



IMPACT REPORT

MEENA GAME & MEENA GAME 2

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IMPACT SNAPSHOT

5 Million+
Downloaded

16 Million+
YouTube Content View

33 Thousands+
Reviews on Meena Game
and Meena Game 2

MEENA GAME & MEENA GAME 2: THE MOST POPULAR GAME OF NOSTALGIA

'Long awaited release! Been waiting for ages for it to come out, and once I'm finally in.. oh, the nostalgia!!!! All the memories of childhood!!! Wonderful game, with the perfect balance of story-driven narrative and gameplay. I can't wait for the rest. A huge stepping stone for all of us Bangladeshi gamers, playing something designed and developed right here from scratch!! Looking forward to where this takes us.'

This is how a gamer named Tarik Jamil expressed his thoughts about Meena Game in a Google Play Store review. Meena Game and Meena Game 2 have generated a lot of buzz in the gaming community. People who played video games and grew up watching Meena cartoons are thrilled. Gamers are increasing every day. They are even producing a variety of stuff from these games.



IMPACT ON GAMER

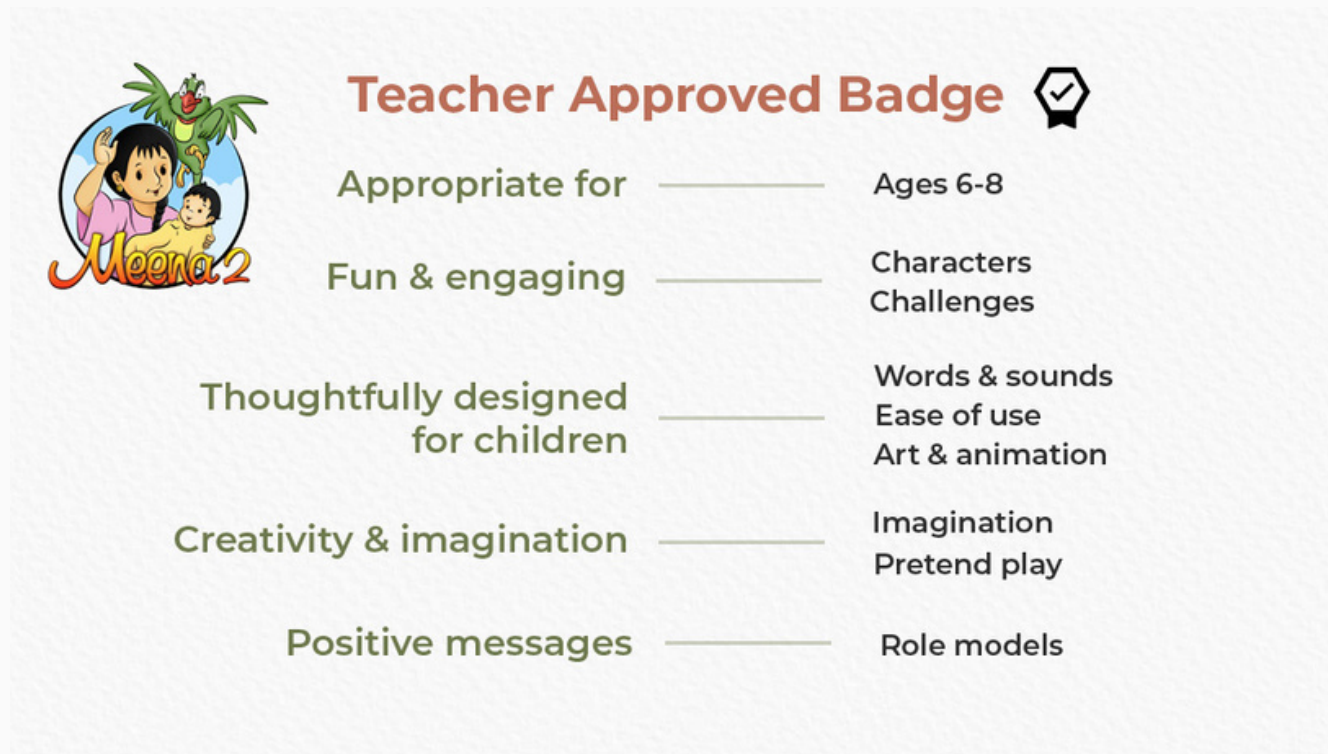
When the first game of this project, Meena Game, was released on 10th December 2016, many gamers were excited to play this game. They started missing their Meena cartoon memories from their youth. More than 5 million people have downloaded the Meena Game from the Google Play Store and the iOS App Store in six years since its release.

