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<https://www.btcc.com/en-US/academy/research-analysis/what-is-magic-muffins-telegram-game-can-magic-muffins-surpass-hamster-kombat-on-telegram>

### What Is Magic Muffins Telegram Game: Can Magic Muffins Surpass Hamster Kombat on Telegram?

On September 12, crypto game aggregator and discovery platform Earn Alliance announced the introduction of Magic Muffins, a multi-player tap-to-earn game, on Telegram. Since its launch, Magic Muffins has gained immediate popularity, widely regarded as the biggest Hamster Kombat competitor and threat to many other Telegram-based games.

Then, what is Magic Muffins? Is it better than Hamster Kombat? Next, let's take a close look at this innovative tap-to-earn game.



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## What is Magic Muffins?

Magic Muffins is a multi-player tap-to-earn game built on Telegram. Magic Muffins allows players create and customize a team of five muffin characters, then tap to battle and defeat various enemies while earning upgrades and rewards. In Magic Muffins, players start a journey, leveling up their muffin characters through various quests and challenges. Like other tap-to-earn games on Telegram, Magic Muffins will enable players earn crypto rewards. Notably, The Earn Alliance TGE will happen on October 10, 2024, to boost the ecosystem and the ALLY token.

Specifically, with each level, players can mint and trade their muffins, earn \$ALLY token, creating a unique combination of characters, weapons, armor, flavors, and toppings. No two Magic Muffins will be the same. Once a player customizes and mints their muffin, that combination is locked and cannot be replicated. This “baked together” NFT collection encourages players to collaborate and innovate, making Magic Muffins as much a community experience as it is a competitive game.



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## How does Magic Muffins Perform?

Magic Muffins has drawn great attention, which can be evidenced by its soft launch alone attracting more than 5,200 players. These early players have spent an average time of 10 minutes playing and enjoying this creative experience. Here, these creators have uniquely designed a character-driven

world, offering features to bake the muffins. Furthermore, this platform transcends mere gameplay by enabling individuals to personalize and even possess their muffin NFT avatars, fostering a sense of ownership and individuality.

So far, within this Telegram-based game, players have spent more than 1.3 million Gold and approximately 45,000 ALLY tokens on in-game chests, marking a promising commencement. Gold, serving as the trading currency of the Earn Alliance ecosystem, facilitates purchases and rewards collection within the platform. The reports also reveal a retention rate of 60% and 40% on day one and day seven data, revealing the continued demand for the game among players.

Earn Alliance CEO Joseph “Coop” Cooper said that the “viral growth and network effects” seen in the Telegram tap-to-earn boom remind him of the “golden era of Facebook games.” Furthermore, putting games within Telegram—an app preferred by many crypto builders and traders—provides significant crossover potential.

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## What is Hamster Kombat?



Before comparing Magic Muffins and Hamster Kombat, let’s have a basic understanding about Hamster Kombat. Launched in March 2024, Hamster Kombat is a popular Telegram-based tap-to-earn crypto game that has taken the play-to-earn space by storm. Since its debut, Hamster Kombat has quickly captured the attention of the Web3 community with its engaging gameplay and the potential for real-world earnings.

Hamster Kombat integrates with The Open Network (TON) blockchain, enabling players to convert their in-game HMSTR coins into real cryptocurrency tokens through upcoming airdrops. This adds a layer of real-world value to the game, making it not just a fun experience but also a potential investment opportunity for players. This innovative feature holds significant appeal for those interested in play-to-earn mechanics and crypto investments.

What sets Hamster Kombat apart from other games is its simplicity and accessibility. Operating entirely within the Telegram app, it’s easy to get started, making it an ideal entry point for Web3 newcomers. Since its launch, Hamster Kombat’s social media platforms have also bagged millions of followers, 13M on X and 36.5M on YouTube.



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## Magic Muffins vs. Hamster Kombat

Both Magic Muffins and Hamster Kombat had their share of popularity among the players. yet the Muffin game embarks on a distinct journey, distinguished by features unparalleled in other tap-to-earn games. It is a multi-player game where five players, each with different characters and responsibilities, get to play together, making the game more interesting.

Moreover, the game further enhances its appeal through character customization, where players can embark on quests and challenges to level up and maintain the excitement. Additionally, players can mint and trade muffins, earning ALLY tokens, amidst a vast array of characters, armor, weapons, toppings, and flavors, contributing to its popularity.

The team is sure of creativity in the game as each minted muffin is a locked combination and is non-replicable. It makes it a unique NFT collection that individual players can hold.

Magic Muffins is like an advanced version of the Hamster game. It is not a simple one player tap-to-earn game and offers multiple activities to enjoy. Even its token generation event (TGE) is happening faster than the Hamster's one. The Earn Alliance TGE will happen on October 10, 2024, to boost the exosystem and the ALLY token.

Despite all of these unique features and characteristics, this Magic Muffin game is quite far in beating the Hamster Kombat. It was launched just for a quite short period and will require a long time to beat the other in terms of popularity, as the Hamster already has a user base of 300 Million and growing every day.

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