

# Halfbrick Studios Pty Ltd in Toys and Games (Australia)

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## Abstracts

Halfbrick Studios will continue to develop new games across a number of different platforms to grow its market share both locally and internationally. Halfbrick Studios' strategy is to develop games that are addictive and engaging to consumers as well as developing products targeted to new markets. The company aims to develop its own intellectual property and brands, rather than being afloat under other publishers. In line with current trends in the market, Halfbrick is shifting from a premium...

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