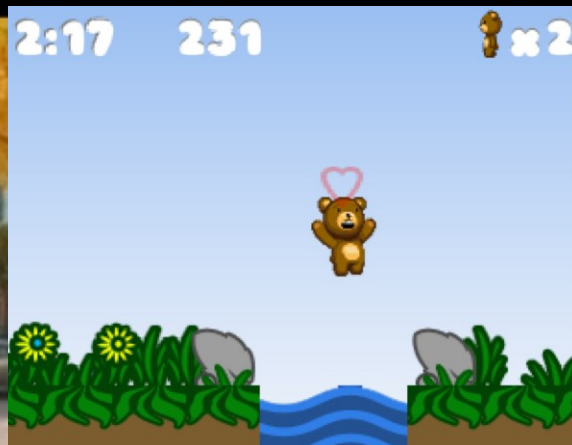




How did I find these games?



Photo by Stacey Stormes staceystormes.com





funded
with
**KICK
STARTER**



Chubby kiss, Dollygals Games

Affection Games Overview



Top 10 Kissing Games on Mobile

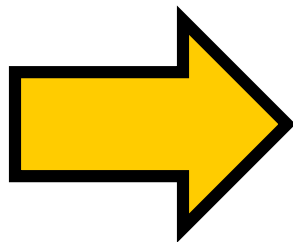
- Mermaid Kiss
- Give a Kiss
- Kiss Me! Lip Testing Game
- Kissing Games
- Princess Kissing on Beach
- Kissing Test Prank
- Kissing Game: First Date
- Kissing Test (free)
- Summer Kiss Test
- Classroom Kissing



Game	Top 100 listings (# of countries)	Developer Name	Other Apps by Developer
Kissing Test Prank	15	Dexati	528
Mermaid Kiss	6	Abc Casual Games	6
Give a Kiss	3	Exa Mobile SA	67
Summer Kiss Test	7	Photo Ed and Pic Effects	30
Kissing Games	4	Enegon	28
Princess Kissing on Beach	2	mGamey	63
Kissing Game: First Date	0	Vizzgames	18
Kissing Test (free)	118	Bell Standard Inc	5
Kiss Me! Lip Testing Game	18	Top Trending Apps	24
Classroom Kissing	0	Girls Games 123	25



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Kiss Me! Lip Testing Game	18	Top Trending Apps	24
Classroom Kissing	0	Girls Games 123	25



Game	Recorded Installs	Initial Release Date	Supports in -App Purchases
------	----------------------	----------------------------	----------------------------------

Kissing Test Prank

1,000,000+

2/23/2012

No

Give a Kiss

500,000+

12/6/2012

Yes

Summer Kiss Test

500,000+

7/20/2013

No

Kissing Test (free)

100,000+

12/29/2009

No

Kiss Me! Lip Testing

100,000+

3/21/2014

No





Game	Recorded Installs	Initial Release Date	Supports in -App Purchases
------	-------------------	----------------------	----------------------------

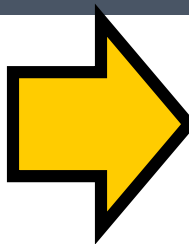
Kissing Test Prank

Give a Kiss

Summer Kiss Test

Kissing Test (free)

Kiss Me! Lip Testing



1,000,000+

500,000+

500,000+

100,000+

100,000+

2/23/2012

12/6/2012

7/20/2013

12/29/2009

3/21/2014

No

Yes

No

No

No





Game Name

Recorded
Installs

Initial Release
Date

Mermaid Kiss

500,000+

2/9/2014

Kissing Games

500,000+

3/25/2014

Princess Kissing on Beach

100,000+

9/19/14

Kissing Game: First Date

100,000+

4/11/2014

Classroom Kissing

100,000+

8/8/2012





Game Name

Recorded
Installs

Initial Release
Date

Mermaid Kiss

500,000+

2/9/2014

Kissing Games

500,000+

3/25/2014

Princess Kissing on Beach

100,000+

9/19/14

Kissing Game: First Date

100,000+

4/11/2014

Classroom Kissing

100,000+

8/8/2012





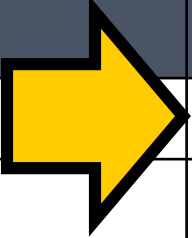
Number of Affection Games Published

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



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Hug	4	3	2
Sex	600+	6	10



142+

Kissing Games for Smart Phones



9 of 10

Top Affection games are **Free 2 Play**



(People don't expect to pay for affection)



Estimate

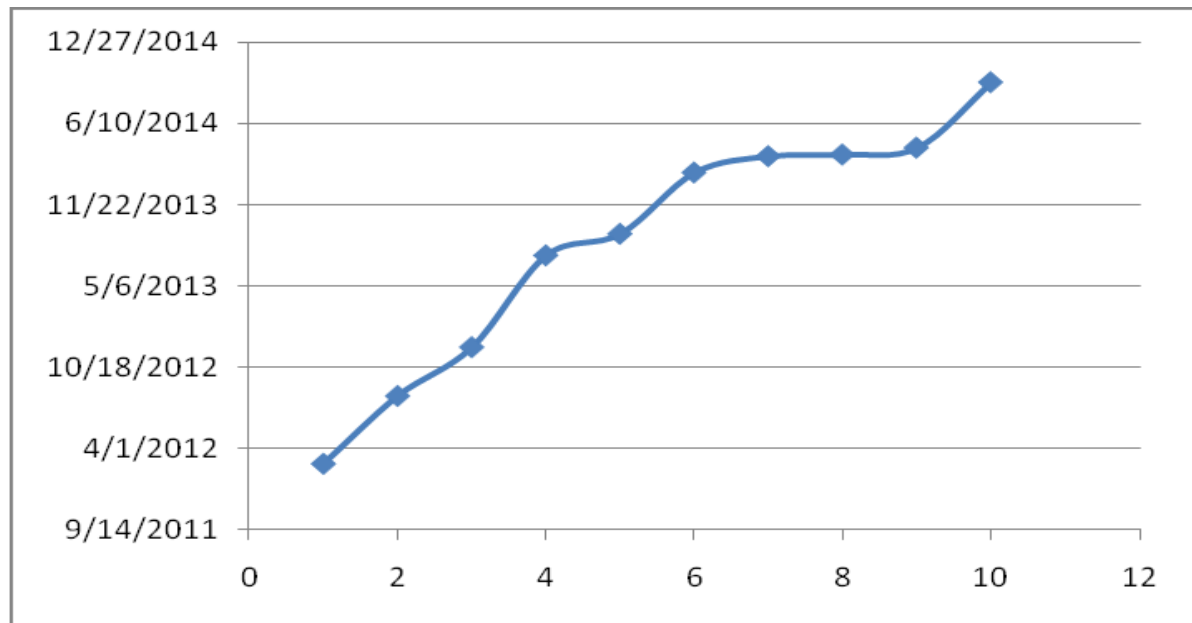
90%

of **Affection Games**

added to App Stores since **2012**



#of Affection Games that hit top 10 charts



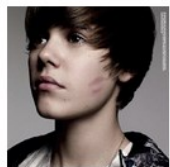


As many as 300+ Kissing Games
existed on Google Play



As many as 300+ Kissing Games
existed on Google Play

(but they are often removed from App Stores.)



