

DEEPSPACE

AN OTOME GAME LEADING A GLOBAL REVOLUTION

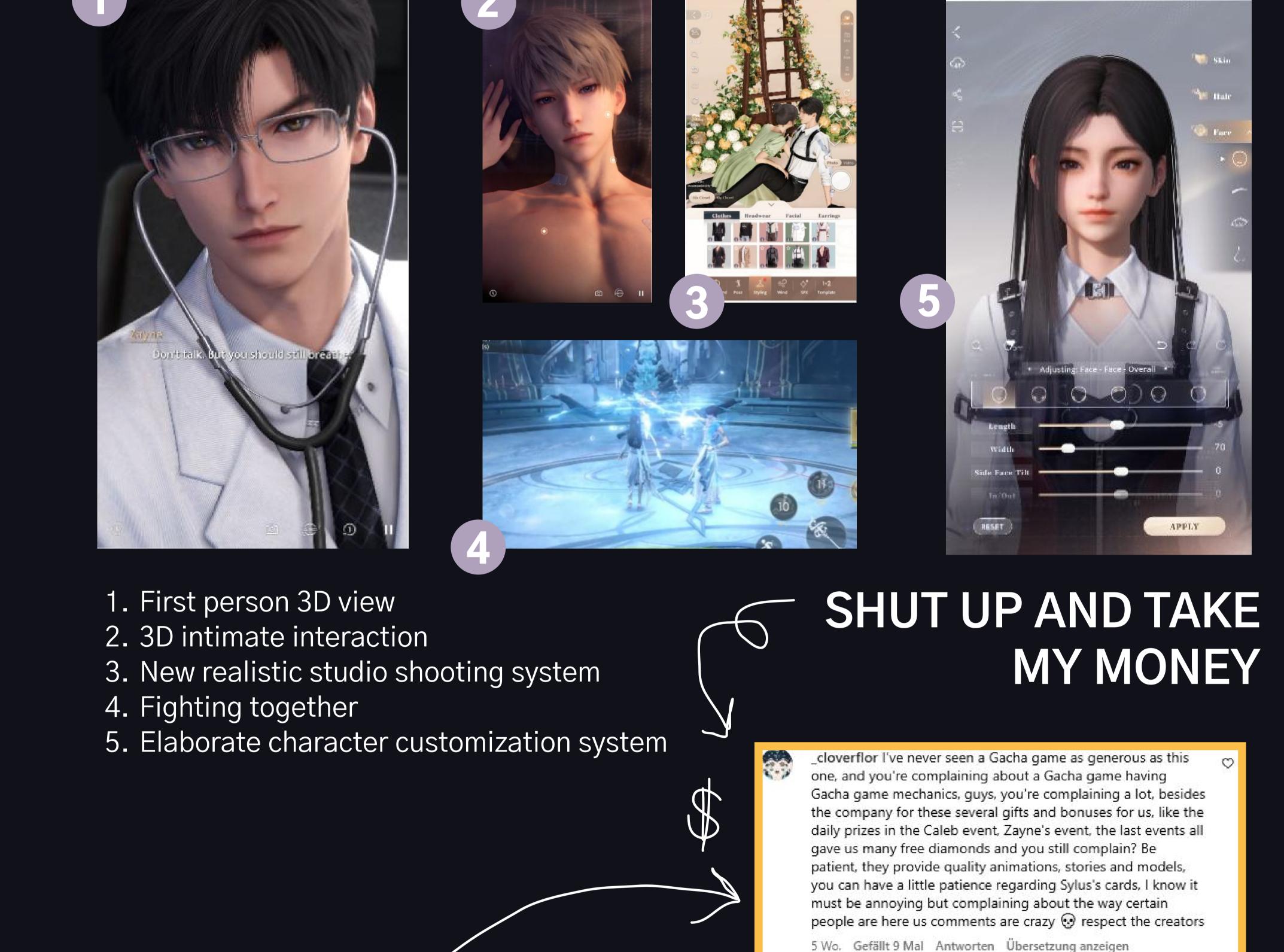
50 mil. global users

\$710

mil. 2024

Love and Deepspace not only helped popularize the Otome genre worldwide but also became the first 3D game of its kind. Otome games, designed for a predominantly female audience, focus on storydriven romance. With its immersive gameplay, this dating sim goes beyond expectations, captivating over 50 million players globally.

