

Rhythm Games: Competitor Analysis

Based on Raw Data

Hi-Fi Rush

The game is an **Action Rhythm** Game that merges the rhythm mechanics with an **Hack and Slash** based gameplay featured in games like **Devil May Cry & Bayonetta**.

The game reached **2 million** players by March 2023, which has been counted as a mix of both digital sales and downloaded Game Pass subscriptions. By August 2023, the game reached [3 million players](#) between purchased copies and Game Pass subscriptions.

The main success of the game, based on the players review are the following:

- The **combination** of the **genres** (Hack & Slash, Rhythm Game)
- The **art design & animations**
- The **music**



The game was recently nominated at the **Game Awards** for **Best Art Direction** , **Score & Music**, **Action Game**, **Audio Design** which then proceeded to win the last one. The success of the game can potentially lead the market into Rhythm Games which is further reinforced by other similar games released only this year, such as:

- Rhythm Sprout
- God of Rock
- Headbangers: Rhythm Royale
- Theatrhythm Final Bar Line
- Rythmos

Another interesting element is that each one combines the **Rhythm game** with **other genres**

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Graphics, Art Direction & Mood • Music & Soundtrack • Character design • Gameplay (Core Loop) 	<ul style="list-style-type: none"> • No lock on mechanic • Focused more on combat than exploration • Story • Cartoonish style wasn't appreciated by everyone 	<ul style="list-style-type: none"> • A more realistic design to differentiate from this game • Story emphasis 	<ul style="list-style-type: none"> • Our mechanic risk to become too much similar to this game • If we don't enforce the "going on time with the beat" players won't be motivated to play the game as intended; but if it's too punishing they will abandon the game



Crypt of the Necrodancer

The game was originally released in 2015 and then released throughout the years to other platforms up to its last release on Android in 2021.

Based on the data, the copies sold on Steam are estimated to be between **2 - 3 Million** copies.

The game success led into the creation of a Nintendo Switch only spin off called **Cadence of Hyrule**: a cross-over of **Crypt of the NecroDancer** with **The Legend of Zelda** franchise.

The key element of success of the game are the following

- **Innovative Gameplay Mechanic:** The combination of **rhythm-based movement** and **combat** with traditional **roguelike elements** was an innovative concept, making it stand out from other dungeon crawlers. The game features **procedurally generated levels**.
- **Challenging and Rewarding Gameplay:** The game's **difficulty** level, combined with the roguelike **nature** of **randomly generated dungeons**, provided a **challenging** and **rewarding** experience.
- Additionally the **soundtrack** of the game

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Graphics, Art Direction & Mood • Music & Soundtrack • Roguelike elements provide replayability • Gameplay (Core Loop) + combination of the genres • Everything moves to the beat 	<ul style="list-style-type: none"> • The game was considered by players difficult and punishing • Grinding & slow progress in unlocking characters and achievements 	<ul style="list-style-type: none"> • We can introduce a progression system that revolves less on the grinding • Punish less the player 	<ul style="list-style-type: none"> • Less punishment can lead to a reduction of the challenge of the game



Metal: Hellsinger

The game copies sold are estimated to be over **1 Million** as for December 2022. During the first month after the release almost 100 K copies were sold generating \$2M of revenue.

The game achieved similar success to other FPS Rhythm Games like **Bullet per Minute** and **Pistol Whip**.

What was praised	What was criticized
<ul style="list-style-type: none"> • Music • Doom Vibes • Gameplay 	<ul style="list-style-type: none"> • Enemy & boss variety low • Same for weapons

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Graphics, Art Direction & Mood • Music & Soundtrack. Additionally BPM changes with songs • Fast paced Combat (reminded the Doom combat) 	<ul style="list-style-type: none"> • Boss battles were considerate repetitive • Level Design (arena, corridor, arena...) • Lack of weapons, enemy variety, powers. • The game has 8 levels and the replayability comes from the multiple difficulty levels 	<ul style="list-style-type: none"> • We can combine the different BPM with different weapons • Offer more variety in the game: alternating pace 	<ul style="list-style-type: none"> • Boss battle should feel "unique", this requires to put effort in AI • Once the player learns to go on the beat, how do we introduce more mastery?



Everhood

An Indie game that subverts the expectation of classic **2D Rhythm Games**. Similar to **Guitar Hero**, the battlefield consists of five lanes that the player can move between freely. Each enemy in the game has their **own battle theme**, and will time their attacks to the song's beat. However, unlike standard rhythm games, the player is **meant to dodge** the enemy's attacks rather than hitting them.

