

競品遊戲分析

-Cash Frenzy

2021/4/9

- **競品概述**
- **版型/線數**
- **風格/主題**

競品概述

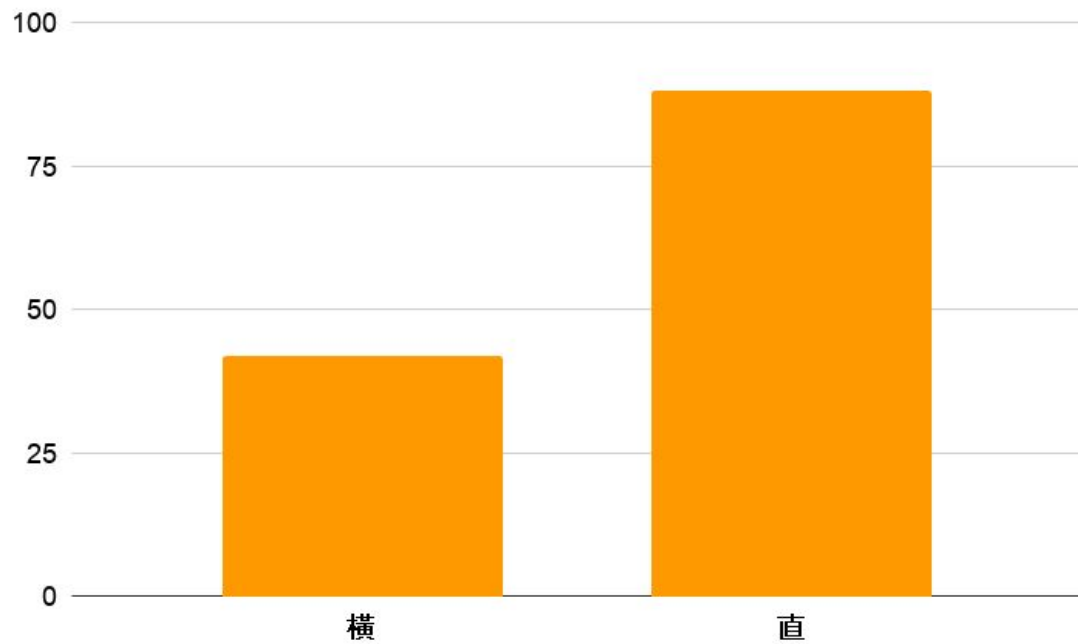


- 2019發行
- 於美國Casino市場, 營收排名第2
- 目前遊戲數量: 130+
- 新遊戲上線頻率: 約1周/1款
- 遊戲特色:
 - 全彩金遊戲
 - 多種主流特色玩法組成
 - 高質感美術畫風及豐富動態呈現

