Beat: Business

Youzu Interactive Reveals Global Strategy at Gamescom 2016

The largest game exhibition in Europe

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USPA NEWS - August 17, marked the start of Gamescom 2016, the largest game exhibition in Europe. The best of the gaming industry have all gathered to show off their latest games and products. The Youzu-BP League of Angels II booth is the first public collaboration for the two companies since Youzu acquired BP..

August 17, marked the start of Gamescom 2016, the largest game exhibition in Europe. The best of the gaming industry have all gathered to show off their latest games and products. The Youzu-BP League of Angels II booth is the first public collaboration for the two companies since Youzu acquired BP earlier this year. Youzu and BP´s partnership is a hot topic for the media. Youzu Interactive Vice President Wanqin Liu mentioned that the veteran German game developer and publisher is the ideal choice for Youzu´s first major global expansion. BP´s wealth of experience operating in Europe provides invaluable knowledge and market advantages in Europe and North America that Youzu was searching for.

With a commitment to creating quality content, Youzu has already achieved international success and recognition with their League of Angels browser and mobile games. Acquiring BP is another major step in expanding into the global market. LoA2 officially launched in Europe at the end of May and the game now supports 11 different languages, including localization to Italian, Polish, and Turkish provided by BP. Youzu and BP´s multi-dimensional promotional efforts have already begun to show, with LoA2´s cinematic trailer appearing on TV channels and other media outlets across Europe, as well as the large exhibition booth at Gamescom.

Industry insiders noted that Youzu and Bigpoint´s joint promotion of League of Angels II marks the largest cooperative effort between China and Germany in the industry. Their combined resources will propel products like LoA2 far across the global market and create new opportunities for both companies. The two companies will continue to expand and deepen their cooperation in game development and strengthen their development process while sharing distribution channels. BP´s veteran team will be the foundation for Youzu to create a global game development center rooted in Europe.

Source : Youzu Interactive

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