Kiss Justin Bieber
RageForOrder

★★★★★ FREE



Kiss Justin Bieber
ZipTie Media

★★★★★ FREE



Kiss Justin Bieber
JiaQing

★★★★★ FREE



Justin Bieber Kiss
ZipTie Media

★★★★★ FREE



Kiss Justin Bieber
Jason Foss

★★★★★ FREE



Kiss Bieber
Evokative Games

★★★★★ FREE



Kiss Justin Bieber
DevAndy

★★★★★ FREE



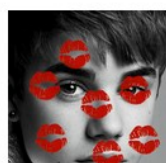
Justin Bieber Kiss
The Melon Lab

★★★★★ FREE



Kiss Justin Bieber
Menxu

★★★★★ \$0.99



Kiss the Bieb
Pseudonym Apps

★★★★★ FREE

10

Kiss Justin Bieber Games on Google Play



(Likely all were unlicensed)



Princess Kissing Game

TheSexyApps - September 13, 2013

Casual

Install

+ Add to Wishlist

★★★★★ (2,578)



+9643 Recommend this on Google

> 1,000,000 Plays



@mindtoggle



Princess Kissing Game

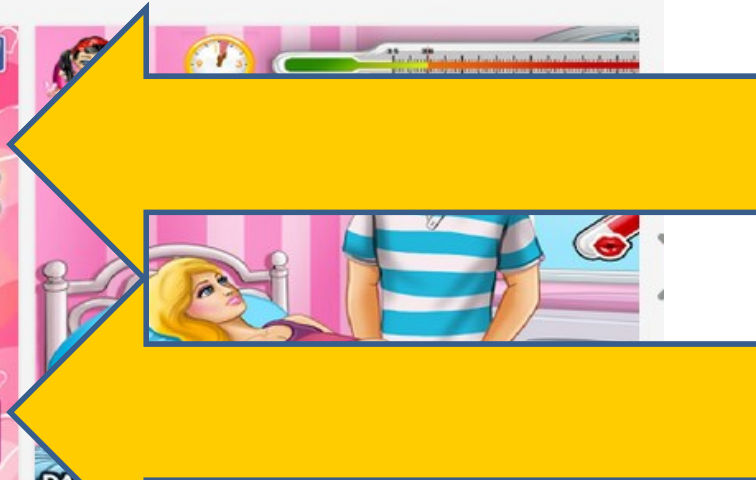
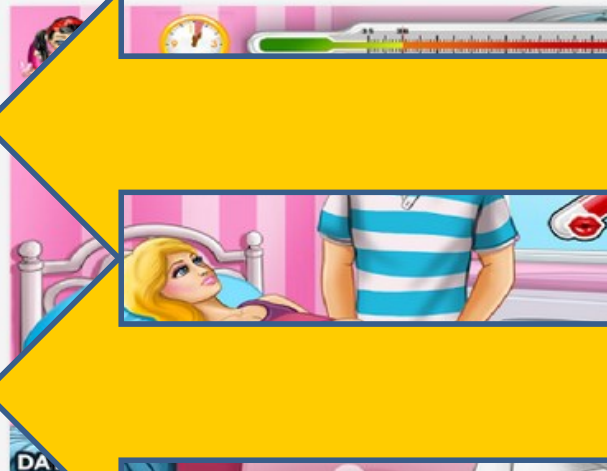
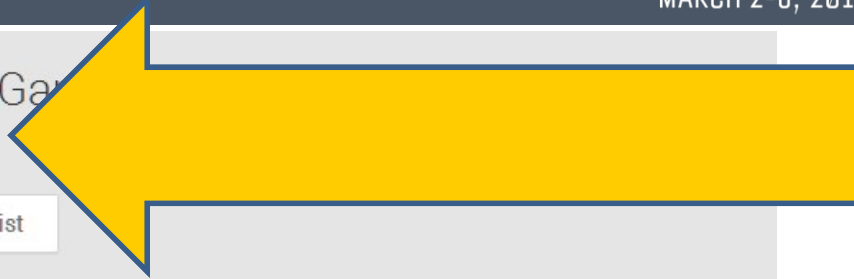
TheSexyApps - September 13, 2013
Casual

Install

+ Add to Wishlist

★★★★★ (2,578)

+1 +9643 Recommend this on Google





Removed from stores for:

- Content violations
- Intellectual Property Violations



Princess Kissing Game

TheSexyApps - September 13, 2013

Casual

Install



Add to Wishlist

Princess Kissing – care game for girls in the hospital. It is one of the princess games for little girls! Help the princess in **Barbie doll** game of girl. First kiss should be the **French kiss**. Cure the sick princess and be a **doctor nurse** in **kissing princess game**. As you know fantasy world magic kiss save the princess in all princess stories princess games. Help the princess to return to her **magic kingdom disney** and live happy with **fairy tale unicorns and ponies**. Kiss the girl and the flying hearts will improve her mood and make her healthy. Fantasy kingdom emergency will help every pretty girl. It's time to **know how to kiss for girls**..... Are you ready to the **kissing test**?



Princess Kissing Game

TheSexyApps - September 13, 2013

Casual

Install



Add to Wishlist

Keywords in description:

Barbie doll

magic kingdom disney

kissing test

French kiss.

doctor nurse

kissing princess game.

fairy tale unicorns and ponies.

know how to kiss for girls?



Bootleg and keyword cornucopia





Understanding Affection Games



80%

of Kissing Games use **“Kiss and Evade Mechanic”**



80%

of Kissing Games use “Kiss and Evade Mechanic”





TIME: 01:23



SCORE: 66



Kissing on a Ferry

Girls Games 123 - August 22, 2012

Casual

Install

Add to Wishlist

★★★★☆ (202)



Kitchen Kissing

androidapplication.in - September 26, 2013

Casual

Install



Add to Wishlist

★★★★☆ (936)



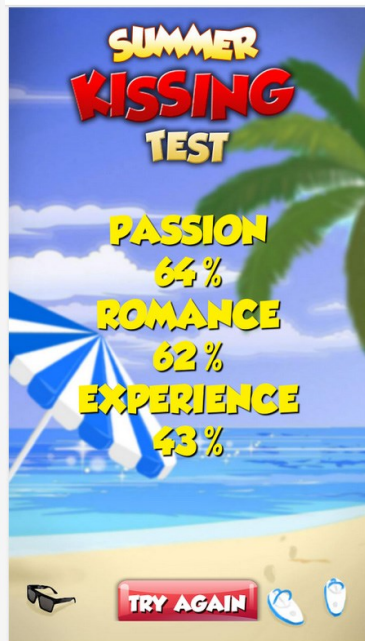
+1246 Recommend this on Google





15%

“Kiss Testers”



15%

“Kiss Testers”



Kissing Contest – The competitive kissing test

By Fotios Siafarikas

Open iTunes to buy and download apps.



KISSING CONTEST

YOUR SCORE
1,139



START KISSING



RESULTS

YOUR SCORE
1,060



REACTION 71%
DURATION 43%
HITS 39/58

f SHARE

DONE





Kissing Test !

By Minoru Studio

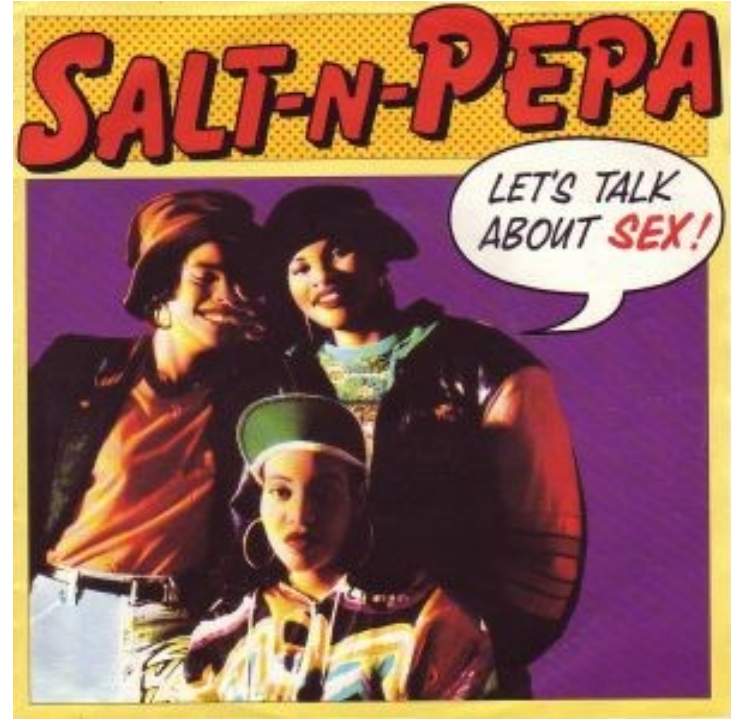
Open iTunes to buy and download apps.