版型/線數

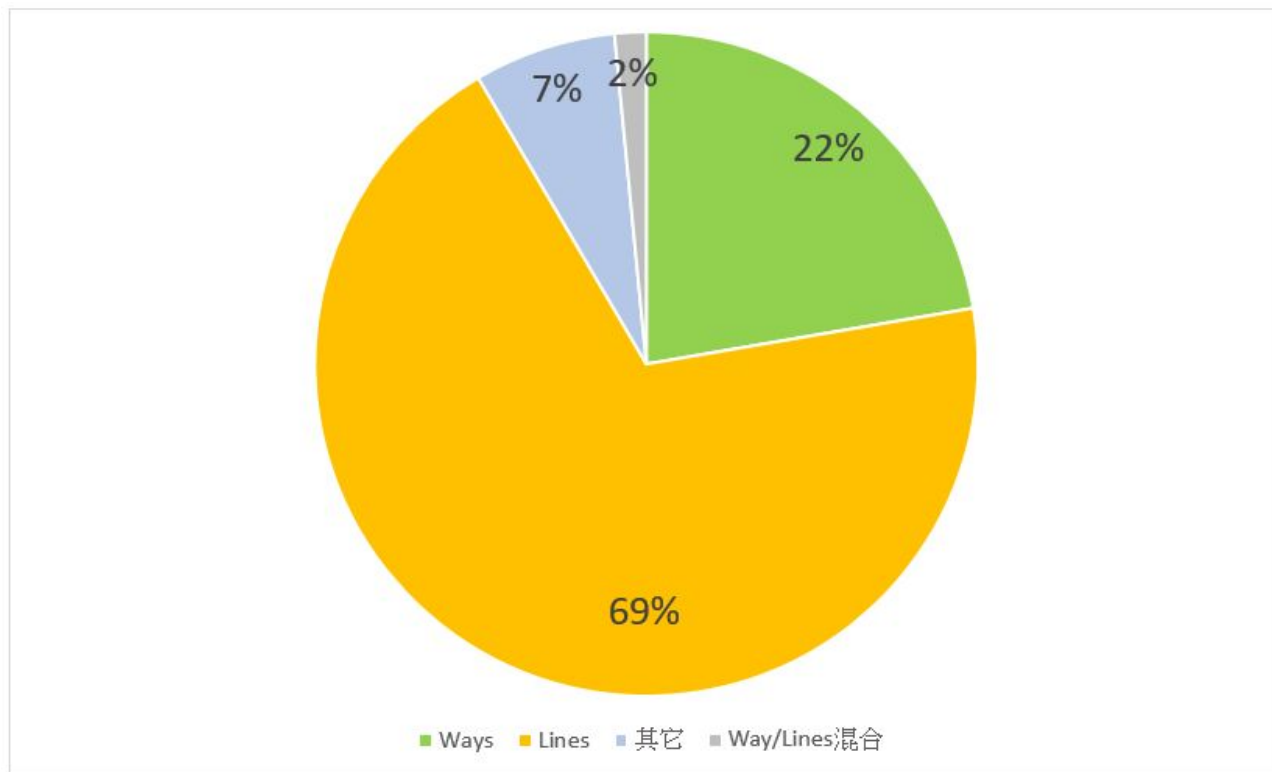


直橫版佔比



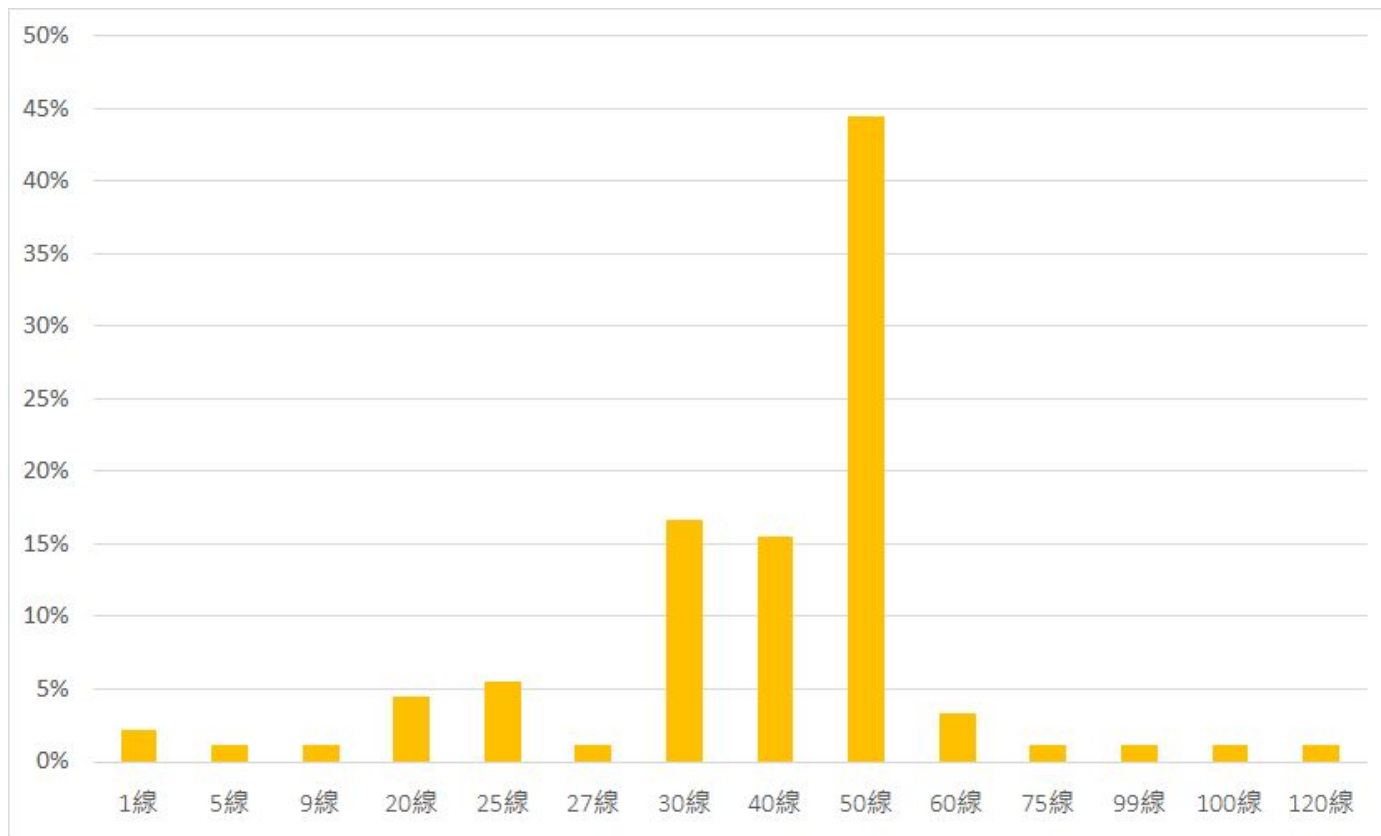
- 直版:88款, 占比最多
