Introduction to Mobile Gaming

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Introducing Optime Software

- Leading developer of classic casual games for smartphones
- Over 70M unique application downloads to date
- 13 games currently shipping across iPhone, iPad, and Android
Agenda

• Market Overview & Segmentation
• What Makes a Successful Game?
• Business Models for Mobile Games
• Mobile Game Technologies & Tools
Mobile Gaming: A Brief History

The latest generation of smartphone platforms has revolutionized mobile gaming.
Most Smartphone Apps Are Not Games

- Less than 15% of the applications on the App Store are games
- There are over 48,000 games on the App Store
- Distribution of apps across categories is similar on Android

### iTunes App Store Applications by Category

- Games: 14%
- Books: 17%
- Entertainment: 43%
- Education: 8%
- Lifestyle: 7%
- Other: 11%

Source: 148apps
Most Top Ranked Apps Are Games

- Over 60% of the Top 100 paid applications on the App Store are games.
- Games have produced more revenue than any other application category.
- Game category is one of the most competitive categories in the App Store.

iTunes App Store Top 100 Paid Applications by Category

- Games: 63%
- Entertainment: 8%
- Utilities: 7%
- Photography: 6%
- Music: 3%
- Other: 2%

Source: iTunes
Mobile Game Market Segmentation

- **AAA**
  - Big budget games with very high production values

- **Casual**
  - Less complex games designed for everyday users rather than hardcore gamers

- **Social**
  - Similar to casual games, but with a social or viral component
Smartphone OS Market Share

- Android and iOS will continue to be the leading smartphone platforms
- Symbian has sufficient volume to be attractive if Nokia can fix issues with Ovi Store
- iOS figures underreported due to exclusion of iPod Touch + iPad

Source: Gartner
What Makes A Successful Mobile Game?

1. Outstanding Design
2. Intuitive Controls
3. Bite-Sized Content
4. Strong Value
5. Cute Characters
Case Study: Angry Birds

Outstanding design - Nice visual detail with excellent sound effects

Intuitive controls - Drag slingshot back to aim, flick forward to launch

Bite-Sized Content - Most levels take less than a minute to complete

Strong Value - Angry Birds Seasons offers multiple graphical themes for $0.99

Cute Characters - So cute that they’ve been made into plush toys

Over 12M Copies Sold
Case Study: Doodle Jump

Outstanding design - Doodle graphics are charming without requiring much detail

Intuitive controls - Tilt device to move back and forth across the screen

Bite-Sized Content - Doesn’t have an objective other than score or an ending

Strong Value - Hours of gameplay for $0.99; multiple easter eggs and skins

Cute Characters - Goofy looking characters make the game more fun

Over 5M copies sold
Case Study: Flight Control

Outstanding design - Simple but effective graphical presentation

Intuitive controls - Draw lines with your finger to direct the planes

Bite-Sized Content - Takes a few minutes for an average player to complete a game

Strong Value - Multiple airfields available for $0.99 + many additional features

Cute Characters - No characters, just airplanes

Over 3M copies sold
Case Study: Tap Zoo

Outstanding design - Cute cartoon animals and nice animations for zoo visitors

Intuitive controls - Use menu system to purchase animals touch zoo area to place

Bite-Sized Content - Gameplay is ongoing, can start and stop at will

Strong Value - Play for free or accelerate progress through in-app purchases

Cute Characters - Adorable animals with goofy faces make you want to keep playing
Business Models for Mobile Games

- Paid
- Ad-Supported
- Freemium
Business Model: Paid

- Customers pay one-time fee to purchase application
- Top paid iPhone games earn $10K-$100K per day
- Best for well differentiated and premium branded games
Business Model: Ad-Supported

- Ads shown during gameplay or between levels
- Typical net eCPM $1-2, but can be as high as $10-$15
- Best for apps looking to establish reach
Business Model: Freemium

- Free app with upsell to premium
- Feature limited ‘lite’ version drives users to premium
- In-app purchase content available within free version
Distribution of Mobile Game Prices

- Most iPhone games are free or $0.99
- Difficult to command a high price point due to intense competition
- Prices for iPad apps tend to be higher than iPhone apps

iTunes App Store Price Distribution
Games Category

Source: 148apps
Mobile Game Technologies & Tools

• Don’t spend time reinventing the wheel
• Leverage existing platforms and tools
• Get to market faster with lower cost
Game Engines

- 2D Game Engines
- Particle Effects
- Sprite Management
- Tiled Maps

- 3D Game Engines
- Rendering
- Lighting
- Physics
Social Platforms

- Drive competition among users with leaderboards
- Generate replay value through achievements
- Create viral hooks with challenges and multiplayer
Ad Mediation Platforms

- Most ad networks can’t fill 100% of inventory
- Ad network payouts vary considerably over time
- Use a mediation layer to optimize your ad revenue
Reporting and Tracking

- Analytics
  - FLURRY
  - Google Analytics

- App Rankings
  - Majicrank
  - APPlyzer
  - Top App Charts

- Sales Reporting
  - AppViz
  - appFigures
  - appannie
Conclusion

• Smartphone games have outstanding revenue potential if you can rise above the rest

• Focus on user experience and delivering strong value in a bite-sized package

• Choose a business model that will set you up for success

• Don’t reinvent the wheel
Optime Software

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