[View More by This Developer](#)



Let's talk about **SeX**

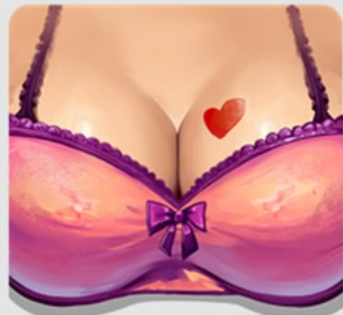




Generally **forbidden** . . .



Not available on the
App Store



King of Sex

LoveStudio - March 10, 2013

Entertainment

Install



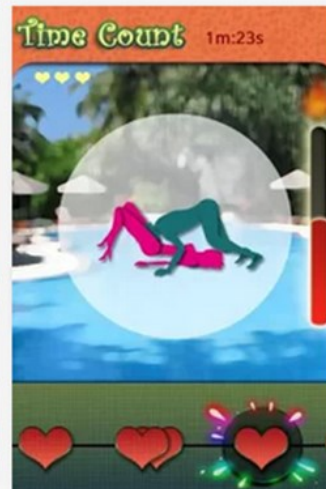
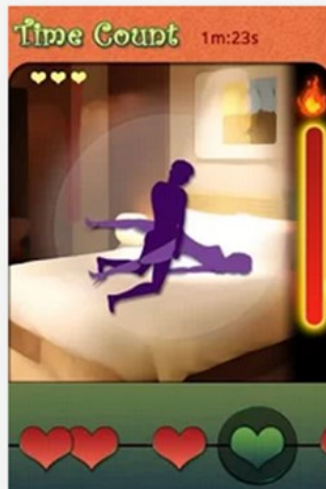
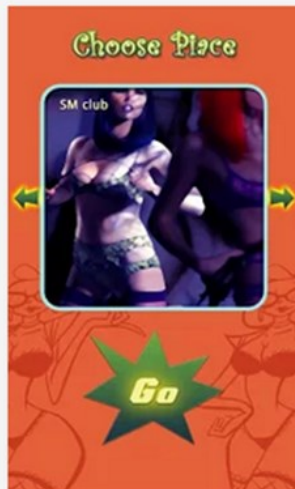
Add to Wishlist

★★★★☆ (403)



+1

+2350 Recommend this on Google





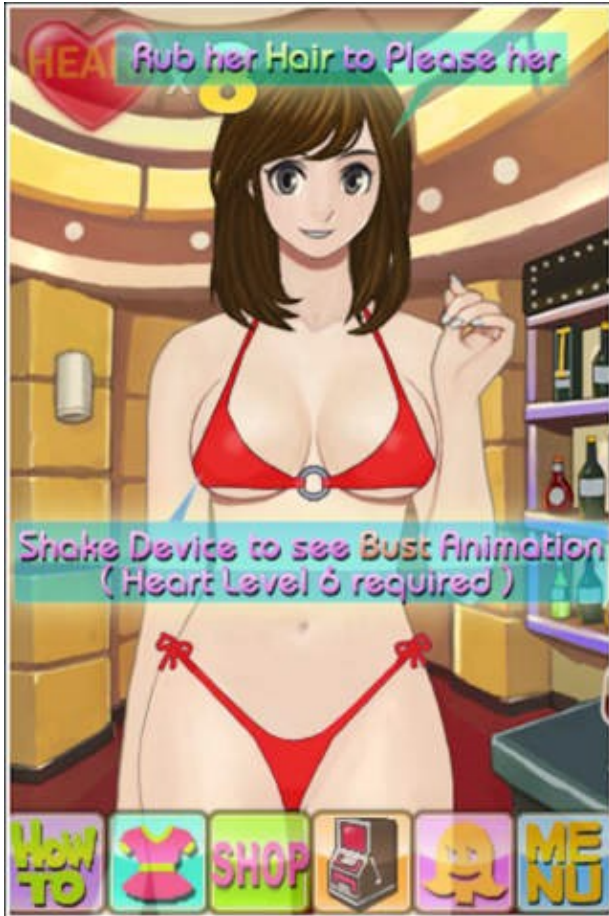
Fleeting . . . at best



Like **Bigfoot** you

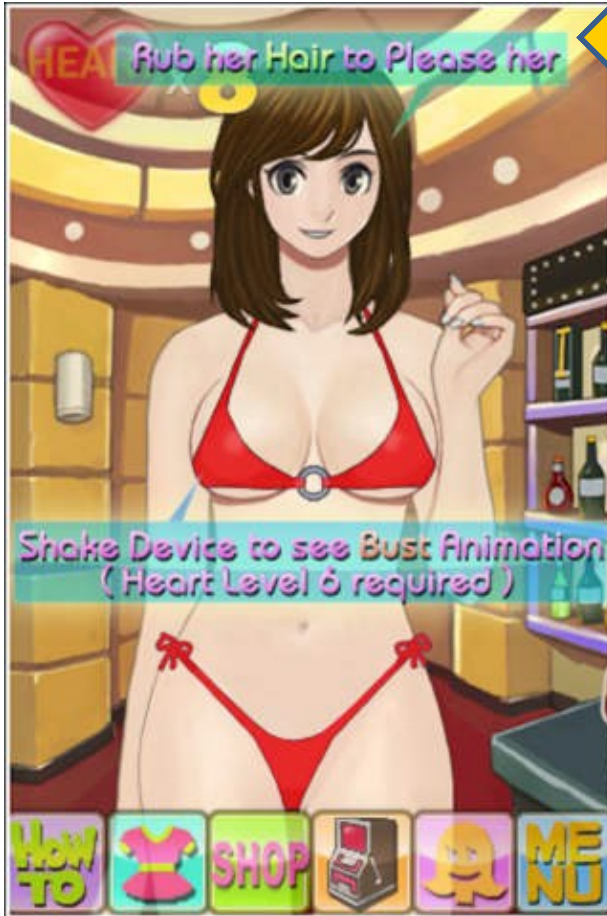
don't believe they exist until you **catch**
a glimpse of one





Occasionally

Reviewers miss content



Occasionally

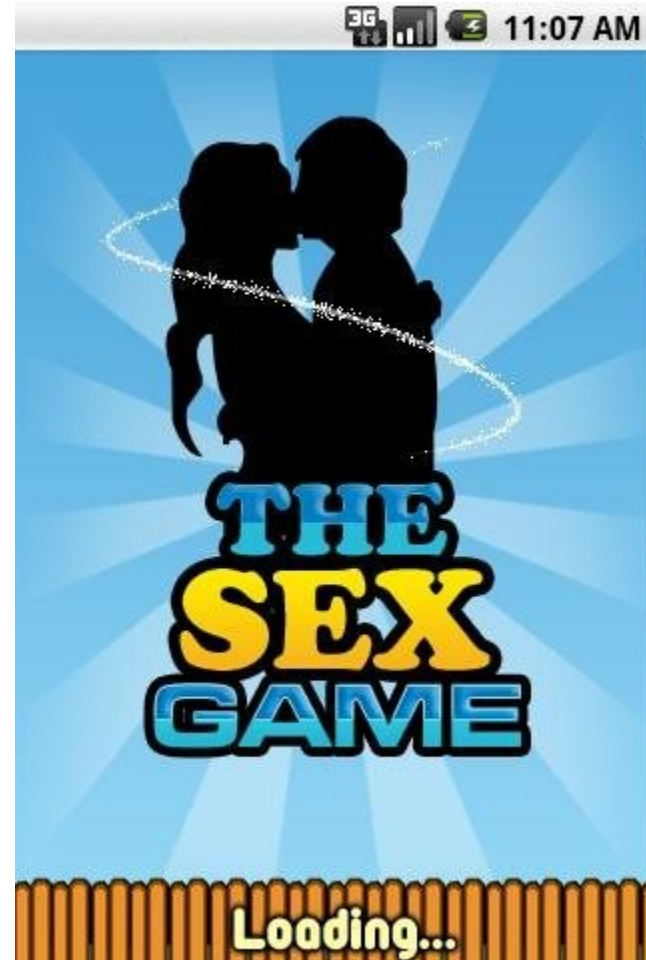
Reviewers miss content





Kamasutra 4D HD







Who makes these games?