Gamers were thrilled when UNICEF brought Meena Game 2 to the world on 17th December 2018. This time, it was built entirely in a 3D video game. The game industry and the media responded more to it. Meena Game 2 received the "Teacher Approved Badge" from Google as the first game in Bangladesh. Parents felt more confident allowing their kids to play these games.

Got The 1st Teacher Approved Badge in Bangladesh

Meena Game 2 was the first game created in Bangladesh to receive the Google Teacher Approved Badge. Google has partnered with academic authorities and educators from all throughout the nation, including its main advisors.

A "Teacher approved" badge is awarded to apps that have been evaluated by teachers and satisfy their quality standards. To assist parents in deciding whether the app is appropriate for their child, Google details why the app received high ratings in the app listing. Meena Game 2 also received these responses:



Source: Google Play Store

TRENDY IN GOOGLE PLAY STORE



Meena Game is a popular and trendy app on Google Play. Since its release, the Meena Game has been downloaded more than 5 million times and Meena Game 2 Downloaded 500k+ from the Google Play store. Both games are available in most countries of the world.

Meena Game

- Downloaded 5 Million+
- Active Gamers 90k+
- Rating 4.5
- Review 25k+
- Released in 175 country

Source: Google Play Store

Date: 10th December, 2016 to 1st August , 2022

Meena Game 2

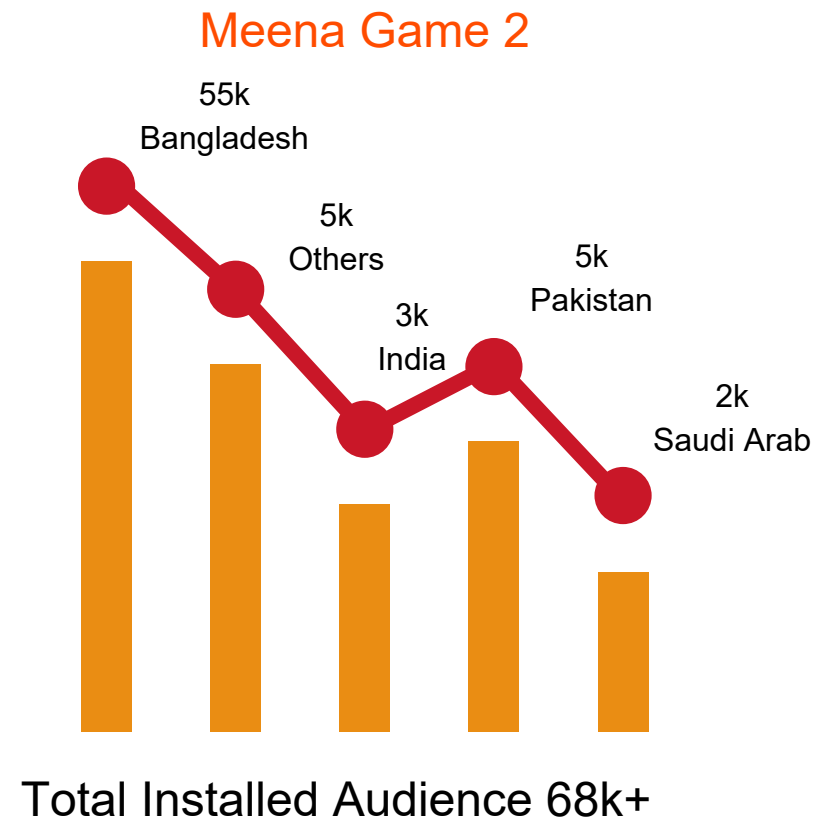
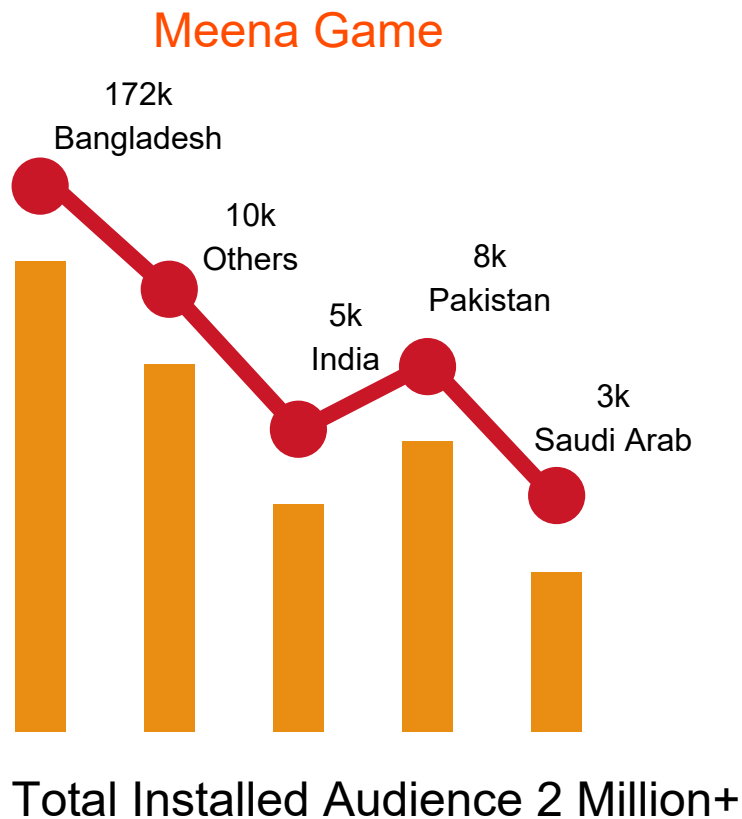
- Downloaded 500k+
- Active Gamers 4 Million+
- Rating 4.3
- Review 4.5k+
- Released in 176 country

