

# Why mobile games?

- Growing market size



Source: <http://www.newzoo.com/insights/global-games-market-will-reach-102-9-billion-2017-2/>

# Why mobile games?

- Fast developing technologies



# Why mobile games?

- Easy distribution by app stores



# Why mobile games?

- People use mobile devices all the time and have them everywhere they go – the most personal thing



Source: <http://www.ancientrails.com/wp-content/uploads/2013/12/smartphones-woman-man-street.jpg>

# Technical challenges

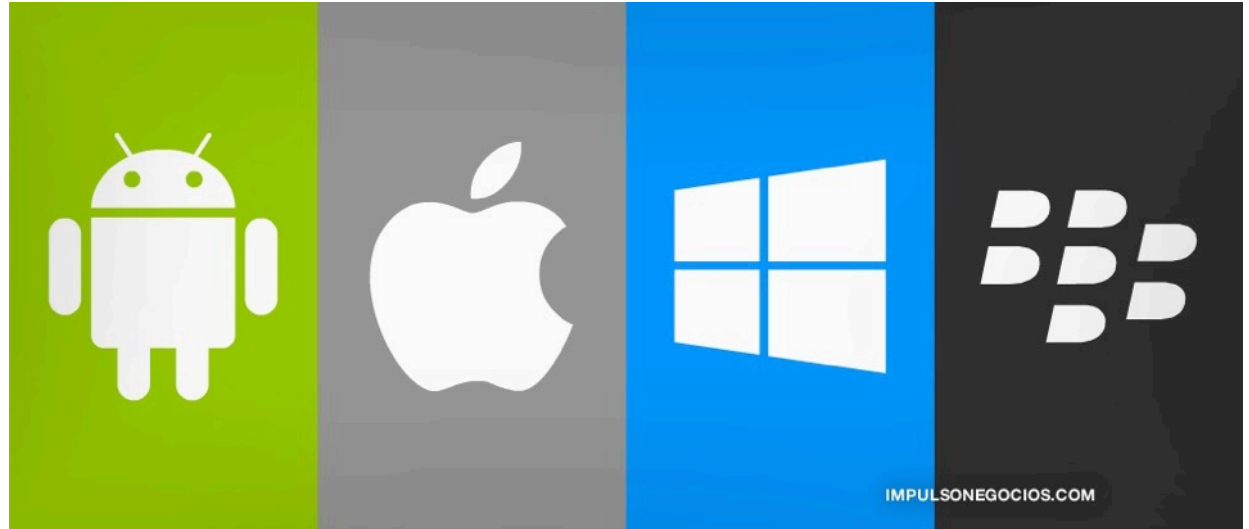
- Limited memory and performance
- Different resolutions, aspect ratio
- Supporting large scale of devices



Source: <http://static.guim.co.uk/sys-images/Travel/Pix/pictures/2014/4/25/1398438289075/Pile-of-smart-phones-014.jpg>

# Technical challenges

- Supporting multiple systems (iOS, android, WP, etc.)



# Marketing Challenges

- Visibility - over 350 new games in Apple App store daily!



Source: [http://www.hashslush.com/wp-content/uploads/2014/01/best-apps\\_hashslush.png](http://www.hashslush.com/wp-content/uploads/2014/01/best-apps_hashslush.png)

# Marketing Challenges

- Monetisation - how to make people wanting to pay for your game or in game?





# Marketing Challenges

- Retention - why would people return to the game?



# Marketing Challenges

- Marketing - what is the selling point of the game?



# Challenges for developers

- Uniqueness - what makes your game stand out?



Source: <http://www.evotivemarketing.com/wp-content/uploads/2011/06/stand-out-from-the-crowd.jpg>

# Challenges for developers

- Entertainment - how long will your game be fun?



# Challenges for developers

- Budget - how much can we spend on the development?