- 橫版:42款

線數占比



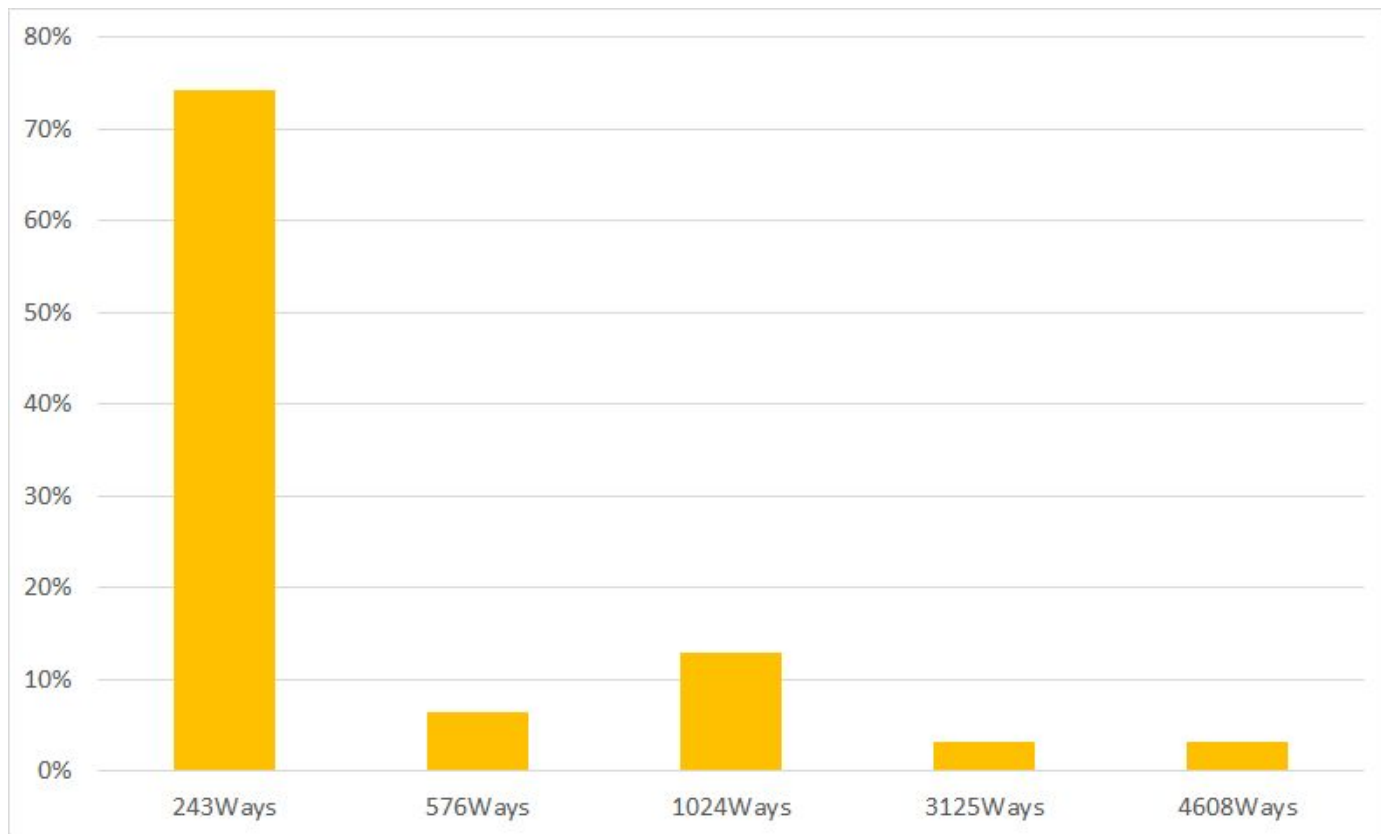
- Line game占比最高達69%，其次為Way game占比22%
- 其它：遊戲內尚未明確標示說明，目前先統一系列為其它

