

Convergence of **Flash Portals** and **Social Games**

GDC 2010

1. The Big Picture

2. Flash Portals?

3. Techniques

4. The Future

1. The Big Picture

2. Flash Portals?

3. Techniques

4. The Future



What is your platform?

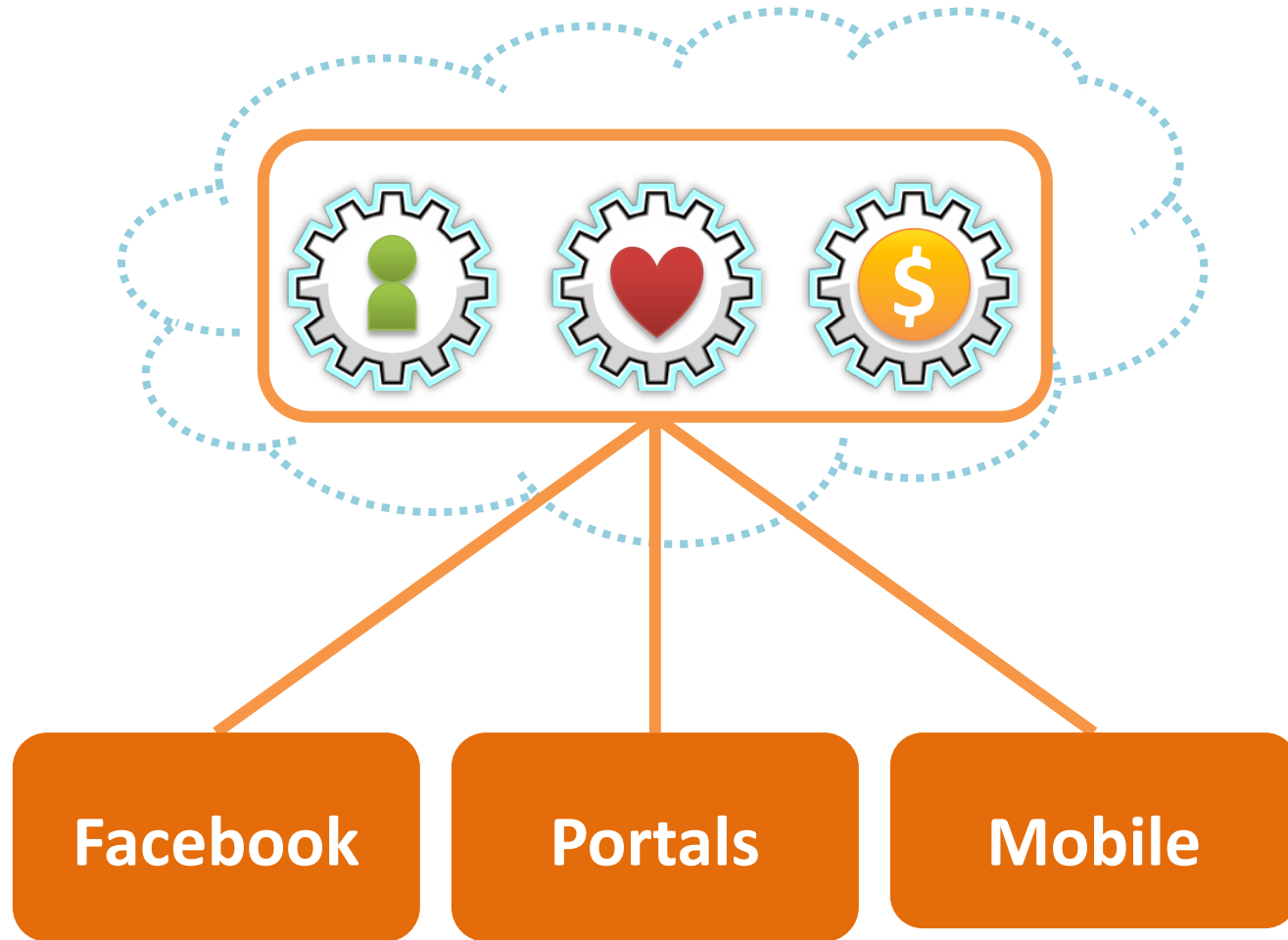




Wrong question.



GAME



SOURCES of CUSTOMERS

**What are the best sources of
customers?**



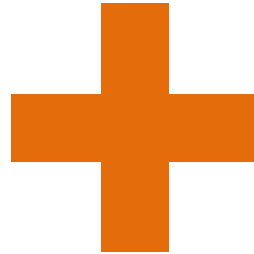
What are the best sources?

	Players	Competition	Middlemen
Flash Gamers	100 M	Low	Low
Social Gamers	100-200 M	Moderate	Moderate
Console Gamers	103 M	High	High
Smart Phone Gamers	22 M	High	High



Why is Flash Interesting?

	Players	Competition	Middlemen
Flash Gamers	100 M	Low	Low
Social Gamers	100-200 M	Moderate	Moderate
Console Gamers	103 M	High	High
Smart Phone Gamers	22 M	High	High



Flash Portals

- Commodity Distribution
- Limited Middlemen
- Limited competition
- Fast player capture