Source: Google Play Store

Date: 17th December, 2020 to 1st August , 2022

Gamers are Installing Meena Games to Play

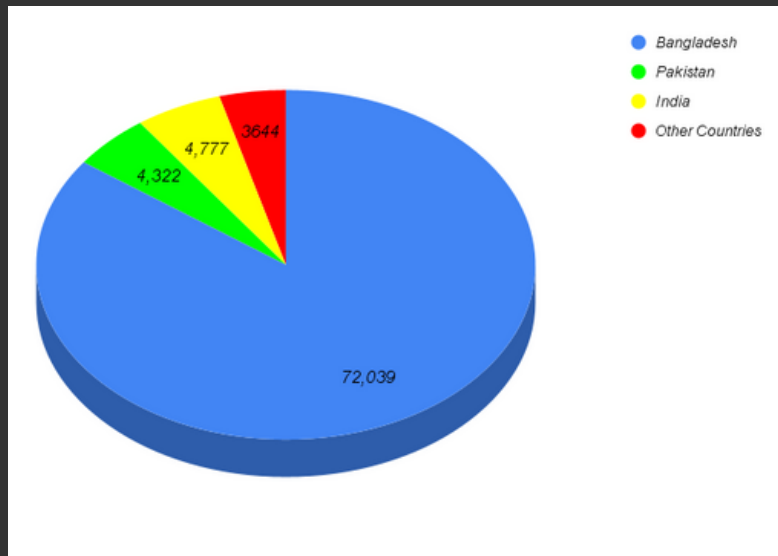
The number of users who have Meena Game and Meena Game 2 apps installed on at least one device that has been turned on in the last 30 days is shown in this infographics. As the result shows, 1 August, 2022 Bangladesh has the most installed audience of the Meena Game, 85.21% worldwide.