www.kissinggames.com

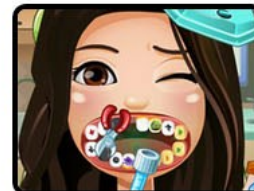
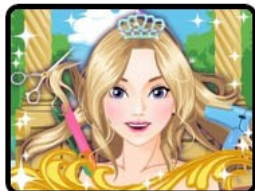
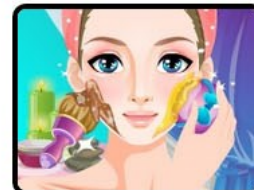
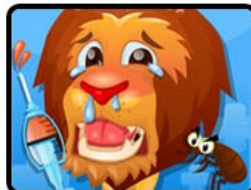
Autocross Solo Even... Upcoming Autocros... Rhizome | Announc... Arse Elektronika Cabin air filter repla... econtent.autozone.c...

KISSING♥GAMES

Find Kissing Games

Search

Home | New | Popular | Best | Cooking | Dress Up | Makeover | Fun | Adventure



Terms & conditions apply. Offer expires 3/1/15. For full terms and conditions click here. Terms & conditions apply. Offer expires 3/1/15.

Offer valid on 2nd fill-up. 8 gallon minimum purchase required. Offer expires 3/1/15.





Independent Developers

- Girl Games 123 (Classroom Kissing)
- Girl Games Only (Princess Kissing)
- Abc Casual Games (Mermaid Kiss)
- Exa Mobile SA (Give a Kiss)
- Dexati (Kissing Test Prank)



2 minutes per level:
(Average Game round duration)



7.3 mb

Average download size of top 10

Affection Game apps



Android versus iOS?

Primarily on Android devices



Android versus iOS?

234

Affection Games on **Google Play***



*April 2014



Android versus iOS?

38

Affection Games on **Apple***



*April 2014



Android versus iOS?

250+

additional **APK'S** in archives,
clearinghouses and other stores





Average app Lifespan

Weeks, not months



(like 1 night stands,
not long lasting relationships)



Kiss Justin Bieber

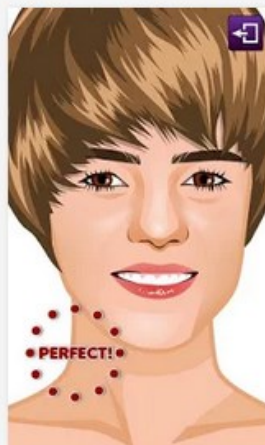
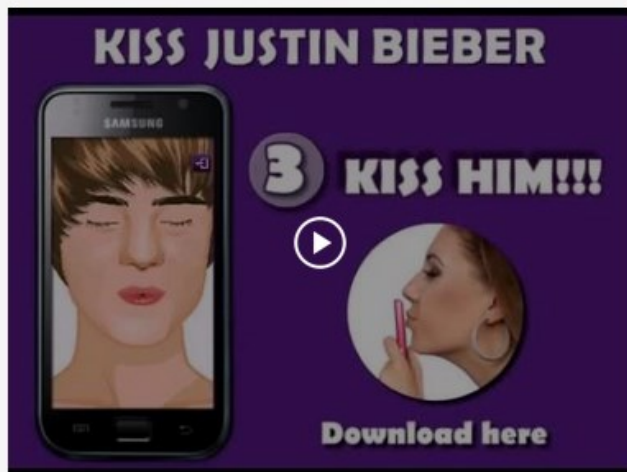
Menxu - November 29, 2012

Entertainment

\$0.99 Buy

Add to Wishlist

+88 Recommend this on Google





Bike Kissing Game

androidapplication.in - September 26, 2013

Casual

Install

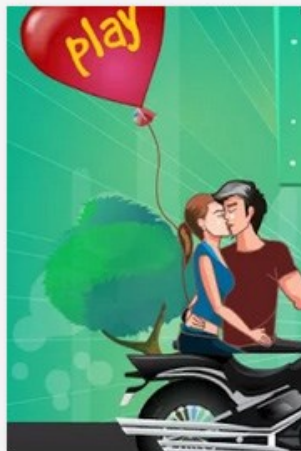


Add to Wishlist

★★★★☆ (231)



+244 Recommend this on Google





Apps

Categories ▾

Home

Top Charts

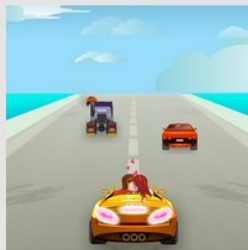
New Releases

My apps

Shop

Games

Editors' Choice



Crazy Car Kissing Game

androidapplication.in - September 26, 2013

Casual

Install



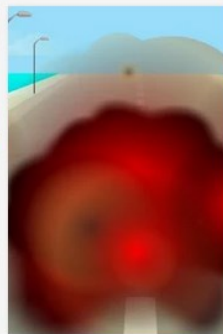
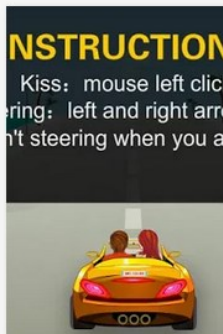
Add to Wishlist

★★★★☆ (34)

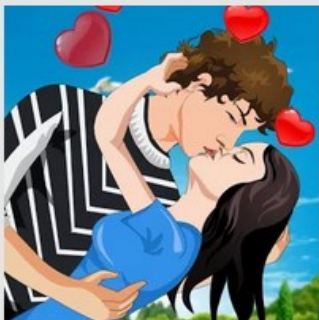
g+1

+59

Recommend this on Google



Description




Crazy Risk Kiss

New Android Game - December 2, 2013

Casual

Install

Add to Wishlist

 You don't have any devices

★★★★☆ (1,063)

 +909 Recommend this on Google



Description

Can you get a sneakier kiss while no one is looking?

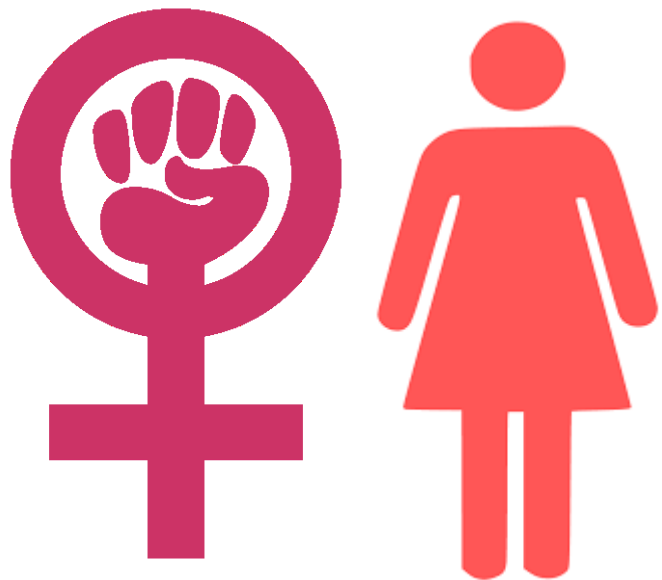


(A moment of silence for the Affection Games that are **no longer with us.**)



Who plays these games?