Line數分布



- 50線的遊戲占比最高為44%，其次為30線的17%和40線的16%

Way數分布

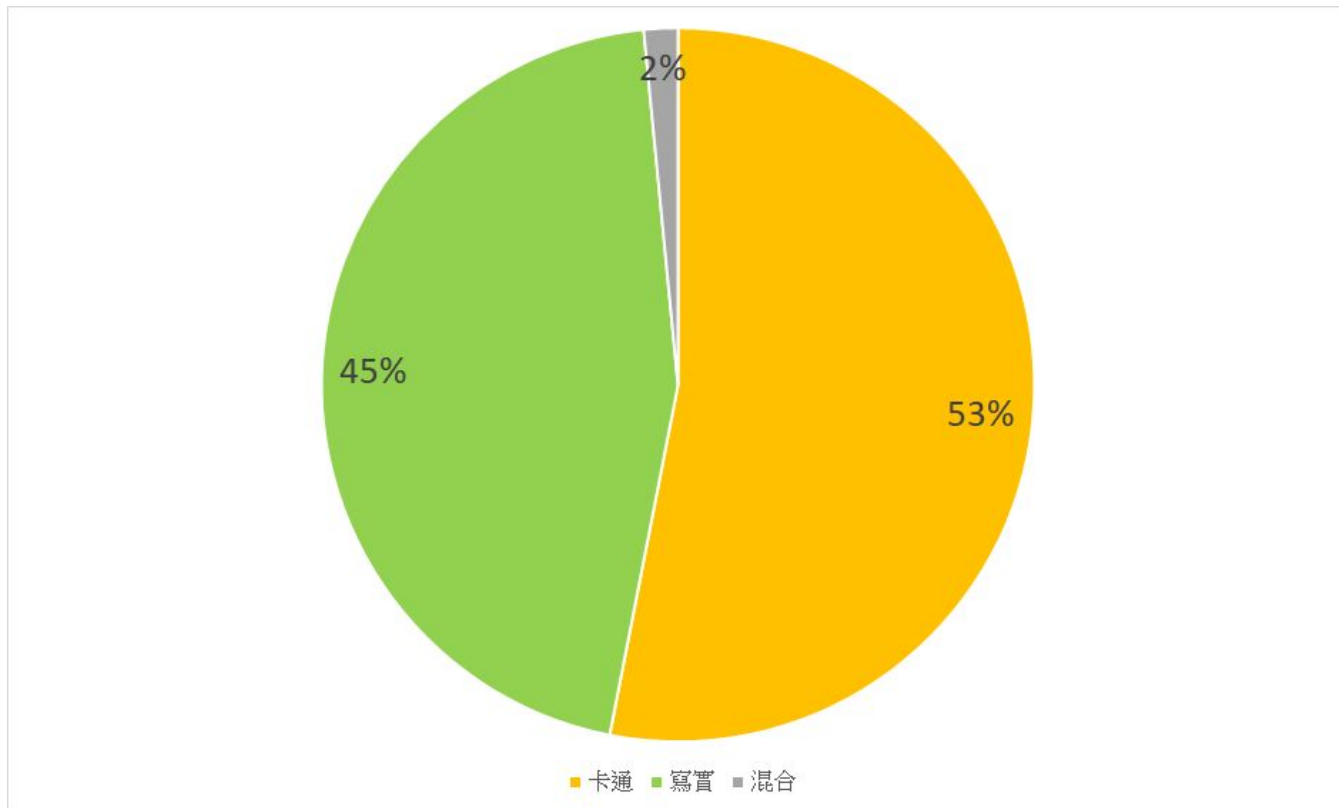


- 243Ways的遊戲占比最高為74%，其次為1024Ways占比13%

風格/主題



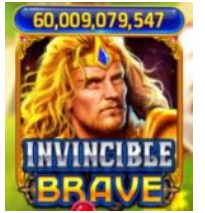



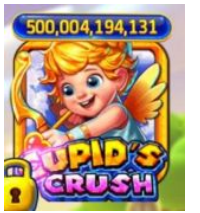



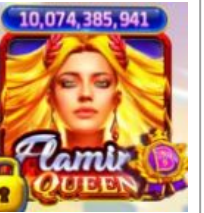
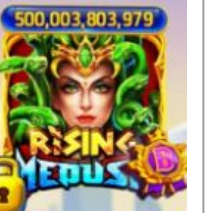


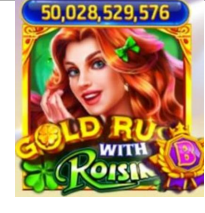



美術風格












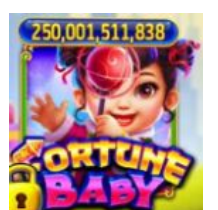



- 卡通風占比最高為 53%，寫實風占比 45%
- 混合：是指拿現有寫實和卡通風的遊戲，用多盤面的方式，混合在同一款遊戲內

西方神話

 <p>500,004,194,131</p> <p>HEPHAESTUS God of Fire</p>	 <p>10,087,594,659</p> <p>Power of SEA</p>	 <p>500,003,803,979</p> <p>GORGEOUS GODDESS</p>	 <p>60,009,079,547</p> <p>INVINCIBLE BRAVE</p>	 <p>MINOR JACKPOT</p> <p>WITCH OF FORTUNE</p>	 <p>499,996,681,803</p> <p>THOR</p>	 <p>500,004,389,206</p> <p>POWER OF DRAGON</p>	 <p>500,004,194,131</p> <p>CUPID'S CRUSH</p>
Hephaestus Gold of fire	Power of Sea	Gorgeous Goodess	Invincible Brave	Witch of Fortune	Thor	Power of Dragon	Cupid's Crush