GAMERS ARE ACTIVE EVERYWHERE

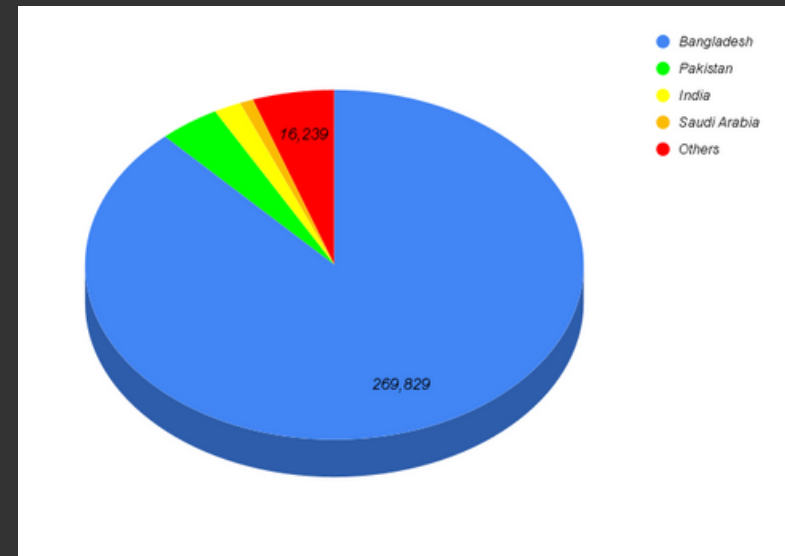
Average 83,314 gamers were active in the last 28-day period. This is the chart on a country basis, where the gamers opened Meena Game and Meena Game 2 on 1 August, 2022.

