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The company was founded in 2013 by Alexandre Yazdi and Laurent Ritter.

Voodoo's games, predominantly free-to-play "hyper-casual games", have been collectively downloaded 5 billion times as of May 2024. By February 2024, their apps surpassed 6 billion installs.

Voodoo (company) - Wikipedia

en.wikipedia : wiki : Voodoo_(company)

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By showing ads, Voodoo makes money from the entire user base without relying on just a few paying players. This makes for a lower per player but steadier revenue stream. It partners with several ad networks to sell ad inventory on its games, such as AppLovin, InMobi, Mintegral, IronSource, and others.

Voodoo revenue, valuation & funding | Sacra

sacra : voodoo

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Presidente Nayib Bukele anuncia plano para comprar um Bitcoin por dia

Recentemente, o presidente do El Salvador, Nayib Bukele, anunciou plano

do país de comprar um bitcoin por dia, com o objetivo de manter essa prática que se torne inviolável com moedas fiduciárias. Essa iniciativa fez com que as holding de bitcoin do país

chegassem a um total substancial de 5.690 BTC, avaliados aproximadamente 400 milhões de dólares