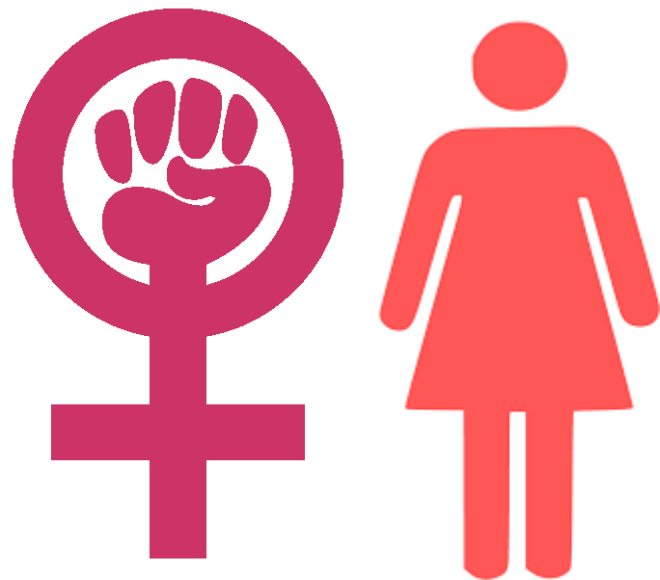




Historically

73%

Female players



Estimated

65%

Female players
now



Estimated:

11-16
years old





What do these players like?



What do these players like?

Princesses





What do these players like?

Princesses



Kisses





What do these players like?

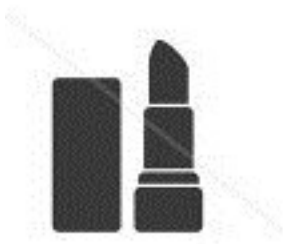
Princesses



Kisses



Makeup





What do these players like?

Princesses

Kisses

Makeup

Top 3 keywords
for
Affection Games
with
100,000+ Installs



Top keywords internationally:

Baci (kisses in Italian)



Top keywords internationally :

Baci (kisses in Italian)

Bisou (kiss in French)



Top keywords internationally .

Baci (kisses in Italian)

Bisou (kiss in French)

Besar (to kiss in Espa

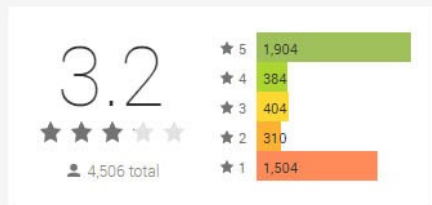




Affection games are loved or hated

(Typical review distribution)

Reviews



Gigi Simonetti ★★★★★

Ugh All its doing is saying is : Tu Android no tiene Adobe Flash Debes buscar en tu Android Market por el



Lauren Borden ★★★★★

Piece of crap It doesn't even let you play....all it does it pop of Spanish words and in English "loading" but ther



Samsuna Fleurine ★★★★★

I haven't played it yet but it looks like a good game so :)



Nadia Alexxa ★★★★★

Sucks.. It plays a video about an app, then when I press play the screen just goes black and doesn't let you play..



Kristin Klyzub ★★★★★

Frig this This game sjcks but I'll just give it 5 stars



Clara Betts ★★★★★

Loved it babey makes me wanna kiss Elice Mal

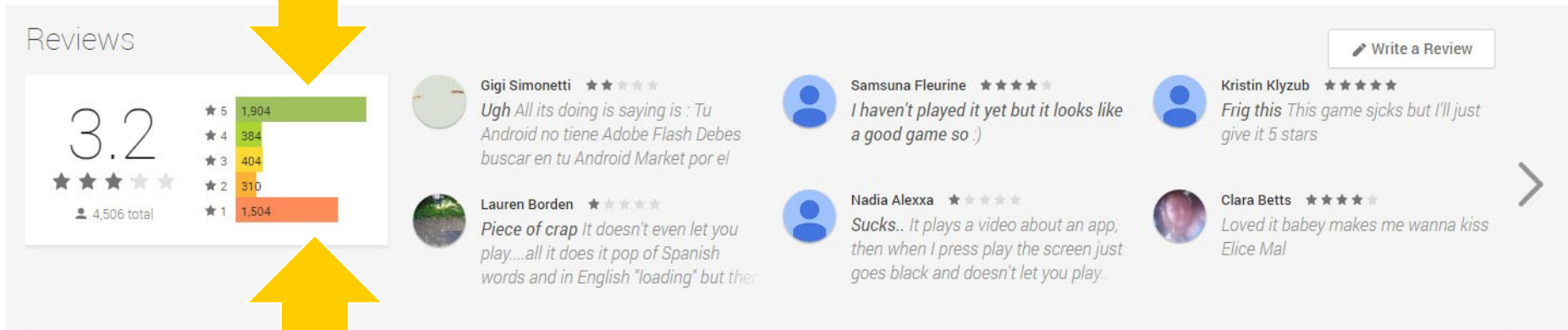
[Write a Review](#)





Affection games are loved or hated

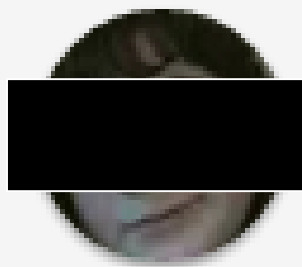
(Typical review distribution)





Affection Game

Design Patterns



December 28, 2013



Awesome I love it me and my bf did this then
after we had our first ever kiss



Brand and Celebrity Usage (or misuse)



[Insert reference to **Barbie, Disney** or other
unlicensed, highly popular brand here]



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Kiss Edward Cullen

RageForOrder - January 7, 2012

Casual

Install



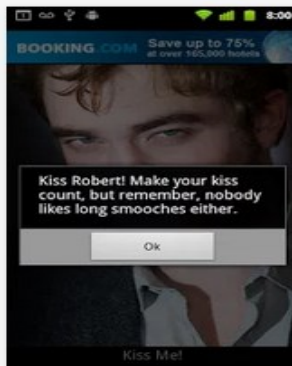
Add to Wishlist

★★★★☆ (349)

g+1

+375

Recommend this on Google



Description

@mindtoogle

Ever wondered if Edward Cullen from Twilight will like your kiss? Download this app and see for yourself! Go Team Edward!



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Kiss Harry Styles

Pseudonym Apps - March 5, 2013

Casual

Install



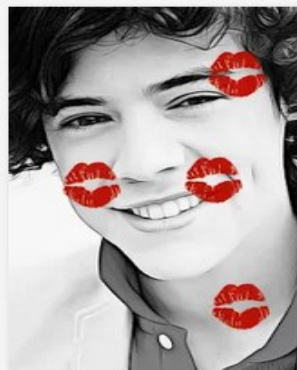
Add to Wishlist

★★★★☆ (656)

g+1

+323

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1D Kisses - One Direction Love

Caoabunga Inc - March 7, 2014
Simulation

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Add to Wishlist

Offers in-app purchases

★★★★★ (1,582)



+703 Recommend this on Google



@mindtoggle





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Kissing Sleeping Beauty

chen feiran · August 4, 2014

Casual

Install



Add to Wishlist

★★★★☆ (32)



+42

Recommend this on Google



Description

What is the best way to wake a Sleeping Princess? A kiss, of course!

@mindtoggle



**Princesses, Mermaids,
and Cuddly Animals
also popular**



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Kitty kiss

Abc casual games - May 22, 2014

Casual

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★★★★☆ (396)

g+1 +133 Recommend this on Google



@mindtoggle

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Kiss A Panda

RageForOrder - February 2, 2012

Casual

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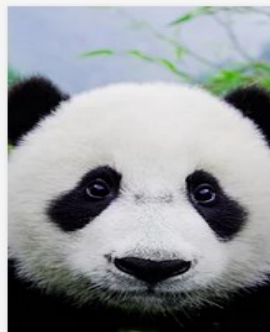


Add to Wishlist

★★★★★ (37)

g+1

+54 Recommend this on Google



Description

Pandas are the cutest most adorable animals in the world. If you ever wanted to kiss a panda, this app is for you!