Meena Game



Total Active Gamer: 90k

Meena Game 2

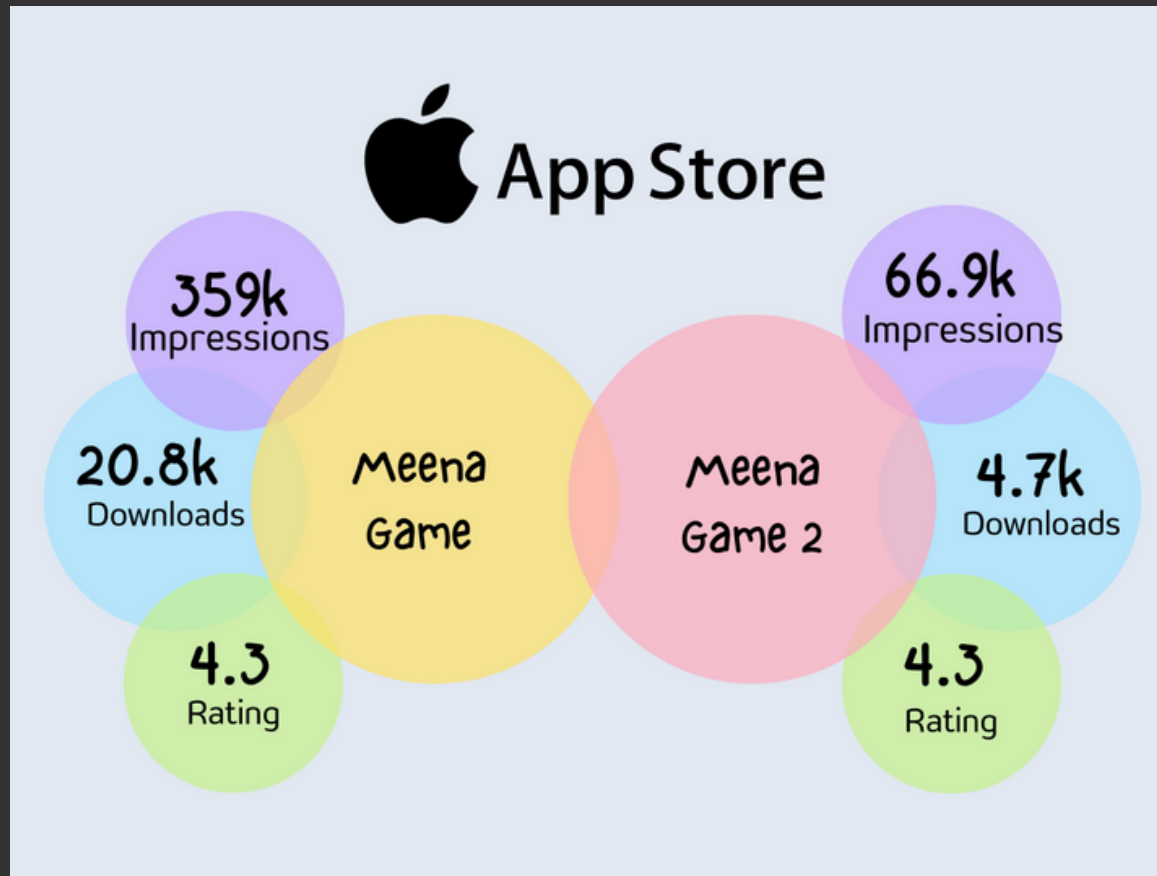


Total Active Gamer: 4 Million+

Source: Google Play Console
Date: 1st August , 2022

426k Impressions from iOS Users

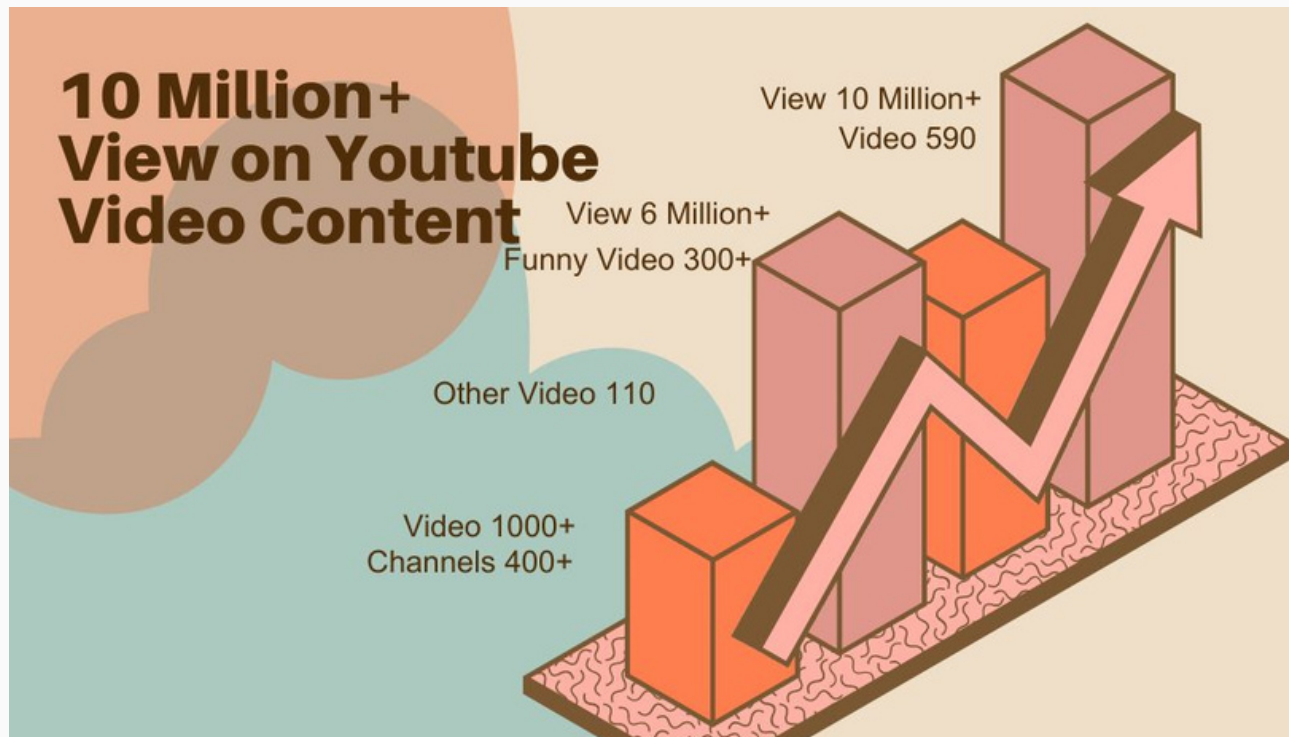
Meena Game and Meena Game 2 are available for iOS and macOS users. 426k impressions were made on both games in the iOS app store.