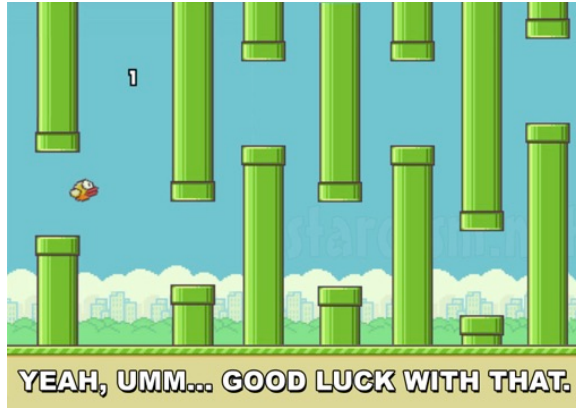
# Design - Touch display

- Major difference between console, PC and touch display games.



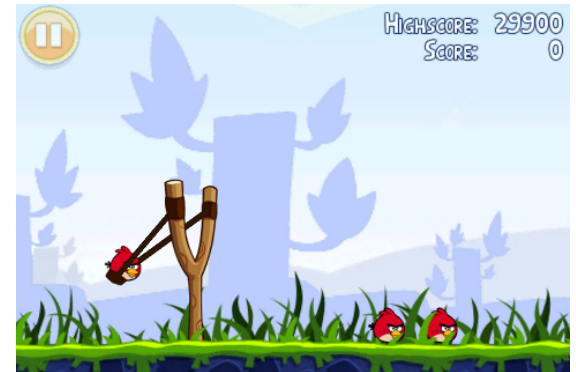
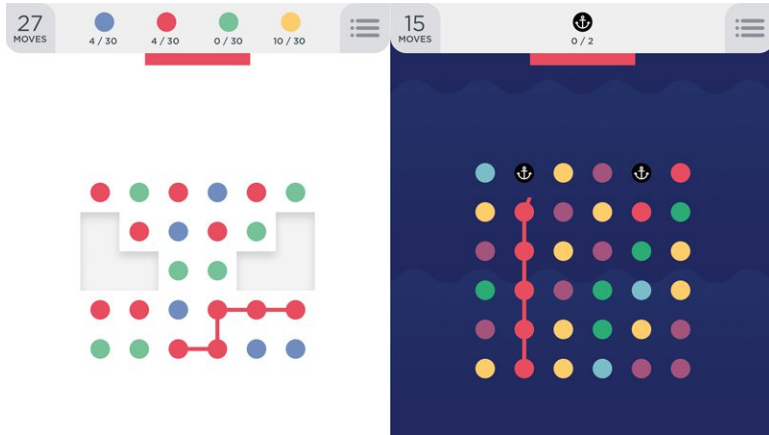
# Design - Touch display

- One touch control



# Design - Touch display

- Gestures





# Design - Touch display

- Manipulating with world



# Design - Touch display

- Selection based control



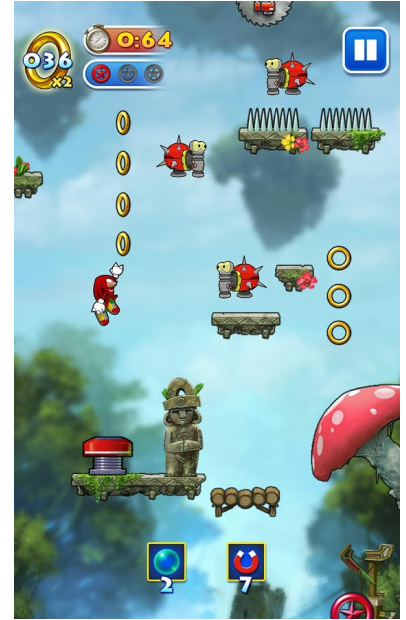
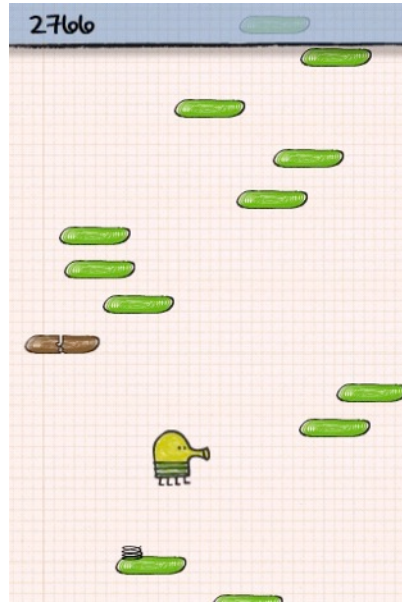
# Design - Touch display