 <p>500,002,926,138</p> <p>CUPID'S CRUSH DELUXE</p>	 <p>250,004,779,358</p> <p>SUN GODDESS</p>	 <p>30,047,770,453</p> <p>KING OF OLYMPUS</p>	 <p>20,076,846,969</p> <p>APOLLO GOD OF THE SUN</p>	 <p>10,074,385,941</p> <p>FLAMING QUEEN</p>	 <p>500,003,803,979</p> <p>RISING MEDUSA</p>	 <p>RISING PEGASUS</p>	 <p>500,003,999,055</p> <p>QUEEN OF SEA</p>
Cupid's Crush Deluxe	Sun Goddness	King of Olympus	Apollo God of the sun	Flaming Queen	Rising Medusa	Rising Pegasus	Queen of Sea
 <p>50,028,529,576</p> <p>GOLD RUSH WITH ROIISIN</p>	 <p>50,027,372,163</p> <p>Leprechaun's Coins</p>	 <p>5,060,020,249</p> <p>MYSTERIOUS PIXIES</p>	<p>出現多款的相關主題</p> <ul style="list-style-type: none"> ● 邱比特: 2款 ● 小綠人精靈: 2款 				
Gold rush with roisin	Leprechaun's Coins	Mysterious Pixies					












中國風

						
Oriental Riches	Dancing Lion	Regal Tiger	Fire Riches	Fortune Gong	Hot Hot Drums	Fortune WILD
						
Eastern Riches	Majestic Panda	Fortune Wild Deluxe	Brilliant Treasures	Fortune baby	Year of the rat	