Social Games

- High retention
- Long form games
- Microtransactions
- Virality



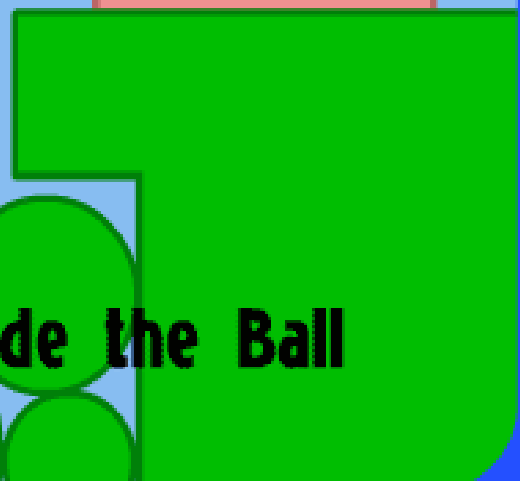
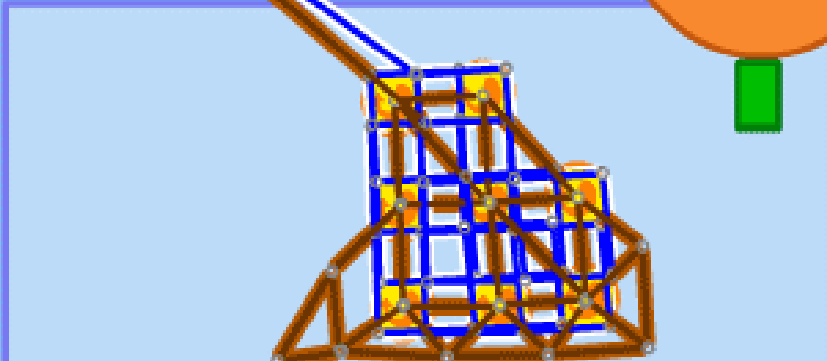
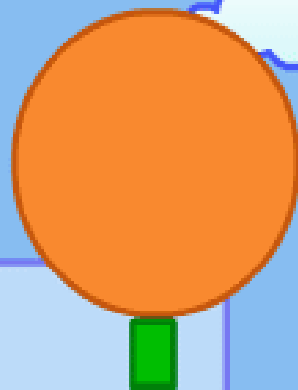
1. The Big Picture

2. Flash Portals?

3. Techniques

4. The Future

Stop and build contraption (Space)



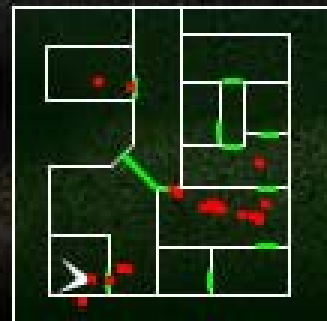
Ride the Ball

space pause/shop

wave: 20

score: 15305

\$ 3250



M820

< Q

15/30

E >

G



x 50



danctheduck

Lv 1 Ranger



HP



20



Exp



0%



Coins

650



Energy

24 / 24



Skill Pts

3 / 3



Attack

12



Defense

10

[Home](#)[Town Map](#)[Character](#)[Inventory](#)[Quests](#)[Guild](#)[Rankings](#)[Guardian](#)[Back to Town](#)*Dream World*

Metreon

Phoenix

Mt. Killjoy

Oceana

Emerald City

Demon Gates

Junkton

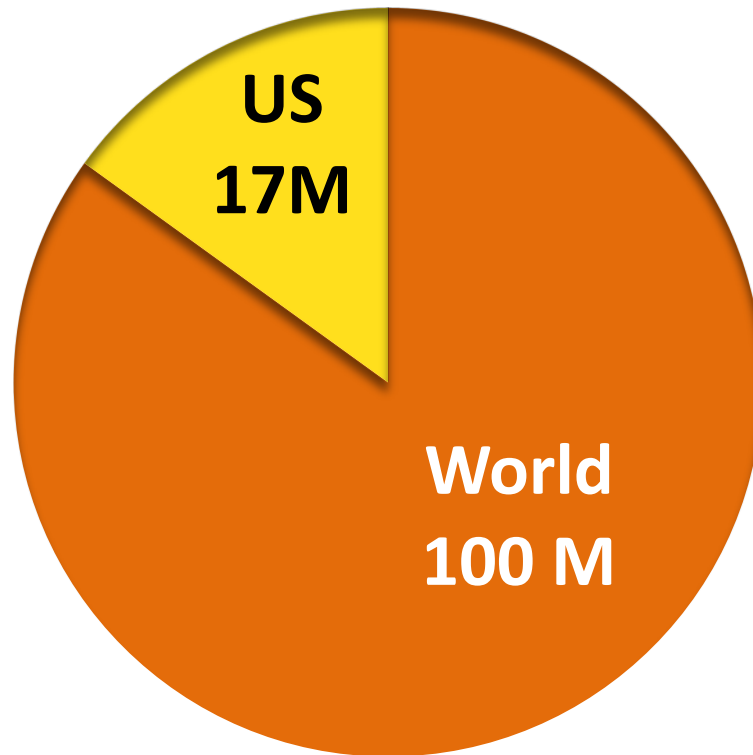


Still alive? Something horrible happened on these islands. You'll see lots of ghosts like me if you make it very far.





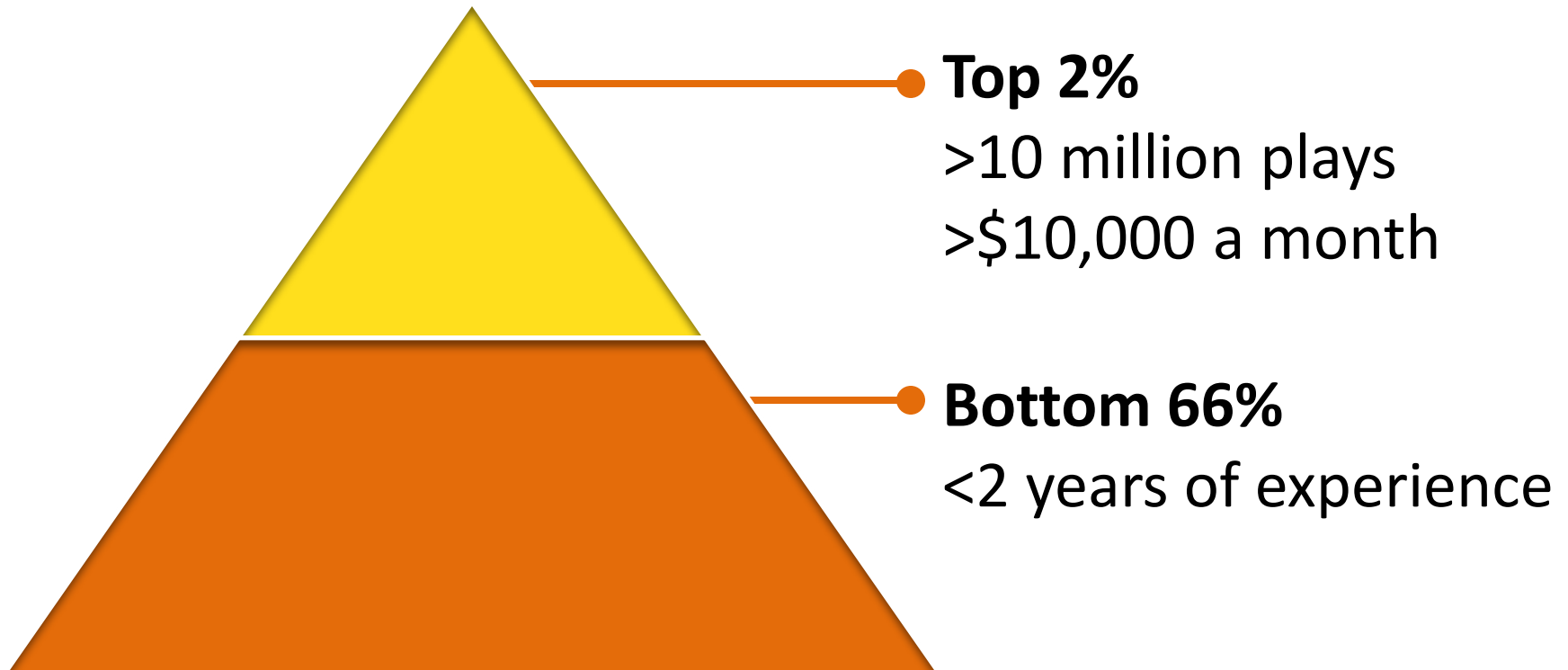
Who is playing?



