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## GAMES

# High on Life Is Xbox Game Pass' Biggest 2022 Launch, and the Biggest 3rd Party Game Pass Launch Ever

by [Joe Skrebels, Xbox Wire Editor-in-Chief](#)

Dec 20, 2022 @ 12:00pm



## Summary

- *High On Life* is the biggest Game Pass release of 2022, the biggest 3<sup>rd</sup> party launch in Game Pass history, and the biggest single-player game launch on Game Pass ever.
- *High On Life* is out now for Xbox One, Xbox Series X|S and Windows, and is available as part of Xbox Game Pass and PC Game Pass.

Today, we're happy to announce that ***High On Life*** — the comedy-shooter featuring charismatic talking guns from Rick and Morty co-creator Justin Roiland's Squanch Games — is Xbox Game Pass' biggest launch of 2022, the biggest 3<sup>rd</sup> party Game Pass launch of all time, and the biggest release of a single player-only game in the service's history. Those stats are measured in terms of engagement, based on the number of hours played in the first five days of release.

"This was our first time launching a game with Game Pass," said Mike Fridley, Studio Director and COO of Squanch Games, "and we've been blown away by the response from the players who

have made us the most popular game on Game Pass right now. When Squanch Games was first created, it was to make the games we wanted to play – and Game Pass is helping us reach the players that want to play those games too.”

“*High On Life* is an incredibly unique title that we’ve been excited about for a long time,” said Matt Percy, General Manager of Content Planning at Xbox. “It’s fantastic to see so many Game Pass members jump into it at launch to experience Squanch’s story for themselves ahead of the holidays.”

#### Justin Roiland and High On Life



*High On Life* tells the story of a regular teenager who gets embroiled in a galactic conflict after an alien cartel discovers humans can be used as drugs. Of course, the only recourse is to become a bounty hunter and take the whole cartel down. A mixture of classic shooting, light RPG mechanics, and outrageous humor, *High on Life* has proven a huge hit with fans across the world.

In a recent podcast interview with Larry Hryb, Xbox’s Major Nelson, co-creator Justin Roiland explained how much there is to find along the way, and encouraged players to journey “off the golden path” for [plenty of deeply buried details and secrets](#). Inspired by Roiland’s own gaming interests, including *Fallout 3*, the team went above and beyond to prioritize extra voices, animations, and details that reflect player decisions. To learn more, check out the interview [here](#).

Thank you to the Xbox community and those who have joined us on this quest to save this crazy world from the alien cartel. If you aren’t among the millions of players who are already exploring the world of [High On Life](#) yet, you can grab the game right now on Xbox One, Xbox Series X|S and Windows, and with your Game Pass membership.



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# High On Life

Squanch Games, Inc.  
★★★★★ 877

~~\$59.99~~

\$53.99

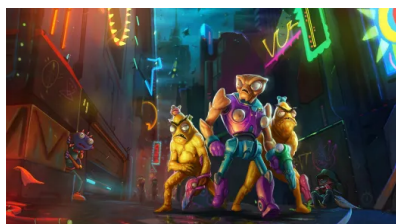
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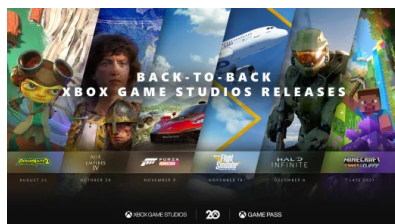
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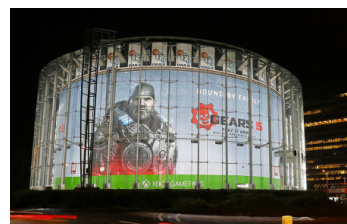
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Oct 19, 2021 @ 7:00am

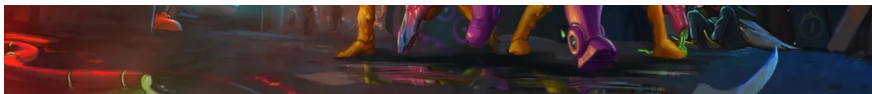


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Gears 5 breaks records as biggest launch for any Xbox Game Studios game this generation

Sep 16, 2019 @ 9:28am





## GAMES

# Xbox Podcast: Justin Roiland on Why High on Life Came to Game Pass (and How That Will Help Make Future Games)

by [Joe Skrebels](#), [Xbox Wire Editor-in-Chief](#)

Dec 21, 2022 @ 10:00am



## Summary

- *High on Life* creator and Rick and Morty co-creator Justin Roiland appeared on the Xbox Podcast last week.
- Roiland explained that he did research on how Game Pass would help make the new game, and help his studio work on future projects.
- *High on Life* has had one of the biggest launches in Game Pass history since its release on December 13.

In a recent episode of the Xbox Podcast, [High on Life](#) creator Justin Roiland joined Larry Hryb, Xbox's Major Nelson, and explained why he chose to join the Game Pass line-up after having done "a lot of research" on the service.

"Before we decided to pull the trigger on it, I spoke with a handful of other studio folks who did Game Pass," Roiland explained. "And I ultimately came to the conclusion based off of what I had heard that it is— it's a value-add. Because essentially, there's a lot of people that would otherwise not have picked up the game and played it.

"And those people, if you believe in what you've made, and you really you feel confident that you've made something special, or different— and we do with our game— those folks can become evangelists in a way for the title."

We announced yesterday that *High on Life* has become [Xbox Game Pass' biggest launch of 2022](#), the biggest 3<sup>rd</sup> party Game Pass launch of all time, and the biggest release of a single player-only game in the service's history.