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Kiss A Panda

RageForOrder - February 2, 2012

Casual

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Add to Wishlist

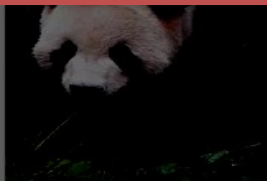
★★★★★ (37)

+1

+54

Recommend this on Google

Pandas are the cutest most adorable animals in the world. If you ever wanted to kiss a panda this app is for you.



Description

Pandas are the cutest most adorable animals in the world. If you ever wanted to kiss a panda, this app is for you!



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Hug a Pug

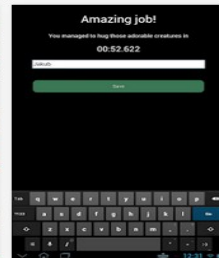
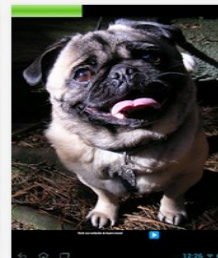
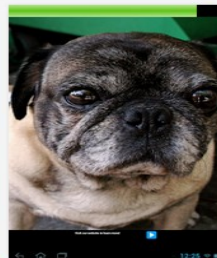
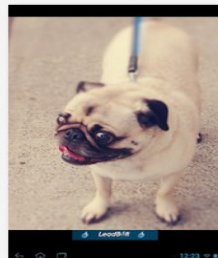
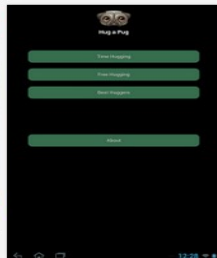
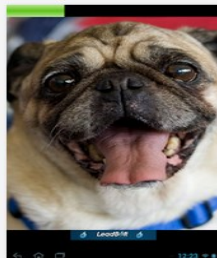
Bonobo Game Studio - February 21, 2014
Family

Install

Add to Wishlist

★★★★★ (31)

+35 Recommend this on Google



Description

Do you dare to hug those adorable creatures? Try to find three spots and rub the sweet doggie as fast as you can. Better stress relief than popping bubble wraps! In time hugging mode you can compete with your friends or yourself. Free hugging is just an endless stress relief process. There is over 20 unique cuties that needs your love.

Recommended by 5/5 pug lovers!



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Hug a Pug

Bonobo Game Studio - February 21, 2014

Family

Install

Add to Wishlist

"Try to find three spots and rub the sweet doggie as fast as you can"

Amazing job!

Description

Do you dare to hug those adorable creatures? Try to find three spots and rub the sweet doggie as fast as you can. Better stress relief than popping bubble wraps! In time hugging mode you can compete with your friends or yourself. Free hugging is just an endless stress relief process. There is over 20 unique cuties that needs your love.

Recommended by 5/5 pug lovers!



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Kissing Game: Kissing Angels

KeyGames Network B.V. - May 2, 2014

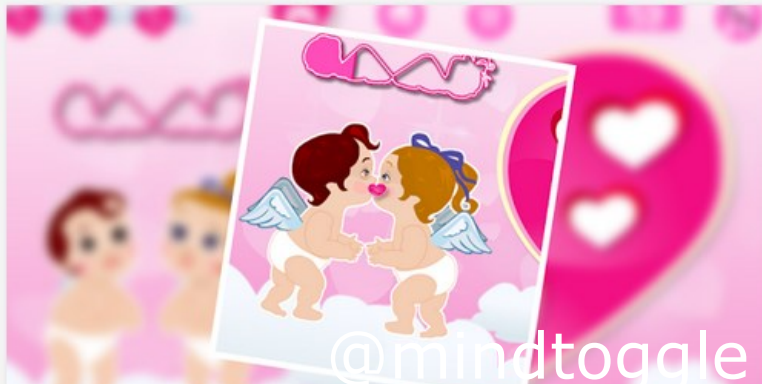
Casual

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+ Add to Wishlist

★★★★★ (4)

8+1 +2 Recommend this on Google





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Fun Kids Apple Kiss

Quicksailor - June 20, 2014
Casual

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Add to Wishlist

★★★★★ (12)

+5 Recommend this on Google





Risk and Danger



Clinic Kissing

Heidi Soft - July 20, 2014

Casual

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Add to Wishlist

★★★★★ (367)

+1

+97 Recommend this on Google





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Crazy Car Kissing Game

androidapplication.in · September 26, 2013

Casual

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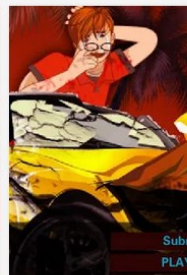
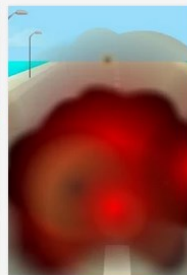
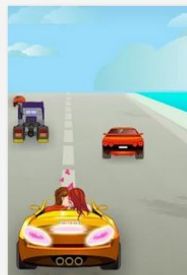
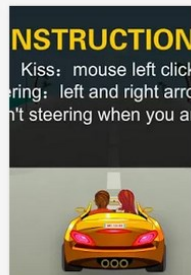
Add to Wishlist

★★★★★ (34)



+59

Recommend this on Google



Description

Crazy Car Kissing Game

* Need Flash Player for better performance



Bike Kissing Game

androidapplication.in - September 26, 2013

Casual

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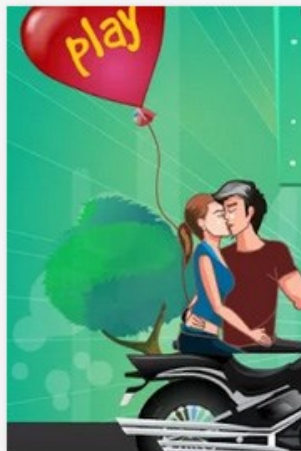


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★★★★☆ (231)



+244 Recommend this on Google





Sex

Kiss

Flirt

Hug





Male Player Character:



Male Player Character:

More likely to be a “sex game”



Male Player Character:

More likely to be a “sex game”

More likely to contain violence



Male Player Character:

More likely to be a “sex game”

More likely to contain violence

More likely to have “suggestive”
content



Note:

In-game lips typically
have lipstick





Gender instructions . . .



Instructions

Dont flirt with the wrong kind of guy. It will decrease your stamina.

Stamina



Next

Skip



Kitchen Kissing

androidapplication.in - September 26, 2013

Casual

Install



Add to Wishlist

★★★★☆ (936)



+1246 Recommend this on Google





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Crazy Risk Kiss

New Android Game - December 2, 2013
Casual

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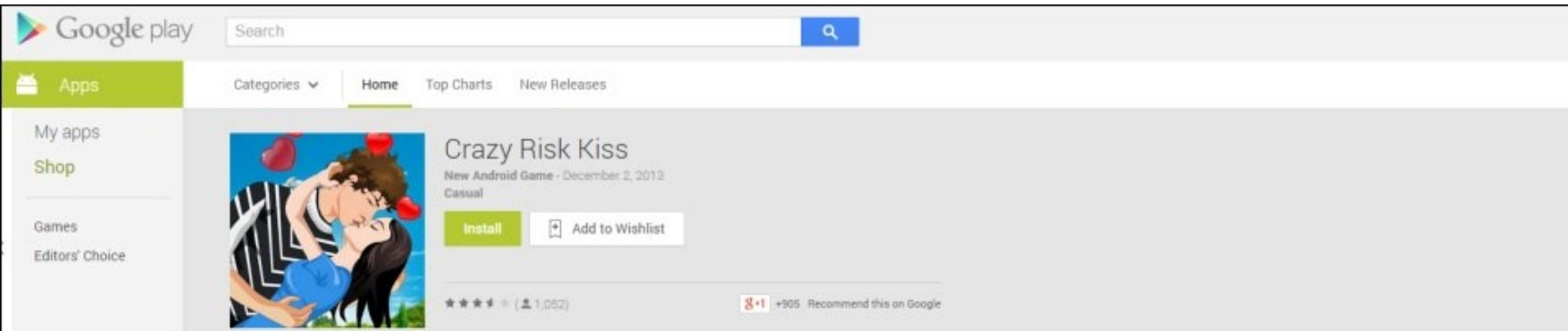
★★★★ (1,052)

