Social network game developer Zynga unveils 'CityVille'

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An illustration photo of people playing online games at an internet cafe. Social network game developer Zynga has unveiled "CityVille," the first globally released online game built by the hot startup behind play hits "FarmVille" and "Mafia Wars."

Social network game developer Zynga has unveiled "CityVille," the first globally released online game built by the hot startup behind play hits "FarmVille" and "Mafia Wars."

"CityVille is where Monopoly meets Main Street," said the game's general manager Sean Kelly.

The game challenges a player to build his or her dream city from the ground up and incorporates winning aspects of popular Zynga titles

"FrontierVille" and "FarmVille."

"Instead of harvesting crops you're harvesting your neighborhood; instead of clearing your friend's frontier you're working on a friend's franchise," Kelly said, referring to the title as Zynga's most social game to date.

Zynga rocketed to success at Facebook, where people recruited friends to join them in online play and shared game accomplishments at the world's leading social network.

More than 320 million people have played Zynga games since the San Francisco-based company was launched in 2007, according to its founder Mark Pincus.

The number of people playing Zynga games each month tops 225 million, according to the firm.

Test, or beta, versions of "CityVille" will be rolled out worldwide in coming weeks in English, French, Italian, German, and Spanish.

"CityVille" play involves creating thriving cities while balancing the needs of virtual inhabitants and tending to jobs such as running businesses and harvesting crops.

Players in the roles of city managers will also need to cultivate beneficial relationships with neighboring cities.

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