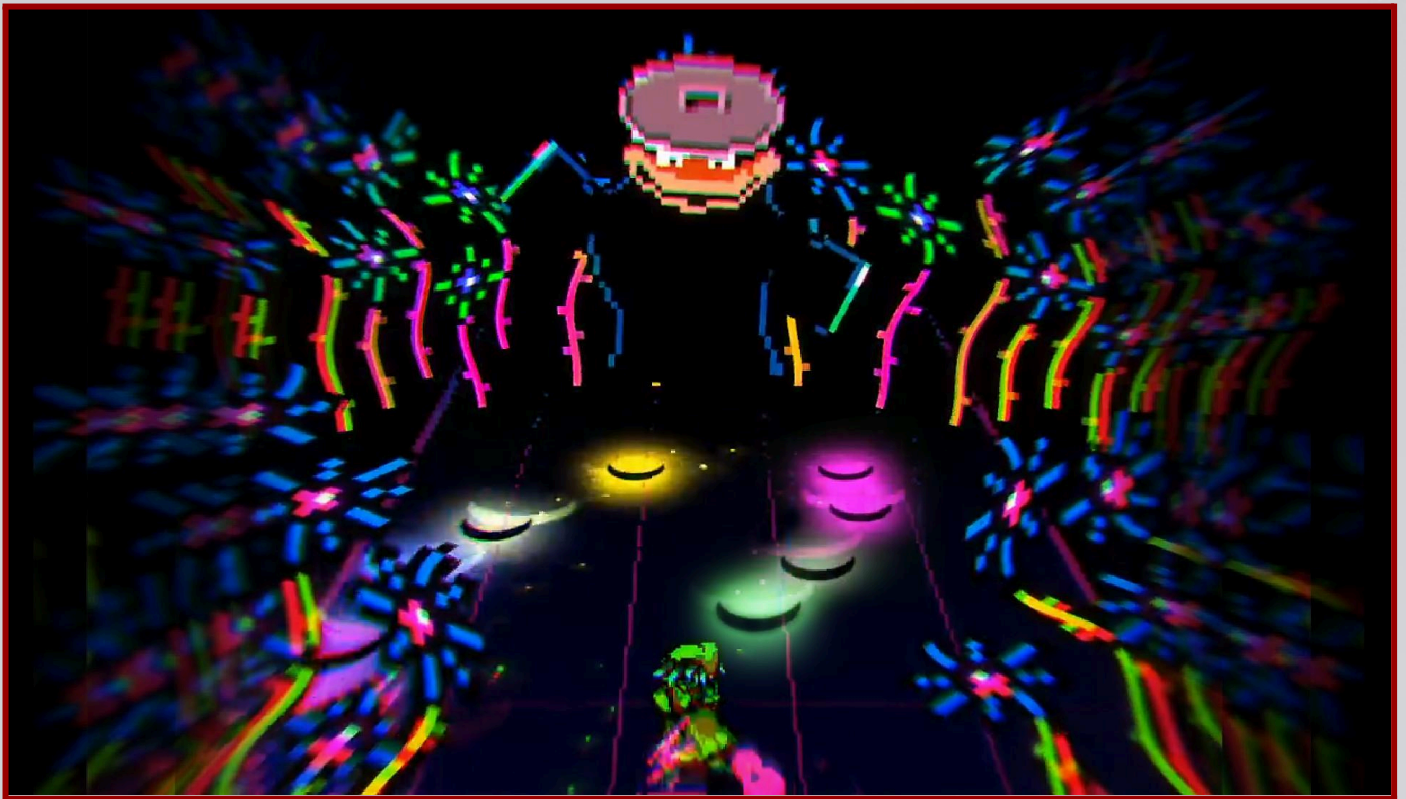
For a game developed by two persons, it found success, selling an estimated **350K copies**. In 2023 a sequel of the game was announced, scheduled to be released in 2025.

What was praised

- Music
- Gameplay
- Humor

What was criticized

- Story had too many plot twist
- Grammar errors



Super Crazy Rhythm Castle

The game was released on 14/11/2023, thus data on copies sold cannot be retrieved yet.

The game has received positive reviews. Its main element is the fact that it's a **CO-OP Rhythm game** that can be played solo, however games designed to be played in cooperative as primary element brings into cutting a big portion of playerbase