+505 Recommend this on Google

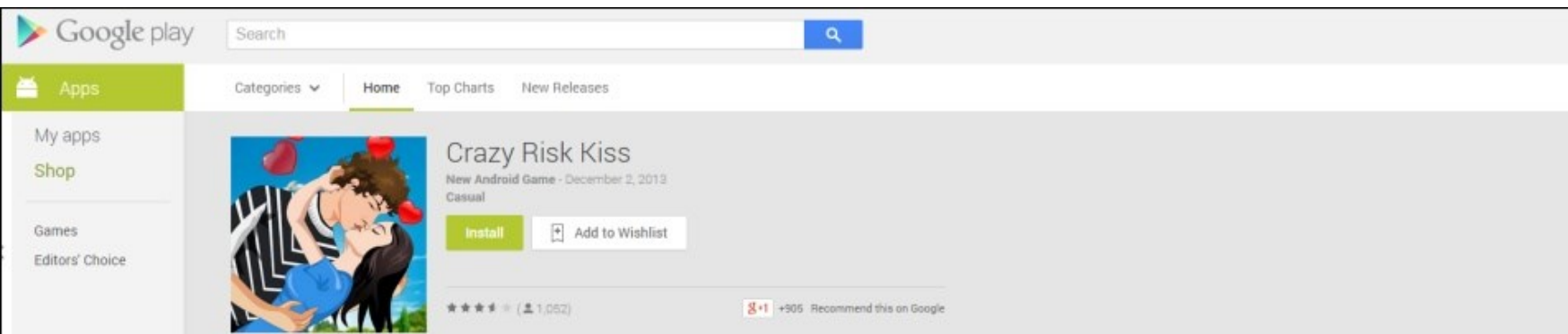
Description

Can you get a sneaky kiss while no one is looking?

Andy and Drois both love Selena and want to kiss her. Which of them will win her heart by kissing? Now you will roles as them and to kiss beautiful Selena. Try it. There are 3 levels in the first Andy will have to kiss Selena while she's sleeping and try not to wake her up. In the second level is up to Drois to kiss Selena while driving but paying attention to the road too and trying not to get hit by another car. And in the last level is Selena that kisses the boys but she has to be careful not to be seen by the other one. Enjoy!



: “In the [game] **Andy will have to kiss Selena while she's sleeping and try not to wake her up**”.



“ . . And in the last level is **Selena that kisses the boys but she has to be careful not to be seen by the other one**”



5 parting notes



1. Designers and developers must

Be careful

and thoughtful



Baby Kiss

Bonzai Bonzai - August 14, 2014
Casual

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! You don't have any devices

★ ★ ★ ★ ★ (2)

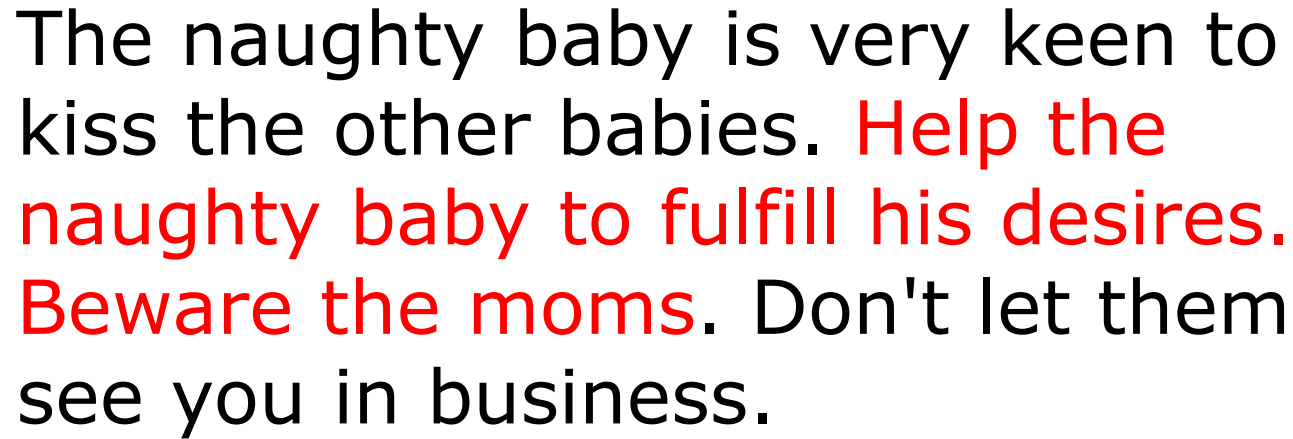
g+1 +11 Recommend this on Google



Description

The naughty baby is very keen to kiss the other babies.

@mindtoggle



The naughty baby is very keen to kiss the other babies. **Help the naughty baby to fulfill his desires. Beware the moms.** Don't let them see you in business.

Description

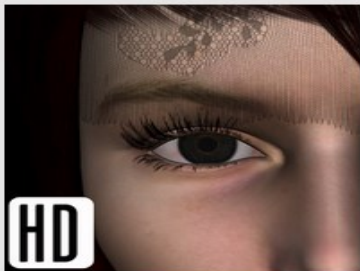
The naughty baby is very keen to kiss the other babies.

@mindtoggle



2. Remember that

Affection is diverse



Stolen Kisses

Critical Gameplay - October 25, 2013
Casual

Install

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! You don't have any devices

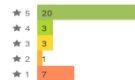
★★★★★ (34)

Reviews

3.8

★★★★★

34 total



Great Great
Humayun Hafiz ★★★★★



Ganesh Super I like it sexy
Ganesh Taker ★★★★★



Awesome
Marilyn Blackmore ★★★★★



Ra Lph
Juleta Nacario ★★★★★

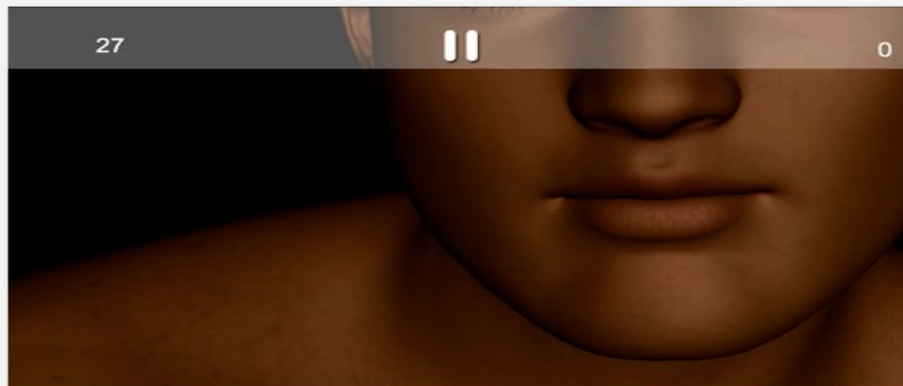
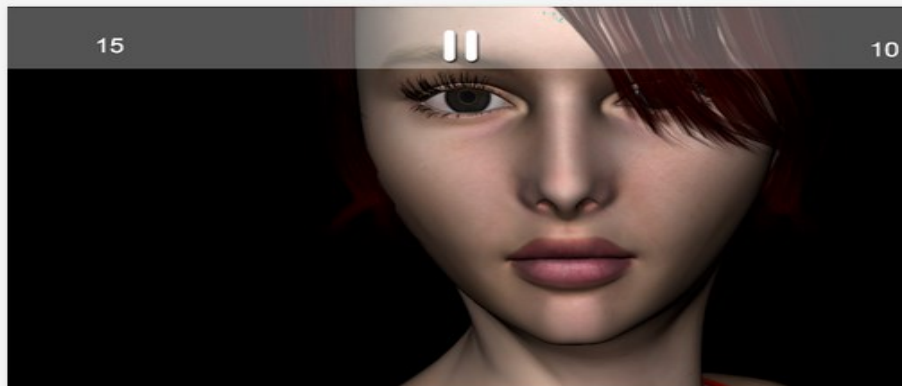
Write a Review