出現多款的相關主題

- 財神爺：3款
- 福娃：4款



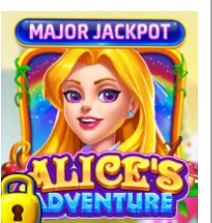
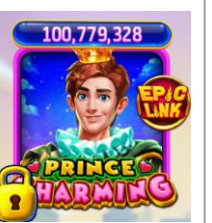
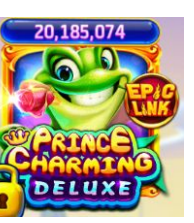
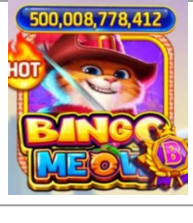
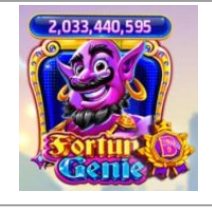
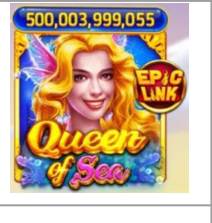
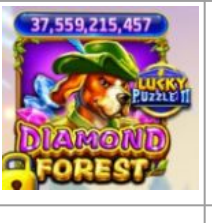
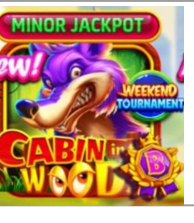
節慶/慶典

					
Easter Bonanza	Happy Harvest	Spooky Halloween	Turkey Blast	Thanksgiving Holiday Frenzy	Santa magic
					
Big money Holiday Frenzy	Where is the Santa Claus	Dancing Carnival	Mia's Beer Hall	Freedom Eagle	

以美國的主要節慶及慶典為主

復活節	萬聖節	感恩節	聖誕節	森巴嘉年華	啤酒節	美國國慶
2款	1款	2款	3款	1款	1款	1款

童話









 <p>MINOR JACKPOT Legend of OZ</p>	 <p>MAJOR JACKPOT ICE QUEEN</p>	 <p>MAJOR JACKPOT ALICE'S ADVENTURE</p>	 <p>100,779,328 EPIC LINK PRINCE CHARMING</p>	 <p>20,185,074 EPIC LINK PRINCE CHARMING DELUXE</p>
Legend of OZ	Ice Queen	Alice's Adventure	Prince Charming	Prince Caarming Deluxe
 <p>500,008,778,412 HOT BINGO MEOW</p>	 <p>2,033,440,595 Fortune Genie</p>	 <p>500,003,999,055 EPIC LINK Queen of Sea</p>	 <p>37,559,215,457 LUCKY PUZZLE II DIAMOND FOREST</p>	 <p>MINOR JACKPOT Low! WEEKEND TOURNAMENT CABIN IN WOOD</p>
Bingo Meow	Fortune Genie	Queen of Sea	Daimond Forest	Cabin in wood

主要以耳熟能詳的童話為主，有【綠野仙蹤】、【冰雪女王】、【愛麗絲】、【青蛙王子】、【鞋貓劍客】、【阿拉丁】、【美人魚】、【羅賓漢】、【大野狼】。

其中出現多款的相關主題


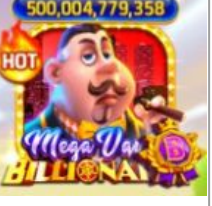
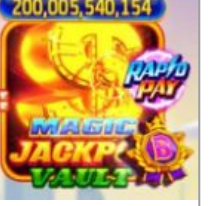
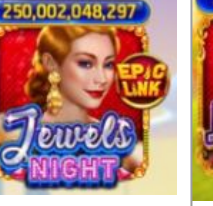
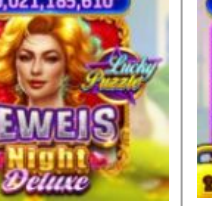
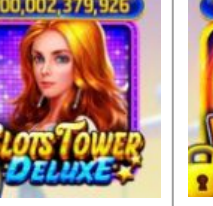