Source: iOS App Store
Date: 1st August , 2022

Numerous Video Content on YouTube

The most user-friendly content on Meena Game and Meena Game 2 publishes on YouTube channels. 1000+ videos have been published till 1st August, 2022, and the video content on both games is increasing on YouTube daily.



Source: YouTube

Date: 10th December, 2016 to 1st August , 2022



BOTH GAME GOT VALUABLE REVIEWS

Meena's appearance in the game industry has delighted players greatly. Since these 2 games were released, 33 000 reviews have been posted online.



Tarik Jamil



★★★★★ December 20, 2020

Long awaited release! Been waiting ages for it to come out and once I'm finally in.. oh the nostalgia!!!! All the memories of childhood!!! Wonderful game, perfect balance of story driven narrative and gameplay, can't wait for the rest. A huge stepping stone for all of us bangladeshi gamers, playing something that's designed and developed right here from the scratch!! Looking forward to where this takes us.

979 people found this review helpful



Farzana Islam



★★★★★ December 20, 2020

This game is a symbol of my childhood memories. Really this game is a wonderful gift for me!

9 people found this review helpful



Summeiya Irfan



★★★★★ May 17, 2022

This is so amazing game never get bored with it but can u please make part 3

1 person found this review helpful



Arman Hossain



★★★★★ December 20, 2020

I have waited a very long time for this. This is version of the game is very impressive. Graphic works are just amazing. The game itself is very educational for people of all ages.

30 people found this review helpful



A Google user



★★★★★ July 2, 2019

I have played many games, but this one I had enjoyed lot. This game help to reduce STRESS. I am expecting Meena part 2.

117 people found this review helpful



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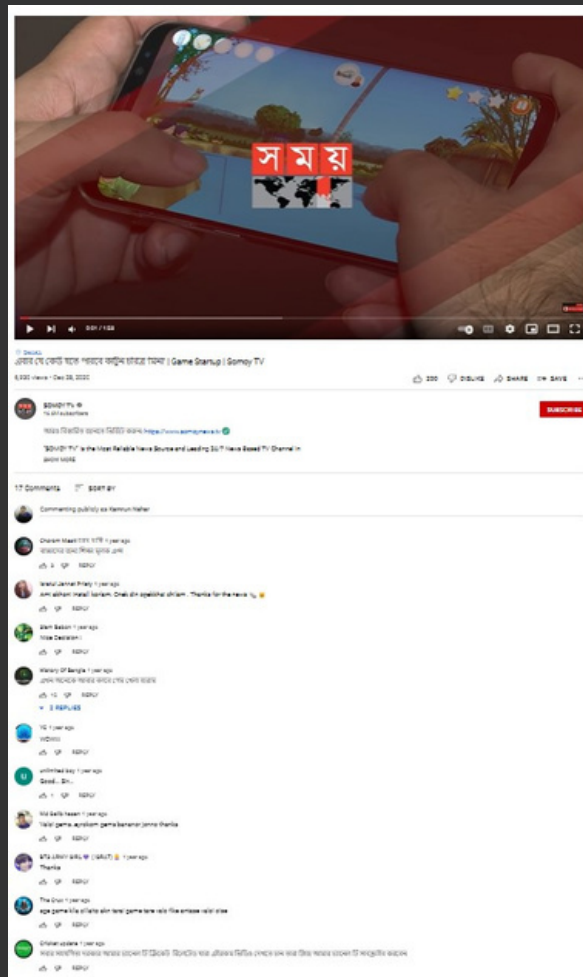
★★★★★ May 31, 2020

Need more Levels... Dear developers pls add more levels..my little sister Love this game a lot. Give 4 Star beacuse there are only 15 levels..after completing all i feel bore

425 people found this review helpful



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THANKS TO UNICEF BANGLADESH




SUBMITTED BY **RISEUP LABS**

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We couldn't have done it without your support.....

We are grateful to work with such a great organization. We will work more to greatly impact the Meena Game and Meena Game 2 for children. And we look forward to working with UNICEF Bangladesh again.



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