WHAT MAKES IT SO POPULAR?

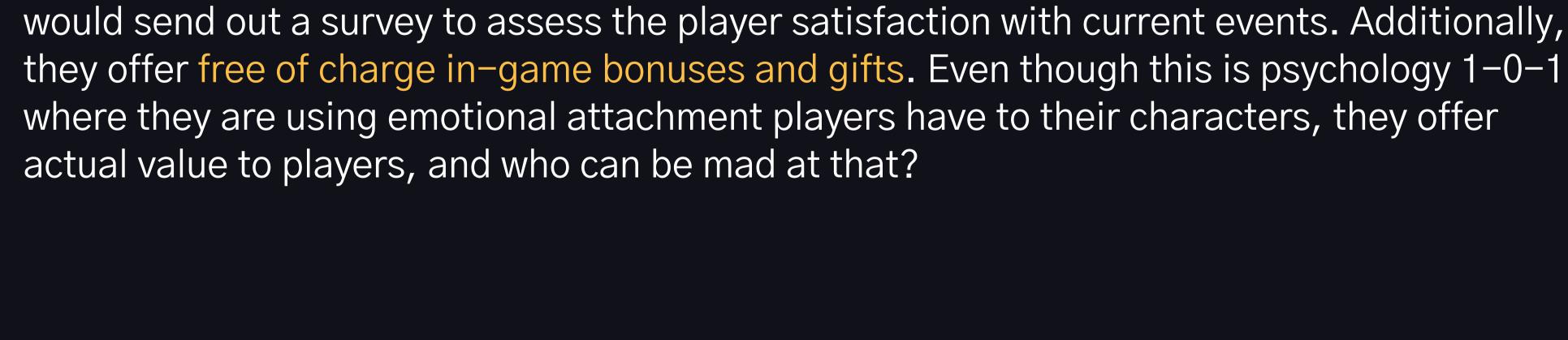


mechanics and in-app purchases. This standard to mobile games, however, actually works so well, that fans do not mind spending their money on fictional characters. The above instagram post to the official @loveanddeepspace instagram page perfectly summarizes the sentiment a lot of fans share.

Love and Deepspace, or LaDs, free-to-play business model revolves around gacha

It is no surprise to anyone that Infold listens to their player base. In regular intervals, they

PLAYER CENTRIC APPROACH





Zayne

Xavier

EXPERIENCES The game centers around tragic love stories between the female protagonist and her love interests. Players

UNCONDITIONAL EMOTIONAL

unlock memories to relive the past and piece them together in the present, where fate has given them a chance at a happy ending. Currently, players can explore romantic interactions with five love interests, and can do what their heart desires. At the game's release in 2024, only Xavier,