- 青蛙王子：2款

現代 / 文化

			
Let's Party	Punk fantasy	Gragster City	Theme Park Blast
			
Moment of Wonder	Circus carnival	Rockin Disco	Zombie Nation








此區因較難獨立分類，主要有與現代或文化相關的，暫時納入同個分類
主題上的設計也比較發散一點

奢華風

 The icon for 'Big Money Frenzy' features a pink piggy bank, a 'HOT' badge, and the text 'WINNERS AGAIN' and 'BIG MONEY Frenzy'. A blue banner at the top shows the number 5,172,499,141.	 The icon for 'Mega Vault Billionaire' features a man with a mustache and a 'HOT' badge, with the text 'Mega Vault BILLIONAIRE'. A blue banner at the top shows the number 500,004,779,358.	 The icon for 'Magic Jackpot Vault' features a golden vault door, a 'RABBIT' badge, and the text 'MAGIC JACKPOT VAULT'. A blue banner at the top shows the number 200,005,540,154.	 The icon for 'Jewels Night' features a woman's face, an 'EPIC LINK' badge, and the text 'Jewels NIGHT'. A blue banner at the top shows the number 250,002,048,297.	 The icon for 'Jeweis Night Deluxe' features a woman's face, a 'Lucky Prizes' badge, and the text 'JEWELIS NIGHT Deluxe'. A blue banner at the top shows the number 40,021,185,610.	 The icon for 'Slots Tower Deluxe' features a woman's face, a padlock icon, and the text 'SLOTS TOWER DELUXE'. A blue banner at the top shows the number 200,002,379,926.	 The icon for 'Fortune Wheel Deluxe' features a golden wheel, a padlock icon, and the text 'FORTUNE WHEEL DELUXE'. A blue banner at the top shows the number 375,002,487,217.
Big money Frenzy	Mega Vault Billionaire	Magic jackpot vault	Jewels Night	Jeweis Night Deluxe	Slots Tower Deluxe	Fortune Wheel Deluxe

- 主要以金錢、貴重物品等相關元素來做為奢華風的呈現




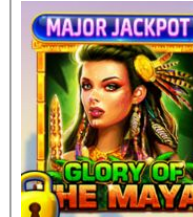
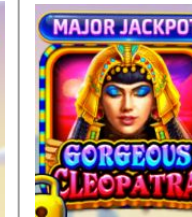
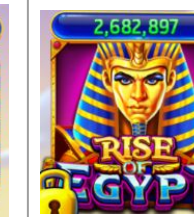
西方故事 / 傳說

 <p>500,003,608,903</p> <p>GRAND GEMINI</p>	 <p>1,000,002,382,578</p> <p>SUPER WICKED BLASH</p>	 <p>50,080,280,900</p> <p>MANIAC DRACULA</p>	 <p>500,004,681,820</p> <p>MASKED HERO</p>	 <p>100,017,357,957</p> <p>ROMANTIC QUEEN</p>	 <p>100,014,687,503</p> <p>GOBLIN'S TREASURE</p>	 <p>50,078,953,943</p> <p>MONSTER CASH</p>
Grand Gemini	Super Wicked Blash	Maniac Dracula	Masked Hero	Romantic Queen	Goblin's Treasure	Monster Cash

出現多款的相關主題

- 惡魔 (小惡魔 / 天使與惡魔): 共2款






古文明

					
Mayan Miracle	Mysterious Scarab	Egyptian Fantasy	Glory of the maya	Gorgeous Cleopatra	Rise of Egypt

古文明相關的主題主要以瑪雅和埃及為主





- 瑪雅：2款
- 埃及/法老王/埃及豔后：共4款

動物

 <p>500,003,901,517</p> <p>ULTRA RESPIN</p> <p>ICY WOLF</p>	 <p>250,002,682,293</p> <p>EPIC LINK</p> <p>THUNDERING MUSTANG</p>	 <p>4,650,476</p> <p>LION TREASURE</p>	 <p>EPIC LINK</p> <p>WILD AUSTRALIA</p>	 <p>100,013,352,275</p> <p>LUCKY BEE</p>
Icy Wolf	Thundering Mustang	Lion Treasure	WILD Australia	Lucky bee