- 1.1 billion plays a month
- CAGR of 22%



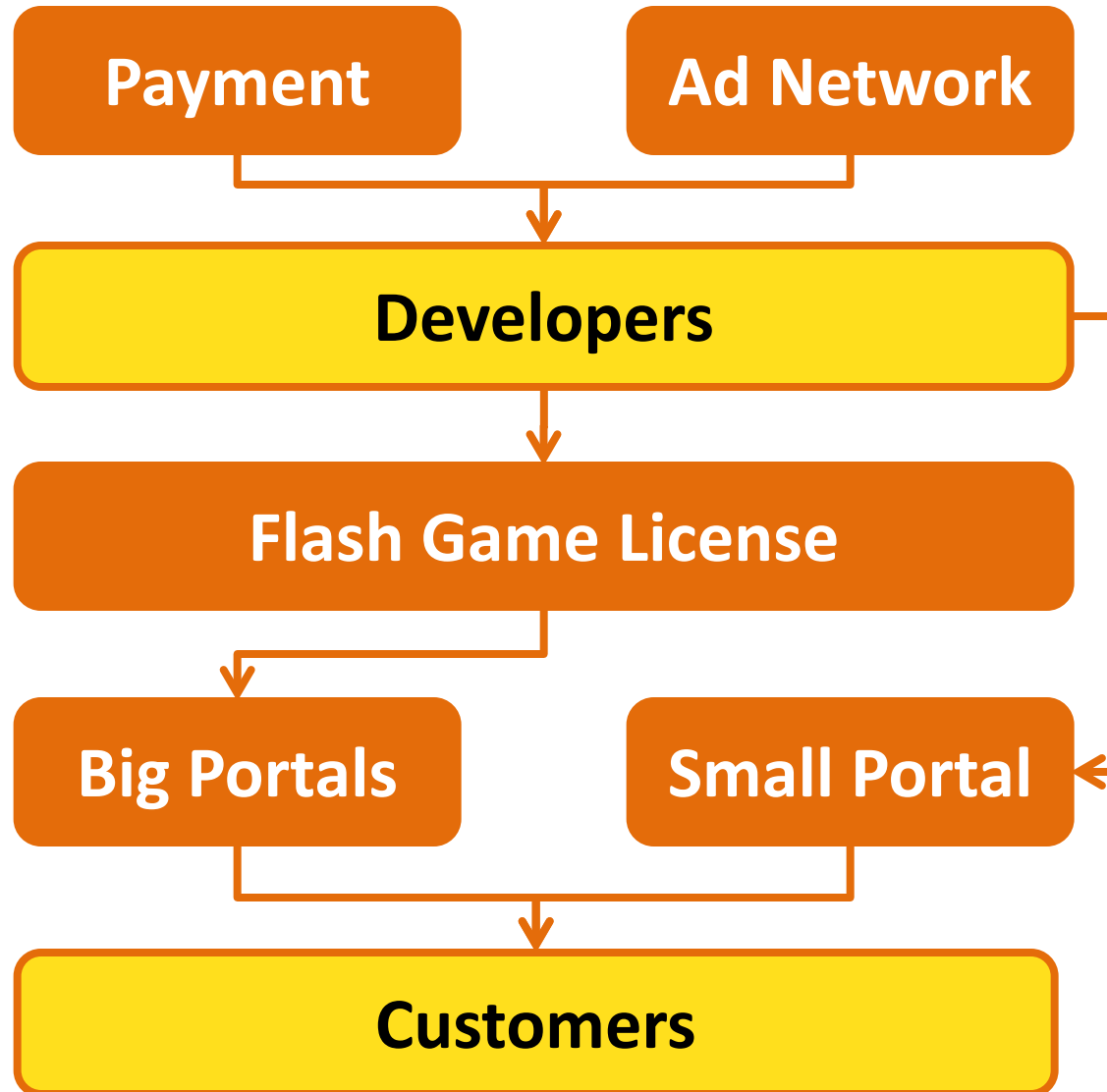
Competition



- The thousands of games is a mirage.
- Very easy to stand out