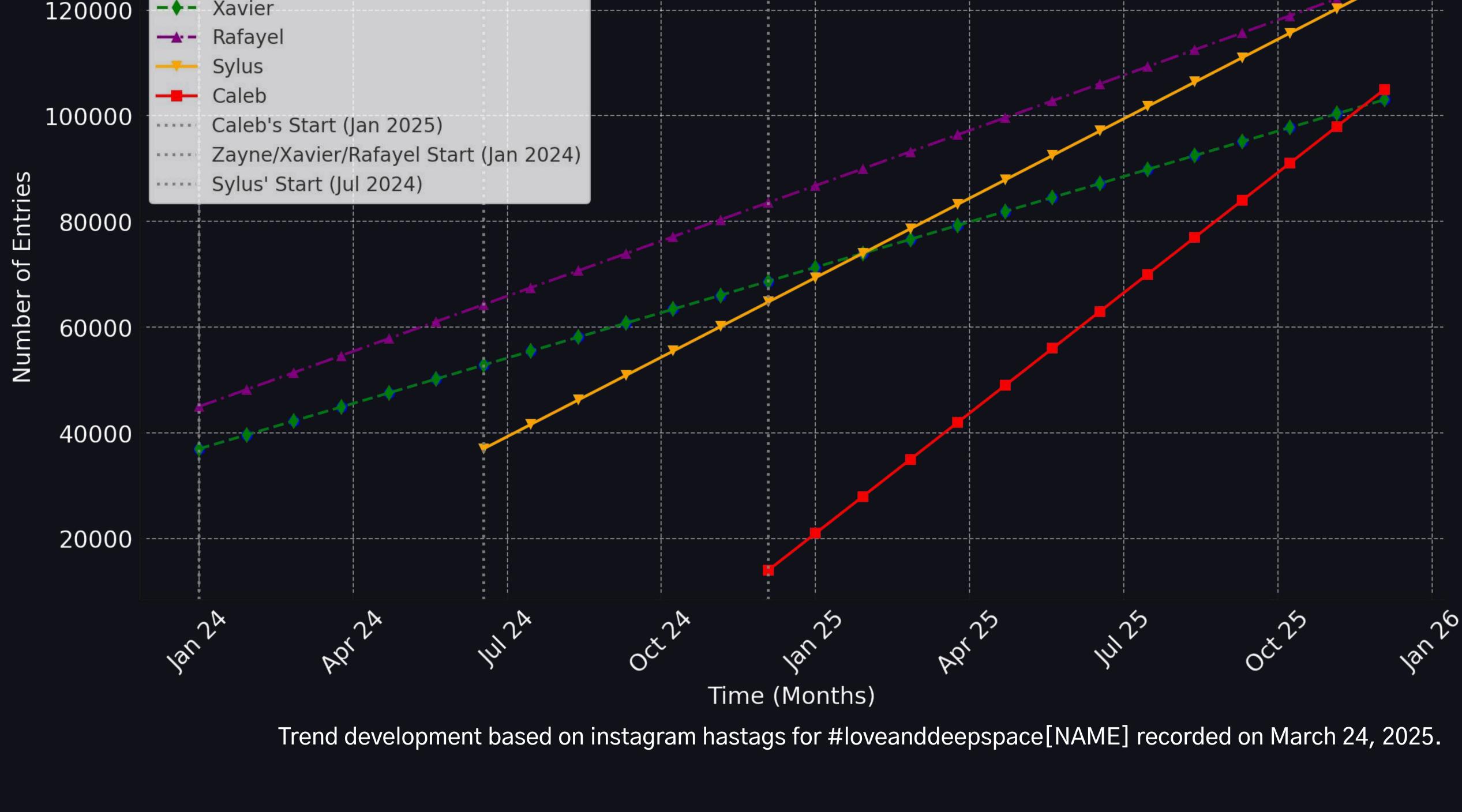
Rafayel, and Zayne were available. Sylus, a fan-favorite among Western players, was introduced later as the fourth love interest. The most recent addition is Caleb. According to interactive posts from @loveanddeepspace on Instagram, the most popular characters - ranked in order - are Rafayel, Sylus, Zayne, and Xavier. Since Caleb was introduced in

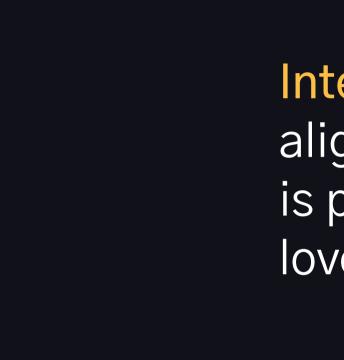
Instagram hashtag trends (#loveanddeepspace[NAME]) as of March 24, 2025, shows Caleb's popularity is rising quickly, with the potential to surpass some current fan favorites.