- 以野生動物為主，有【狼】、【野馬】、【獅子】、【袋鼠】、【蜜蜂】

海島風

			
Splendid Island	Lucky Fishmania	Splendid Island Deluxe	Surfers Paradise

- 主要以海島、海邊作為背景氛圍感的設計
 - 出現多款的相關主題
- 夏威夷風：3款**




冒險

			
Golden Island Treasure	Treasure Jungle	Delican Quest	Penguin Bounty

出現多款的相關主題




- **海盜 : 2款**

森林、叢林風

		
Leapin Lemurs	Jungle King	Superb Gorilla

- 主要以森林、叢林作為背景設計，相關主題有【泰山】、【猩猩】、【雷蒙狐猴】




原始時代

		
Mammoth Grand	Mammoth Grand Gems	Stone aged Treasure

出現多款的相關主題

- 長毛象:2款



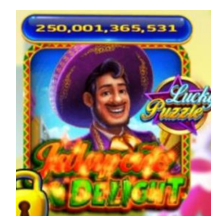
復古風

		
Fortune Train	Fortune Train Deluxe	Golden 70S

出現多款的相關主題




- 金色火車:2款

墨西哥風

 The icon for 'Smokin' Hot Riches' features a brown dog wearing a sombrero and a mustache, set against a colorful background. The text 'SMOKIN' HOT RICHES' is prominently displayed in a stylized font. A blue banner at the top shows the number 500,003,608,903. A 'LUCKY PUZZLE II' logo is also visible.	 The icon for 'Happy Pinata Fiesta' shows a man with a mustache and a sombrero, holding a pinata. The text 'Happy Pinata Fiesta' is written in a playful, colorful font. A blue banner at the top displays the number 60,008,812,502.	 The icon for 'Jalapeno Delight' depicts a man in a sombrero and a purple shirt, surrounded by jalapenos. The text 'Jalapeno Delight' is in a bold, colorful font. A blue banner at the top shows the number 250,001,365,531. A 'Lucky Puzzle' logo is present.
Smokin' Hot Riches	Happy Pinata Fiesta	Jalapeno Delight




- 墨西哥相同主題的佔比算高，有 3 款

糖果風

		
Candy Magic	Candy Magic Grand	Candy Clash


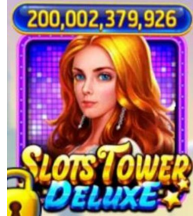

- 糖果相同主題的佔比算高，有 3 款

自家IP

 The icon for Cash Fever Deluxe features a character with a large, ornate golden crown and a mustache. The character is smiling and holding a coin. The background is a vibrant, colorful scene with buildings and money. The text "CASH FEVER DELUXE" is prominently displayed in a stylized font. A blue banner at the top shows the number 500,017,166,673.	 The icon for Cash Fever features a character with a large, ornate golden crown and a mustache, similar to the Cash Fever Deluxe icon. The character is smiling and holding a coin. The background is a vibrant, colorful scene with buildings and money. The text "CASH FEVER" is prominently displayed in a stylized font. A blue banner at the top shows the number 500,003,316,289.	 The icon for Mr. Cash Frenzy features a character with a large, ornate golden crown and a mustache, similar to the Cash Fever icons. The character is smiling and holding a coin. The background is a vibrant, colorful scene with buildings and money. The text "MR. CASH FRENZY" is prominently displayed in a stylized font. A blue banner at the top shows the number 10,082,728,289. There is also a small "EPIC LINK" badge in the top right corner.
Cash Fever Deluxe	Cash Fever	Mr. Cash Frenzy



- 以自家IP為主的遊戲有3款，為了符合Cash Frenzy的形象，主要皆以奢華風來設計

真機

		
High power jackpots	Slots Tower Deluxe	Rapid Platinum Pay



- 真機設計的遊戲有約 3 款左右

採礦礦工

	
Gold rush Deluxe	Gold Burst

- 採礦礦工相同主題的有2款, 以卡通版為主

太空

	
Adventures in space	Space Cat

- 太空相同主題的有2款, 皆以卡通版為主

小結

- **Cash Frenzy 遊戲主題設計趨勢**

 - 重複性較高的主題：**

 - 神話：【邱比特】、【小綠人精靈】

 - 中國風：【財神爺】、【福娃】

 - 節慶：【復活節】、【感恩節】、【聖誕節】

 - 童話：【青蛙王子】

 - 西方故事/傳說：【小惡魔】

 - 古文明：【瑪雅】、【埃及(艷后/法老王)】

 - 海島風：【夏威夷風】

 - 冒險：【海盜】

 - 原始時代：【長毛象】

 - 復古風：【金色火車】

 - 其他：【墨西哥文化】、【糖果】、【採礦礦工】、【太空】

 - 整題分布較多的主題分類：**

 - 【西方神話】、【中國風】、【童話】、【節慶】、【奢華風】、【西方故事 / 傳說】

 - 【古文明】、【動物】

- **遊戲主題參考方向**

Cash frenzy重複性較高的主題，與競品投放常用的素材主題，有大部分是謀合的 (*參考綠色標記遊戲)

建議可以先以重複性較高的主題，做為日後遊戲主題上的優先選擇

其次可依據分布較多的主題分類，作為之後的參考方向

Thank You