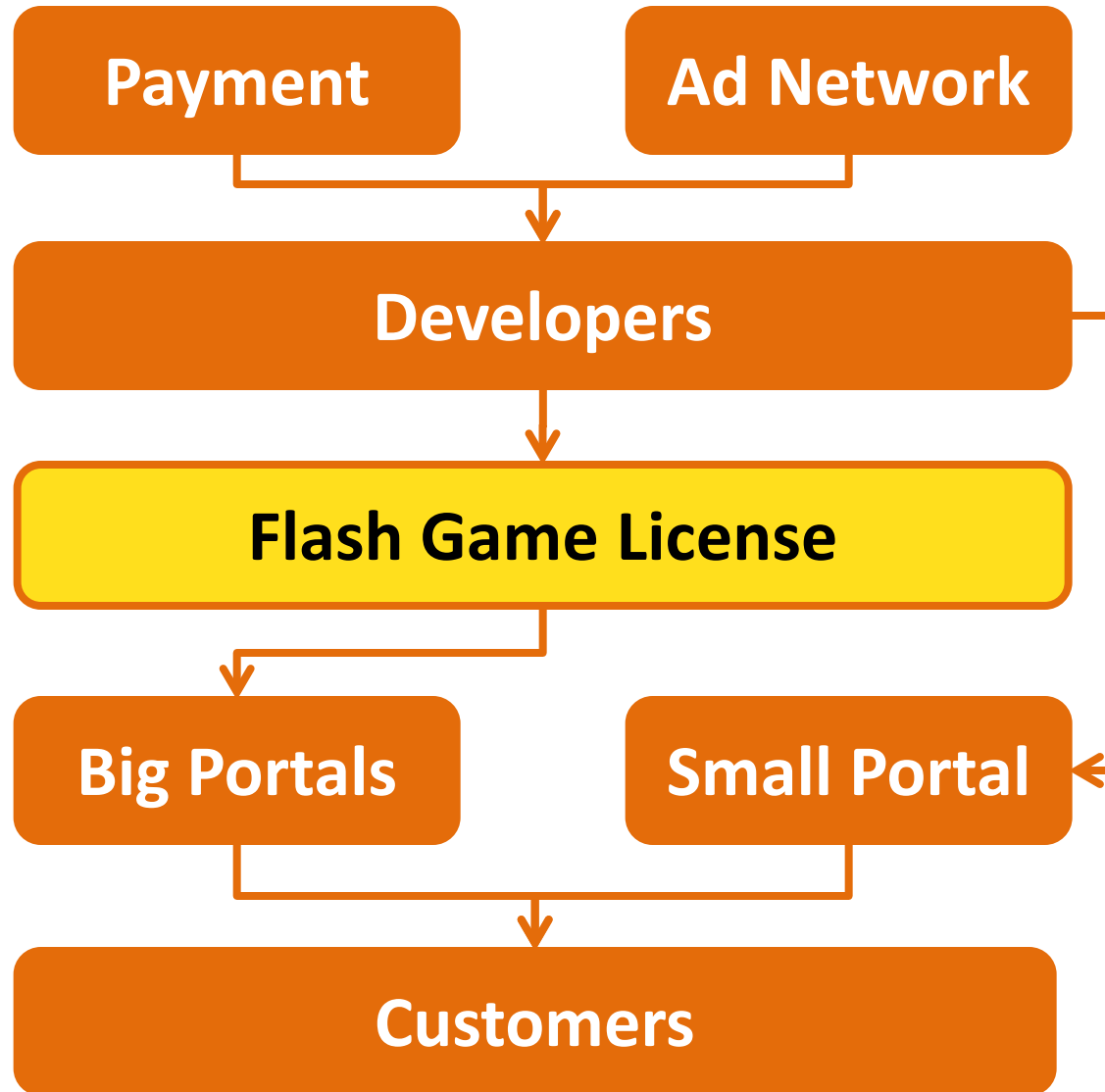


Middlemen



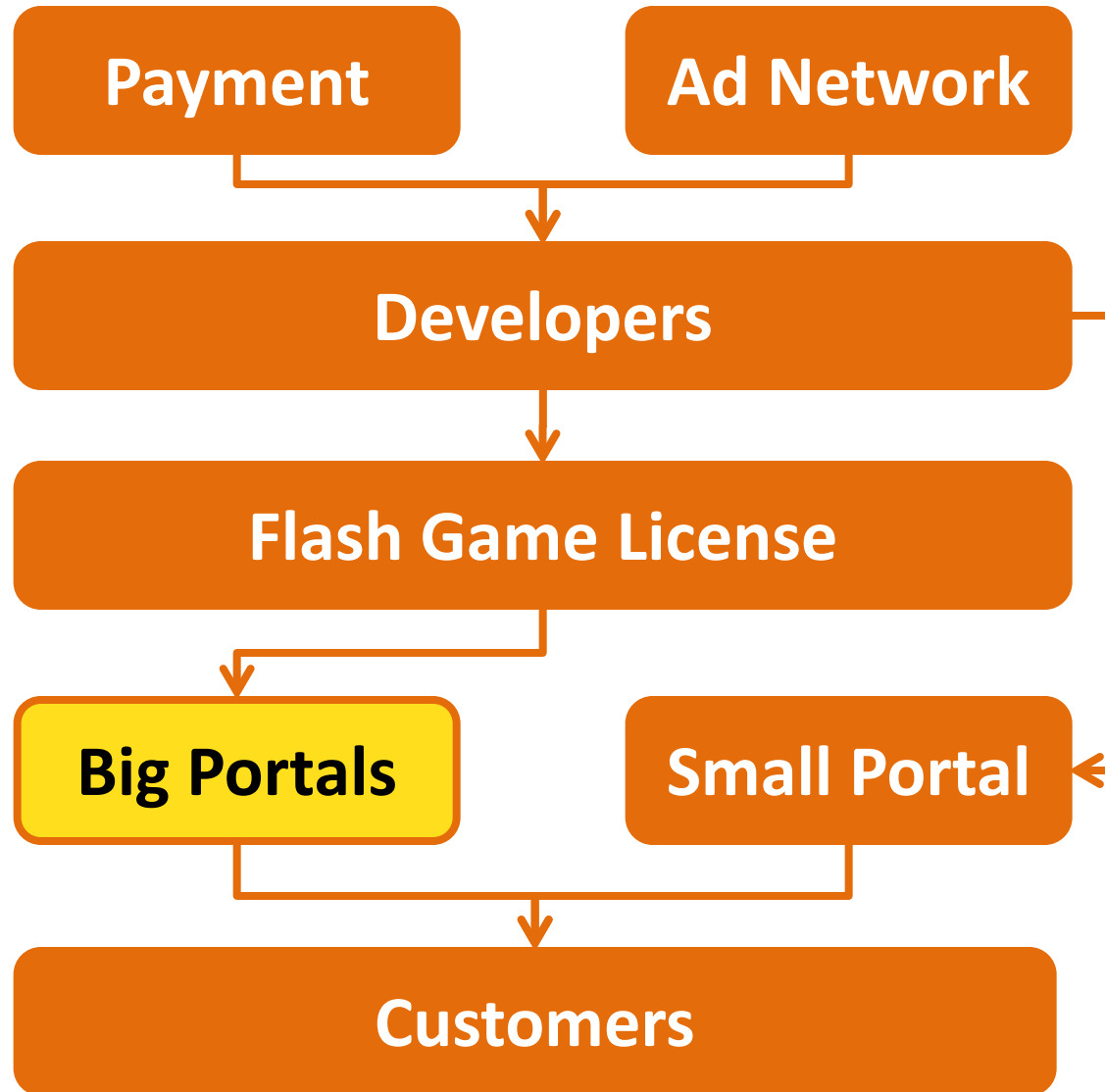


Middlemen



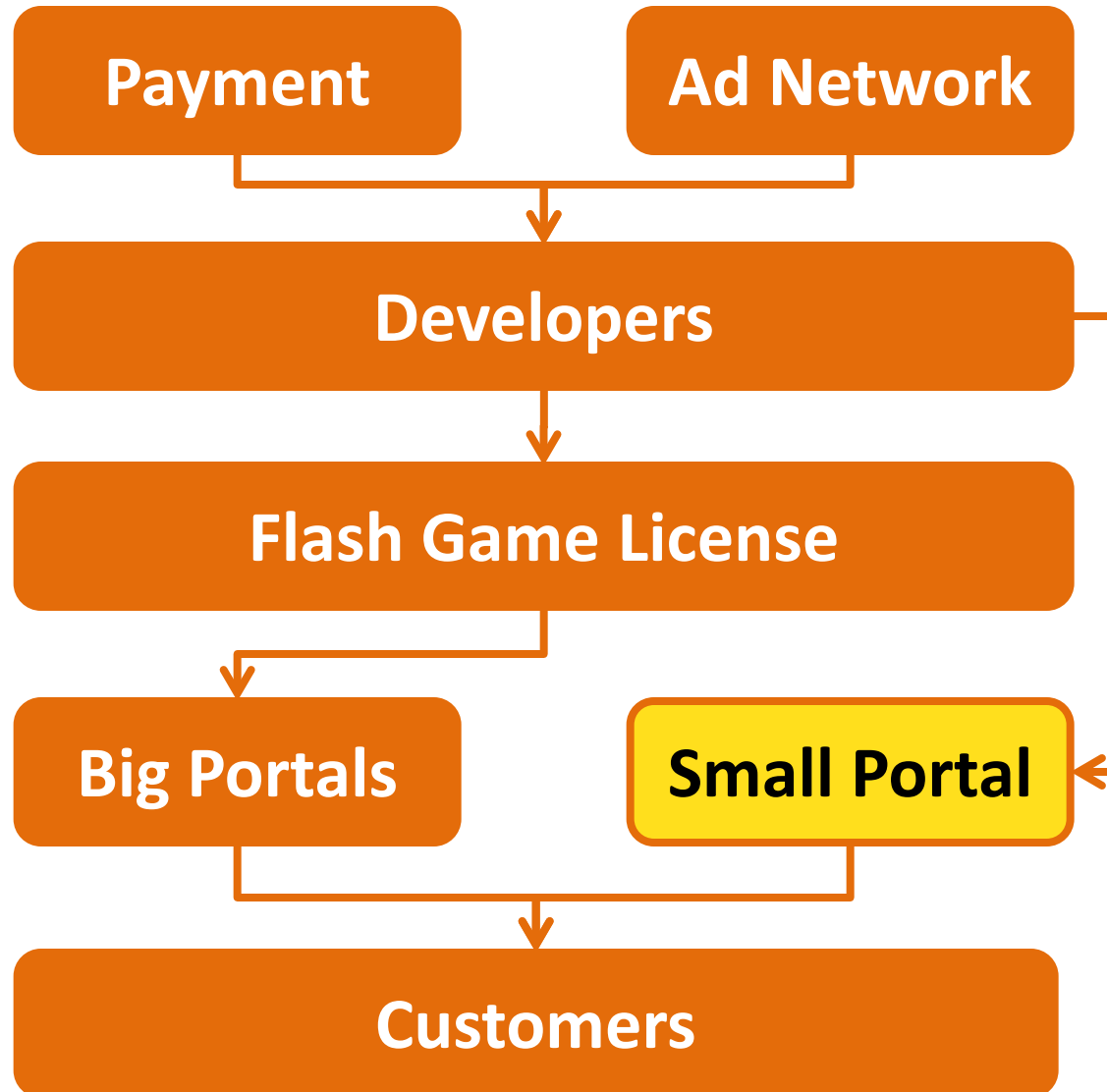


Middlemen



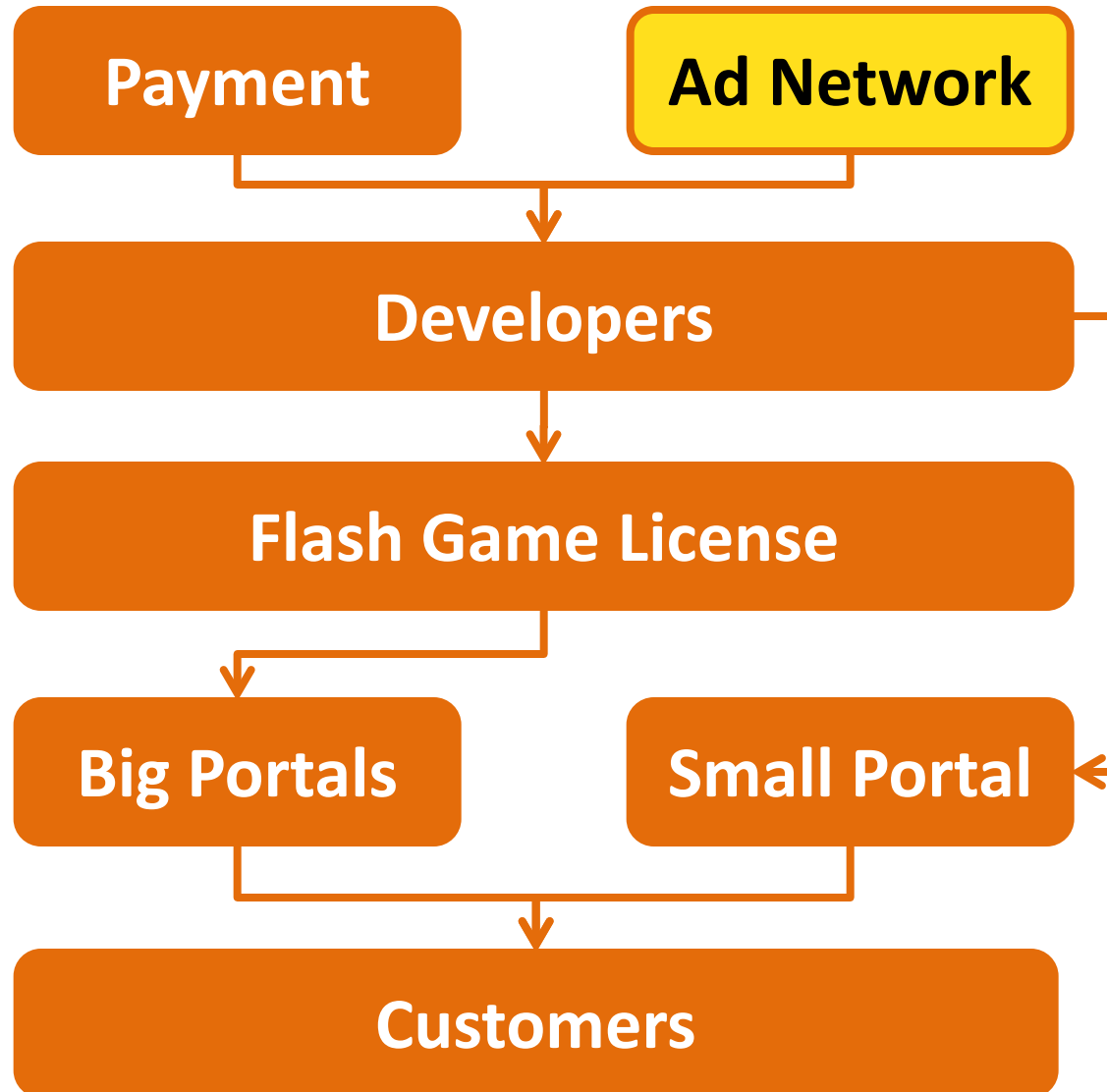


