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My comments about Duel Masters

How come it is not popular?

As I tried to explain in the previous page, the rules of Duel Masters are in general better than the two best selling CCG currently available. But as you can see a good game and a game that makes a lot of money does not necessarily always fit together.

I don't think there is a lack of advertisement. Here is canada, there is absolutely no advertisement and promotion, but I think that in the United states and United Kingdom, there has been a lot of propotion. So the game is known. One thing that can be anoying for Duel Masters is that it is a ripoff of another game. So generally, people will always be more attracted by the original than the copy.

Like Yu-gi-oh, the primary target audience of Duel Masters are kids. When you want to sell a product for kids, you need to advertise massively. The kid must be able to see the Duel Masters brand everywhere to start teasing his parents to buy him stuff. That is why they started to produce many derived product including an anime series and a manga like they did for Yu-Gi-Oh. One of the problem is that the anime sucks!. So if the kids don't like the anime, they are less likely to buy the cards. But they had to advertise the game like this, because just making the game would have not attracted the kids.

A kid does not have the intelligence to analyse a game and determine if the rules are good or bad. So a kid cannot possibly compare Yu-Gi-oh and duel masters and say which game have better rules. A kid will generally be attracted by the flashy and the cool stuff or the "as seen on TV" stuff. So even with all the argumentation I made on the previous page, I am sure I won't be able to

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convince a kid that Duel Masters is better than Yu-Gi-Oh even if it is better. So a kid does not buy a game because it is has good rules.

So if it failed to reach the kids, the other solution would be the gamers. The problem with gamers is that MTG is the current reference for CCG. When they take a look at a new game, they generally compare it with MTG. So when they take a look at Duel Masters they generally have the following reaction : The game looks too simple and childish.

Since there is no enchantment and fast effects in duel masters, they see the game as too simple. On their point of view, a good game cannot be simple, in fact simple is bad. This is why, all MTG cards must at least have 5 lines of rules text. They do not understand that even if the card are simple and contains less rule text and information, there is still a lot of strategies and thinking to do in Duel Masters. It is not what's on the card that makes Duel Masters good but the basic rules themselves. The gamers also think that the artwork is to childish which mean that it is a kid's game. Playing a kid's game could have many social impact on different people. So in order to stay tough, stay cool and look like an adult, they won't simply touch Duel Masters.

One of my friend made me realised that the special effects on spell and creatures cards are not necessarily unique. You see many times, the same effect, being applied in different circumstance. This elements removes the need to collect specific cards, lowering the need to buy cards. Players buy less cards since there are not looking for a set of specific cards to complete their deck. The only rare unique stuff are the very/super rare cards, but it's not enough to create a demand. Players will generally buy packs or lots of cards instead of individual cards.

Since the game is good and generally more balanced that other CCG, it becomes a problem when marketting it as a collectible game. You don't need very rare and super rare cards to win a game. In fact, I am sure that you can win a tournament with only a deck made of common and uncommons. The consequence is that there won't be any competitive players that will invest a huge amount of money in the game to make sure they can win all tournament they play. These kind of players found in other CCG invest a lot of money in the game making it easier for the game to become profitable. So a CCG NEEDS to be unbalanced to make sure that the people can invest a lot of money in the game to stay competitive with others players.

So if it cannot hook kids and cannot hook gamers, who's left? The normal people? Do you think that your mother or grand-mother would be able to play a game like this? I am not sure. In fact, I

don't think that the common people are interested in buying a collectible game at all. So there are really few people left that could be interested in playing this game. Even if I have good arguments, I won't be able to convince a gamer that Duel Masters is better than MTG because many of them are just too much conservative.

MTG and YU-GI-OH will always stay alive even if they make the crapiest cards on earth. Some people might quit playing the game but new players will come in and the cycle will continue indefinitely. So it is a shame that Duel Master is not as popular as it should be. I will still do my best to promote this game even if the cards from the new card collections get really crappy and changes the flow of the game.



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