**"A lot of folks told me that non-Game Pass games that they ship versus Game Pass games, [they get] 7x sales."**

Joining Game Pass wasn't just about reaching people who would naturally be interested in the game – whether for its single player narrative approach, its rare status as a true comedy game, or its connection to Roiland's work on *Rick and Morty* – but those who might not otherwise have looked into playing it. "If someone's on the fence or raising an eyebrow, what is this thing? And if they're a Game Pass subscriber, well, they can just download it and dive in," Roiland explained.

Roiland's research helped him conclude that Game Pass is, "a powerful tool to get a lot of reach. If you really do believe you made something worthwhile, it's a pretty powerful tool. And that's what I gathered in doing my due diligence on it on my own. A lot of folks told me that non-Game Pass games that they ship versus Game Pass games, [they get] 7x sales."

Most excitingly for fans of Roiland and his studio, Squanch, is that Game Pass won't just help them make *High on Life*, but future games, too:

"We are an indie studio. We're small. And we do want a war chest to make a bunch more fun crazy games. And that was of consideration for us. It's like, 'OK, we really want this game to get out there. We want it to do. We want sales to do well.' And I think that, yeah, I mean, from what I gathered in my little poking around and asking different folks, Game Pass was a huge value-add in that respect."

#### Justin Roiland and High On Life



Roiland talked about a lot more besides, including how the game includes [secrets and details that players will be discovering "for months"](#). The standalone interview is available to [watch](#) or [listen to](#) in full now.

If you haven't joined the millions playing *High on Life*, the game is available now on Xbox One, Xbox Series X|S and Windows, and it's a part of Xbox Game Pass and PC Game Pass.



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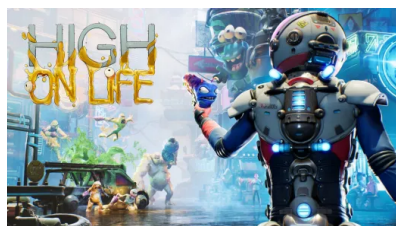
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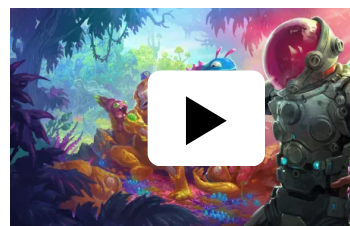
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Xbox Podcast: Justin Roiland Says High on Life Players Will Be Discovering New Details 'For Months'

Dec 15, 2022 @ 1:00pm



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High On Life is a Hilarious Sci-Fi Shooter From Rick and Morty's Justin Roiland

Jun 12, 2022 @ 12:47pm





## GAMES

# Xbox Podcast: Justin Roiland Says High on Life Players Will Be Discovering New Details 'For Months'

by [Joe Skrebels](#), [Xbox Wire Editor-in-Chief](#)

Dec 15, 2022 @ 1:00pm



## Summary

- *High on Life* creator and *Rick and Morty* co-creator Justin Roiland appeared on the Xbox Podcast this week.
- The standalone interview is available to [watch](#) or [listen to](#) in full now.
- *High on Life* is out now for Xbox One, Xbox Series X|S and Windows, and is available as part of Xbox Game Pass and PC Game Pass.

In the latest episode of the Xbox Podcast, Larry Hryb, Xbox's Major Nelson, was joined by Justin Roiland to discuss his new first-person comedy-shooter, [High on Life](#), and he made clear that fans will have to do a lot of work to find everything the game is hiding.

Justin Roiland and High On Life



Discussing the game's non-linear approach – the way in which players can choose what paths to take through the game, and have their decisions reflected back to them both narratively and

mechanically – Roiland made clear how much work had gone into making sure the game included a truly deep level of detail. He also made clear that that means there a deeply buried details and secrets:



“There’s so many, — oh my god — there’s so many off-the-golden-path things in this game that people are going to continue to be discovering for months, which is not the norm, you know? Usually, it’s like, ‘OK we’ve got to really focus on the primary golden path.’ And we have so much stuff that’s like- we could have cut a lot of it. The reason that that all made it in is just the passion of the team.”

Roiland didn’t go into detail about what exactly those more hidden elements might be, but he was very clear about quite how much his developer, Squanch had put into helping players feel like the game was responding to the choices they made along the way:

“We tried to cram a lot of that into this game, from bigger things like the order of guns that you get and some of the larger story elements, to little tiny fun comedic things.”

Little decisions – like telling one of a couple of slum-guarding aliens which is hotter – will bubble back up all the way through the game, something Squanch prioritized, even with the extra voices, animations and more it required. But the decision to include all that extra content (and do all the extra work making it) was borne out of Roiland’s own gaming interests:



“I’m the kind of player that, when I’m bought into a game right away; like, a good example would be *Fallout 3*... I am taking my time, I’m poking around, I’m kind of going around the edges of the

map. I want to see everything and see, 'What did they think players might do, and what kind of response did they build in?... That's just fun stuff that I love in games."



If you've got an urge to start exploring [High on Life's](#) very weird world for those secrets, you can grab the game right now on Xbox One, Xbox Series X|S and Windows, and it's a part of Xbox Game Pass and PC Game Pass. Happy hunting!



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### Next Week on Xbox: New Games for December 12 to 16

Dec 9, 2022 @ 7:00am



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### Xbox & Bethesda Games Showcase Recap 2022

Jun 12, 2022 @ 1:00pm



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### Next Week on Xbox: New Games for December 3 to 6

Nov 29, 2019 @ 7:00am

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