



ZingMagic brings AI in the form of Bridge to the Skillz mobile eSports platform



Bridge Highlights

48 min.

**AVERAGE TIME SPENT
IN GAME PER DAY**

40%

**D30 RETENTION FOR
PRO PLAYERS**

Overview

Founded in 2003, ZingMagic Limited is a leading developer of digital content including some of the most popular board, card and puzzle games in the world. Based on a combination of extensive mobile expertise and state-of-the-art Artificial Intelligence (AI) techniques, ZingMagic's products are renowned for their strength, playability, aesthetics and innovation.

The Challenge

ZingMagic has spent years perfecting their AI across a number of games and platforms including Bridge, which is fundamentally a four-player game and lends itself best to platforms that support fair competition.

Over the last 10 years, ZingMagic had been looking for a mobile platform that could support Bridge. In particular, they wanted to find a system that could work with Duplicate Bridge, a gameplay mode in which players receive the same hands and the person who earns the most points wins.



Solution

Throughout their search, ZingMagic evaluated a range of platforms, but only Skillz had the infrastructure to support fun, fair competition for their Duplicate Bridge game. ZingMagic was able to integrate with the Skillz platform in just a couple of weeks.

Their game offers Chicago, Rubber and Duplicate versions of Bridge. Duplicate Bridge brings players into Skillz, where they compete head-to-head in four rounds. The same cards are dealt to each player in every round, to ensure a fair environment for all competitors.

Results

Launching Duplicate Bridge on the Skillz mobile eSports platform was a natural fit for their game. The addition of competitive Duplicate Bridge has only improved ZingMagic's player engagement and retention. They're seeing Skillz players spend 48-minutes per day engaging with the title – well over the 33-minute casual mobile gaming industry average.

ZingMagic's consumer base is also extremely loyal with players showing tremendous stickiness between their D1, D7 and D30 retention metrics. In fact, their D30 retention for professional players is 40%, which is more than double the industry average.

ZingMagic has been impressed with the results of their Bridge game thus far and is aiming to launch more of their AI-driven titles on the Skillz eSports platform.



“We’ve been working on AI games for several decades. It’s taken that long for technology to catch up – the Skillz platform has finally allowed us to bring tournament style Duplicate Bridge to the eSports audience.”

- John Holloway, CEO of ZingMagic