g+1



+50 including You







1

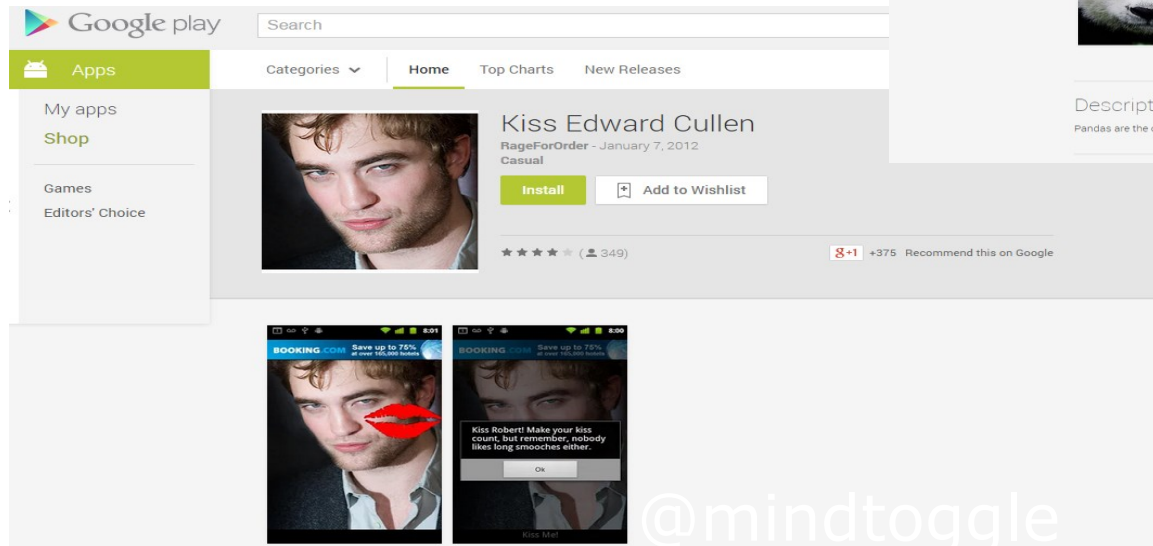
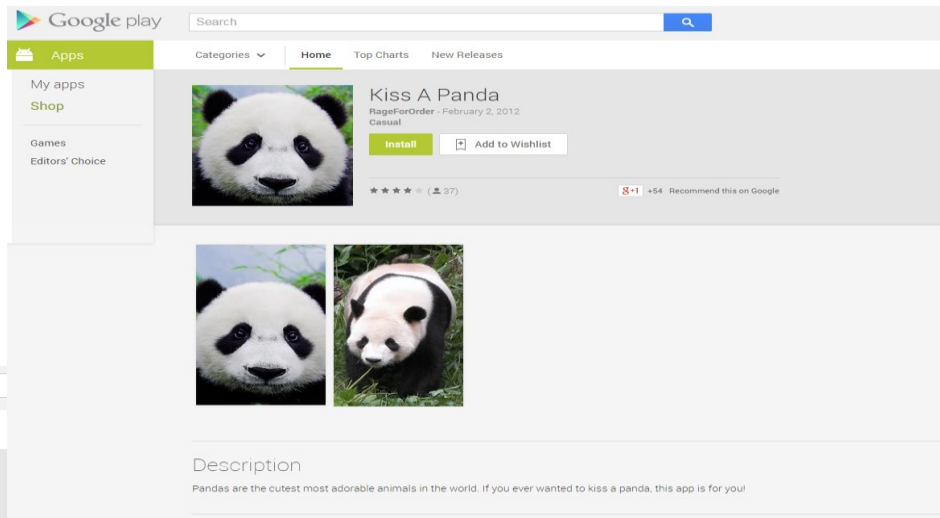
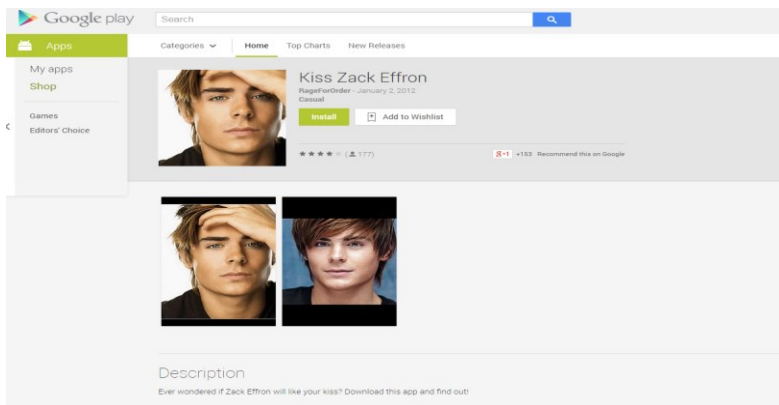


13





3. Clones abound



@mindtoggle



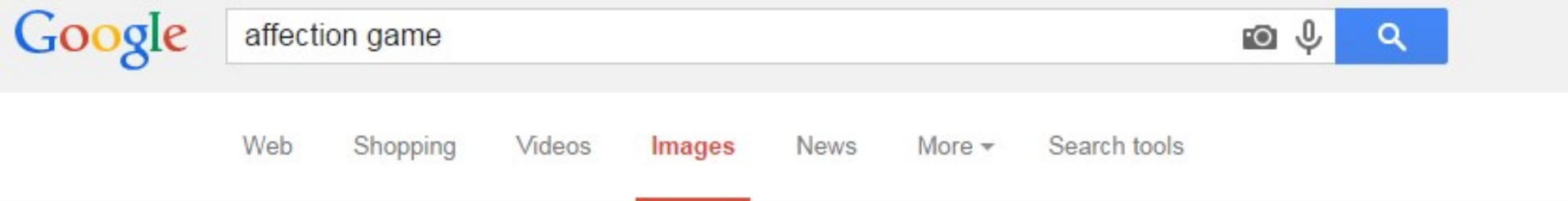
4. This is still a fairly immature genre



(I suspect some 11-16 year olds are making these games)



5. Google doesn't even believe they exist...



World



Virus



"WE LIVE IN A WORLD WHERE
WE HAVE TO HIDE TO MAKE LOVE,

WHILE VIOLENCE IS PRACTICED
IN BROAD DAYLIGHT."

JOHN LENNON



**MAKE
LOVE
NOT
WAR**



MAKE
LOVE
NOT
WARCRAFT

<http://www.coolvideogametshirts.com/shirts/make-love-not-warcraft-t-shirt>

@mindtoggle



For the record –
I think World of Warcraft is a great game



Now go spread some [mobile] love . . .



Questions?

Lindsay D. Grace (@mindtoggle)

Director & Associate Professor

American University Game Lab and Studio



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MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



Unicorn make out mania

http://softwaresoft.org/unicorn_makeout_mania

@mindtogg

ut Mania

INDIE GAMES



This game was classified by the community with the following category scores: Violence: 3/3, Sex: 3/3, Mature Content: 1/3. Unicorns kissing each other... to death! Challenge your friends in versus mode or duke it out yourself in a tournament. Bonus challenge... play with your feet.

Depicts "Unicorns kissing each other
... to death."

3/3 Violence

Overview (1 of 2)

All Downloads

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