Middlemen



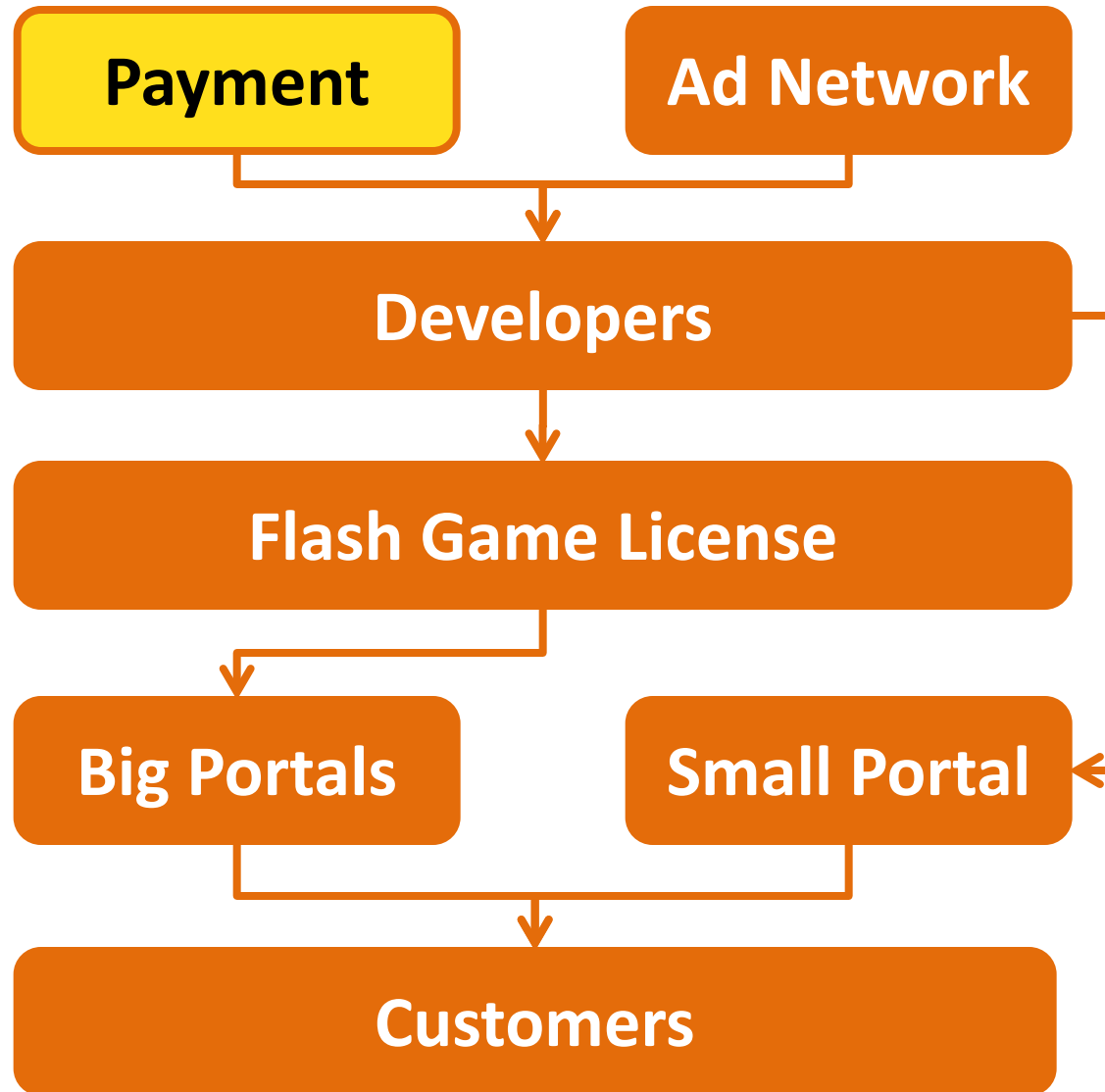


Middlemen





Middlemen



1. The Big Picture

2. Why Flash Portals?

3. Techniques

4. The Future

Fun rating

4 out of 5