Trend Development: Caleb, Zayne, Xavier, Rafayel, and Sylus

January 2025, the community's overall sentiment

toward him is still developing. However, an analysis of

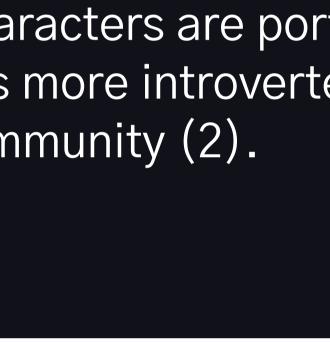




loveanddeepspace community (2).

Ages 21-24

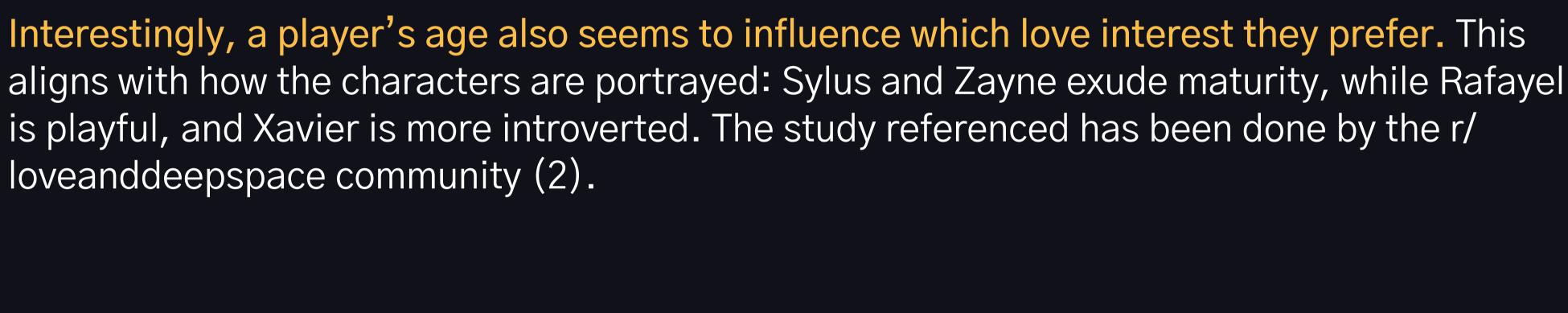
favor Rafayel



can thrive when paired with high-quality content.

Ages 25-29

prefer Xavier



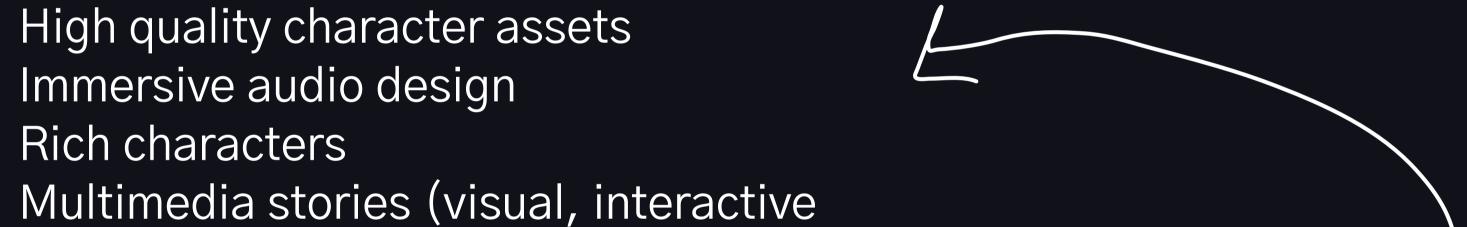
Ages 30+

gravitate towards

Zayne or Sylus

IN CONCLUSION

Love and Deepspace serves as a perfect case study of how a free-to-play business model



