



Plug In Digital Acquires PixelRatio to Strengthen Game Development Capabilities

Montpellier, France – March 10, 2025 – Plug In Digital, a leading global video game publisher and distributor, is thrilled to announce the acquisition of long-time business partner PixelRatio, a video game development studio based in Mérida, Spain. This strategic acquisition marks a significant milestone in Plug In Digital's mission to expand its development capabilities and deliver solid gaming experiences to players worldwide with **quality ports of games on multiple devices, especially mobile platforms.**

A Long-Time Partnership

Founded in 2011, PixelRatio has established itself as a versatile and innovative studio with a rich history of developing, optimizing and porting high-quality games across various platforms, **with a renowned expertise in the fields of UI/UX optimization for mobile and consoles, as well as VR.** PixelRatio's portfolio includes development efforts for titles such as *Fleet Commander* and *Hispania* on PC for Avalon Digital, as well as porting several mobile and console titles published by Plug in Digital's label Dear Villagers such as *MindCop* and *Revita*, alongside other upcoming titles.

"We are excited to welcome PixelRatio to the Plug In Digital family," said Francis Ingrand, CEO of Plug In Digital. "Their expertise in game development, particularly in mobile and porting, aligns perfectly with our motto 'Your Games Everywhere', and our aim to deliver the best experience for one game on multiple platforms. This acquisition will enable us to internalize our porting activities and expand the reach of existing and future PC titles on mobile and consoles."

Expanding Horizons

By integrating PixelRatio's talented team and their extensive knowledge of game development after 5 years of collaboration, Plug In Digital aims to strengthen its position as a leading publisher and distributor, while also exploring new opportunities in emerging markets.

"We are thrilled to join forces with Plug In Digital," said Juan Ramón Rufo, Founder of PixelRatio. "This partnership opens up exciting possibilities for our team and allows us to continue our journey of creating, optimizing and porting games that people love to play. We look forward to collaborating further with Plug In Digital and contributing to their ambitious vision for the future of gaming."

Looking Ahead

As part of Plug In Digital, PixelRatio will continue to operate from their headquarters in Mérida, Spain, while working remotely with Plug In Digital's teams and external partners to optimize and port quality games on other platforms. The combined expertise and resources of both companies will open new possibilities for co-development and the birth of new and innovative projects.

Plug In Digital will also attend Game Developers Conference in San Francisco on March 17-22. For more information about Plug In Digital and PixelRatio, please visit plugindigital.com.

About Plug In Digital

Headquartered in Montpellier, in the South of France, Plug In Digital is one of the leading companies for video games digital distribution worldwide. Since 2011, the company has been helping hundreds of partners, from indie studios to AAA Publishers, to optimize their digital sales, explore new markets and grow new revenue sources for their games on PC, Cloud, Console & Mobile. Plug In Digital is also a rising publisher with its dedicated label named Dear Villagers: one of its most recent titles, Caravan SandWitch, just won two awards at the Pégases ceremony on March 6 in Paris.

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