



DAILY BRIEFING

Bellular News

Friday, 23rd October

Kojima Productions are on a hiring spree

Hideo Kojima's outfit are staffing up for a new, unannounced game project. The studio have listed 25 roles in their Tokyo headquarters across programming, writing, art, and design.

- It's obviously still very early days, but it'll be interesting to see what exactly Kojima et al are working on. Kojima has been teasing his next (possibly horror-related) project ever since Death Stranding launched back in November 2019.

New Hearthstone expansion hits next month

The card-battler's newest expansion, Madness at Darkmoon Faire, will launch on November 17th - bringing 135 new cards each bearing "the taint of The Old Gods' corruption."

- A new mode, Hearthstone Duels, launch a week earlier on November 12th (isn't something else launching that day?) and is intended to blend the "over-the-top deck-building" of Solos Adventures with the game's PvP Arena mode.

Japanese retailers sell out of Xbox Series preorders again

New stock of the Xbox Series X and Series S was made available early on Friday morning, and quickly sold out. This is the second time Microsoft's next-gen consoles have sold out in the region.

- Given the Xbox's historically poor performance in Japan, stock allocations for the Series X/S are likely to have been low to balance things out. Microsoft want very much to "do better" in Japan, so carefully managing stock could help them find a win.

Call of Duty: Mobile top 300m downloads

The news comes courtesy of a video message shared by Call of Duty: Mobile's general manager, Matt Lewis, to commemorate the game's first birthday.

- It's been a big first year, too. The mobile shooter has maintained its popularity in 2020 despite in-franchise competition from Warzone - with Sensor Tower estimating it has brought in over \$480m in player spending during its first year.

Devolver Digital hire a licensing specialist to work on Fall Guys

Fée Heyer, former licensing manager for Dunlop Sports, will head the licensing push for Fall Guys - which Heyer calls "a phenomenon rarely seen before."

- It's certainly a bold move but one that makes a lot of sense. Fall Guys is one of the year's biggest success stories and a licensing person that knows what they're doing can work wonders for a game - just look at Hello Neighbour, Five Nights at Freddy's, or Bendy and the Ink Machine.

That's it for today - catch us back here on Monday for more gaming news and have a wonderful weekend!