Test with real users

First 30 seconds

Tutorial

Be a Popcap game

Deferred login

Deferred login



Surprises

Willing to play long games

Fine with complexity

Open to paying

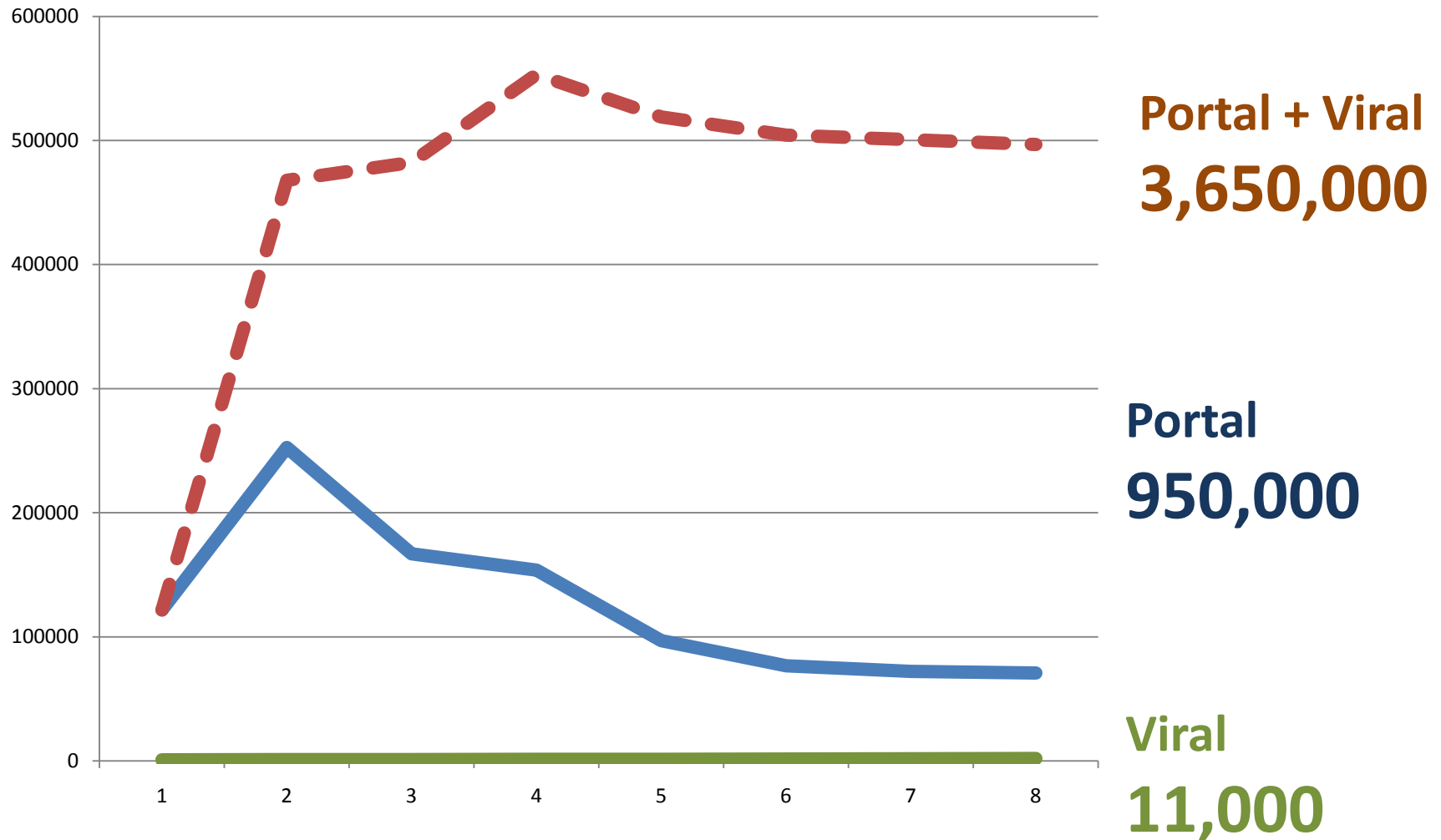


3 Distribution scenarios

	Portal Only	Viral Only	Portal + Viral
Initial Users	240,000	1000	240,000
Viral Factor	$K = 0$	$K = 1.1$	$K = 0.9$