- Virtual buttons



# Design - Touch display

- Accelerometer



# Design – General rules

- In 10 - 20 seconds after the game starts, the player decides whether to stay in the game or leave forever



# Design – General rules

- Heavy focus on first impression is needed



# Design – General rules

- Easy to learn, hard to master
- Fast learning curve, ideally zero learning curve
- Flawless control
- Heavy focus on user experience
- Short period game sessions

# Premium games

- Games that are directly paid, with no additional possible costs in game or ads
- One time gaming experience, no need to focus on replayability. Usually single player games with focus on strong audio-visual, story driven experience



# Premium games

- This is the most straightforward approach
- No need to focus on huge marketing aspects as on Freemium
- Adventure, RPG, Strategy, Puzzle, Actions etc.

# Premium games

## Angry Birds

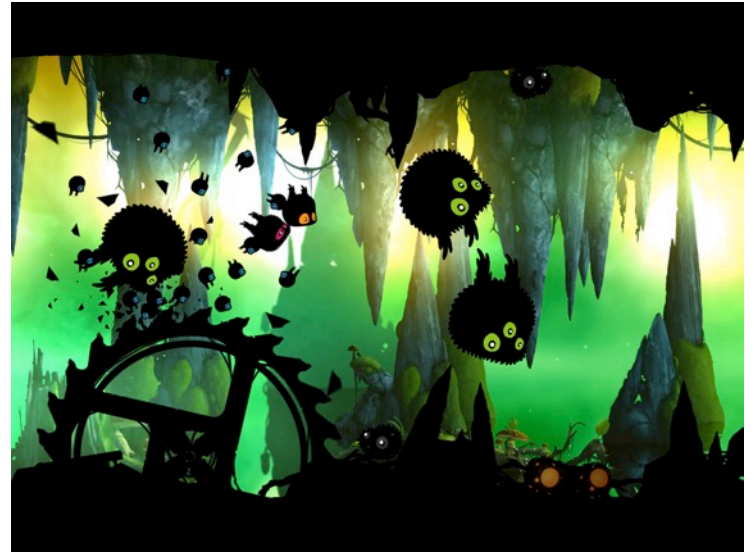
- Brand first approach – memorable characters
- Cheap prize \$0.99 - adding new levels
- New technology, exposing smartphone computing power
- Addictive gameplay
- 100k EUR development cost, box2D like physics, in-house rendering



# Premium games

## Badland

- High production value, strong audio-visuals with fully physics world
- Innovative gameplay, puzzles solving with easy one touch control system
- Many original design concepts
- Flawless execution
- 2 people, one year production, cocos2d-x



# Premium games

## Monument Valley

- Original concept – impossible construction inspired by Escher
- More experience, less game approach
- Design excellence in art, music and puzzles
- The whole game feels like piece of art
- 8 people, 10 months productions, Unity



# Premium games

## Limbo, X-COM, Minecraft, Banner Saga

- PC games that succeeded on smartphones as well
- High production value, big budget games
- Control transition was smooth