associated with their story) Various mini-games Limited content Limited events

stories, graphic audio, written narration,

High symbolism (e.g. each LI has a flower

Masterclass in interactive storytelling

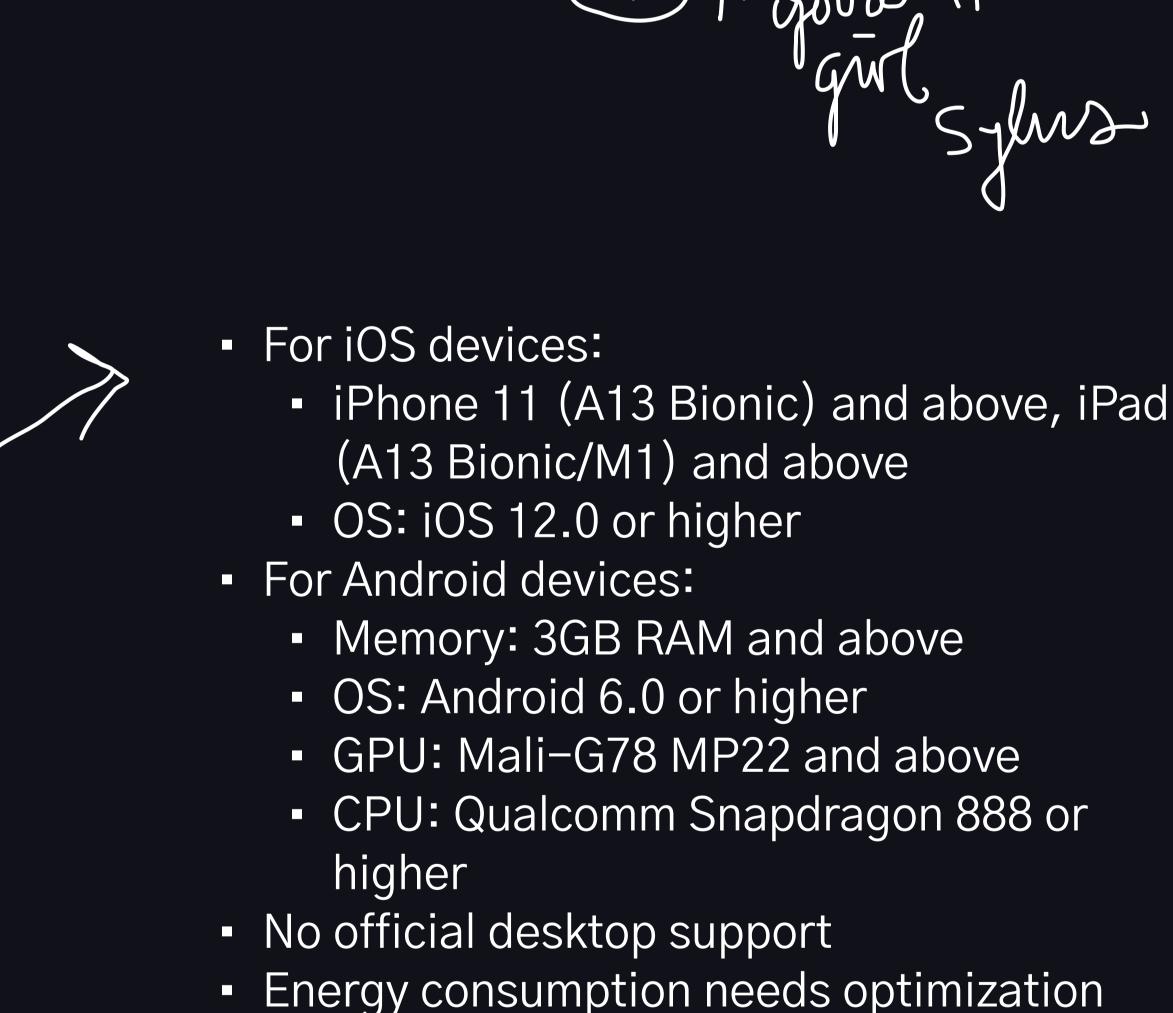
 Love and Deepspace × Sartoria Pirozz designs LIs ties

Immersive audio design

phone calls, messages)

Rich characters

- TO STRENGTHEN



PRAISE

- Potential lags on older models (e.g. iPhone Build could use optimization to reduce
 - GPU, CPU and Memory usage