# F2P games

- F2P – Free To Play, freemium
- SaaS – Software (Games) as a Service

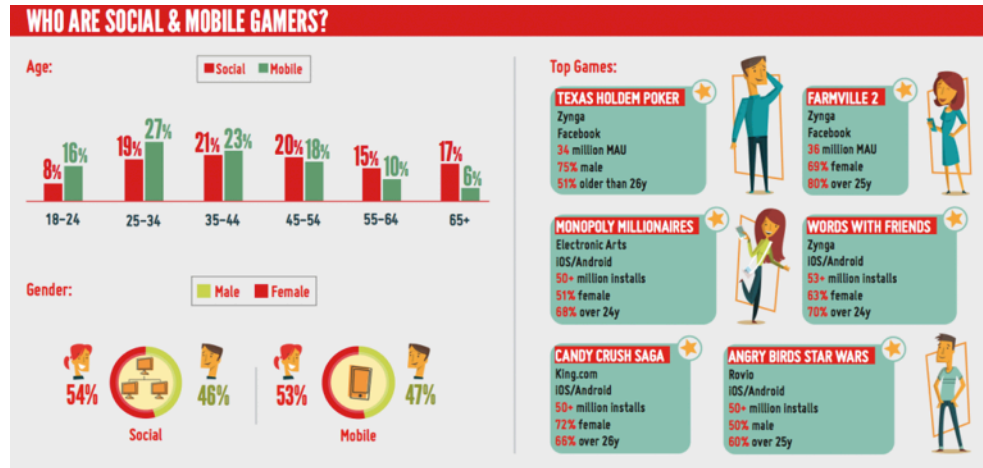


# F2P games

- Effort limited - most features are available for free but require effort. To speed up progress, players can spend real money
- Feature limited - Lite versions, for full version or game episodes, players need to pay

# F2P - Psychology of player

- Know your customers - age, gender, interests, etc.



Source: <http://www.insidesocialgames.com/2013/02/12/sponsorpay-reveals-socialmobile-demographics/>



# F2P - Psychology of player

- Make the game addictive, making players happy in their interest



Source: [http://www.controllerissues.com/2014/09/08/addictive-gaming-\\_ep24/](http://www.controllerissues.com/2014/09/08/addictive-gaming-_ep24/)

# F2P – Proven tactics

- Incremental difficulty
- Provide samples of IAP content
- Make players to earn IAP content
- Make people curious about future progress
- Use consumable items
- Treat time as commodity
- Bundle your IAP content

# F2P – Proven tactics

- Reward users for returning to game
- Limited time offers and sales
- Make your store easy to find and fun to be in
- Make people feel they do not need to spend money in your game, but they WANT to!

# F2P - Social aspect

- Important part of engagement



# F2P - Social aspect

- Multiplayer - Player vs Player, Cooperative, No real time battles, etc.



# F2P - Social aspect

- Social interactions - helping friends, visiting, competition etc.



# F2P - Social aspect

- Facebook, Twitter, Google+, etc.



# F2P - Analytics

- Players behaviour
- Retention rate
- Demography
- ARPU - average revenue per user
- Push notifications
- Segmentations
- Campaigns



# F2P - Analytics

- Platforms (Flurry, Google Analytics, Fuseboxx, deltaDNA, GameAnalytics...)



GameAnalytics

FuseBoxx™

Google Analytics



FLURRY

deltaDNA™  
CHANGE THE GAME



# F2P - Marketing

- ASO - App store Search Optimization
- Viral - word of mouth, social networks, player interactions
- User acquisition - ads, banners, cross promotion.  $ARPU > CPI$
- Store promotion - Apple, Google, Microsoft

# F2P - Sharks

- Supercell

**SUP  
ERC  
ELL**



- Employees 150+ (2014)
- Revenue \$2.5 million per day

# F2P - Sharks

- King



- Employees 600+ (2014)
- Revenue \$1880 million (2013)



# F2P - Sharks

- Zynga



- Employees 2000+ (2013)
- Revenue \$873 million (2013)



# Contact

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