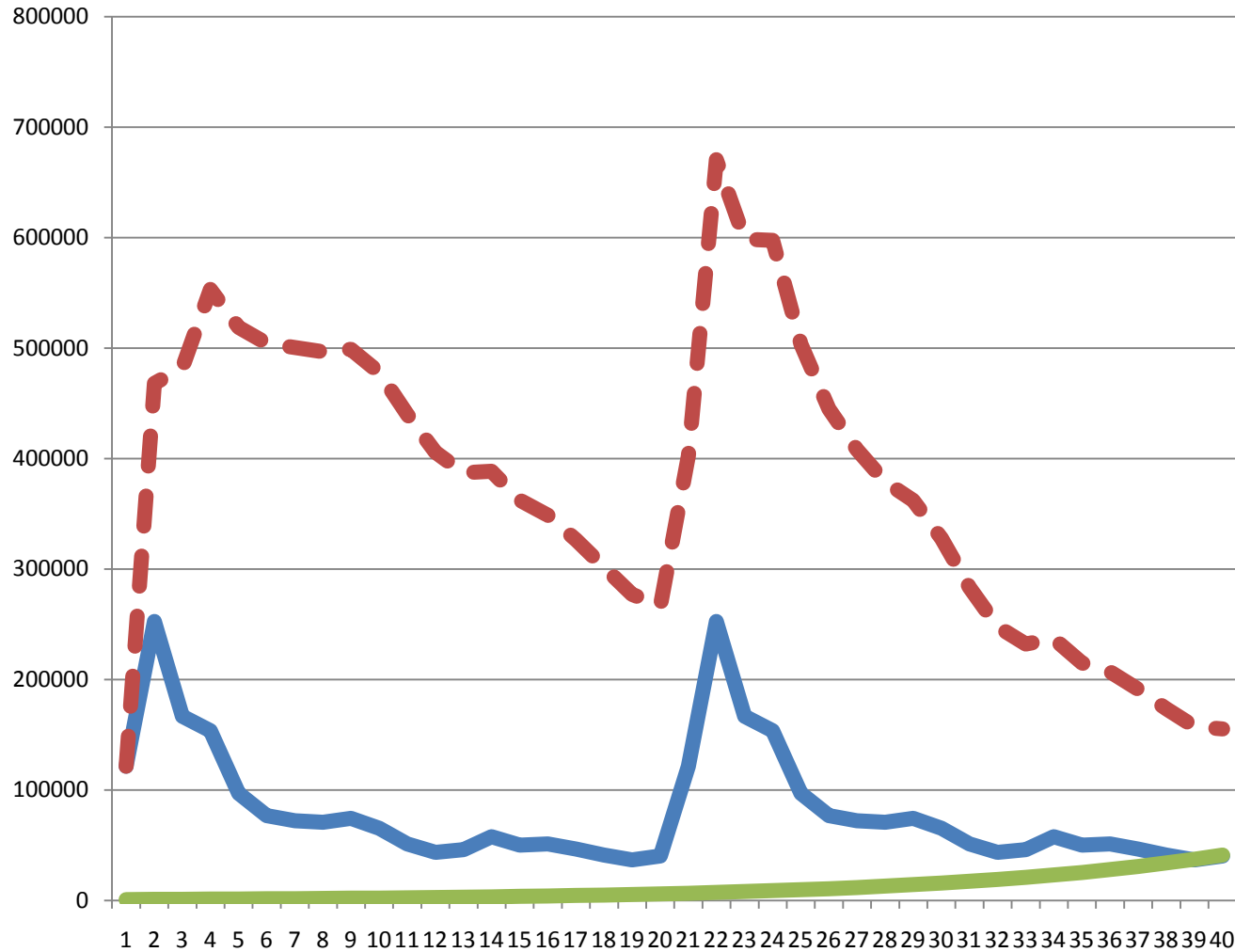


What happens after 8 weeks?





Multiple Portal Releases (40 weeks)



Portal + Viral
14,920,000

Portal
3,200,000

Viral
420,000



Facebook Connect



Incentivized URL sharing

Habbos

Invite Friends

Search Habbos

Enjoy Habbo more with real life friends!



Invite your friends to Habbo and earn cool badges! Send a link to your friend and ask them to register and activate their email. If they are using Habbo in active way you get rewarded with a badge.

Click for the invitation link!

Habbos

Invite Friends

Search Habbos

Enjoy Habbo more with real life friends!



Send this link to your friend via email or chat.

[https://www.habbo.com/register?
partner=mgm2&isp=463813&code=6dc7d369d3fc258](https://www.habbo.com/register?partner=mgm2&isp=463813&code=6dc7d369d3fc258)



Address Book Mining

[News](#)

[Invite More Friends](#)

Find your friends on Kongregate

Enter your email address to find friends in your addressbook who are already on Kongregate.

Your email:

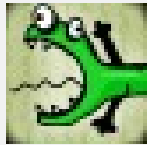
Email password:

Find

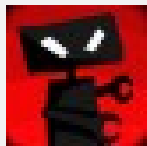
(We won't store your password or email anyone without your permission.)

Find your Friends on Kongregate

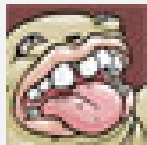
We found 201 people in your address book that are already on Kongregate.



[Redacted Name]
[Redacted Username]



[Redacted Name]
[Redacted Username]



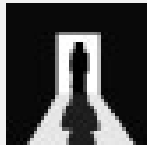
[Redacted Name]
[Redacted Username]



[Redacted Name]
[Redacted Username]



[Redacted Name]
[Redacted Username]



[Redacted Name]
[Redacted Username]

Find your Friends on Kongregate

You have 793 contacts in your address book that are not on Kongregate:

☐ **Select All**



Invite to Kongregate

Skip for now

Email Directly

Invite a Friend

Enter up to five email addresses

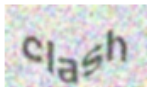
☒ Save to my contact list

Your Name

Your Email

danc@lostgarden.com

Personal Message *(Optional)*



Type in the text from the image
above

Send

Points

For each user that signs up, you'll get 15 points, plus a bonus every time they level up.

Privacy

We will use these addresses only to send this one-time email. If you uncheck "Save to my contact list", we will not store them at all.

If you prefer not to enter your friends' addresses, you can just send this link yourself - you will still be given points if they sign up:

<http://www.kongregate.com?referrer=danctheduck>

More detail on our privacy policy is available [here](#).

Competitive Invites



High Scores

Steambirds





Danc

Score: 2,550

Top 10%

Daily Rank:

1st
out of
2

Challenge your friends!

 Share on Twitter

 Share on Facebook

View All Scores

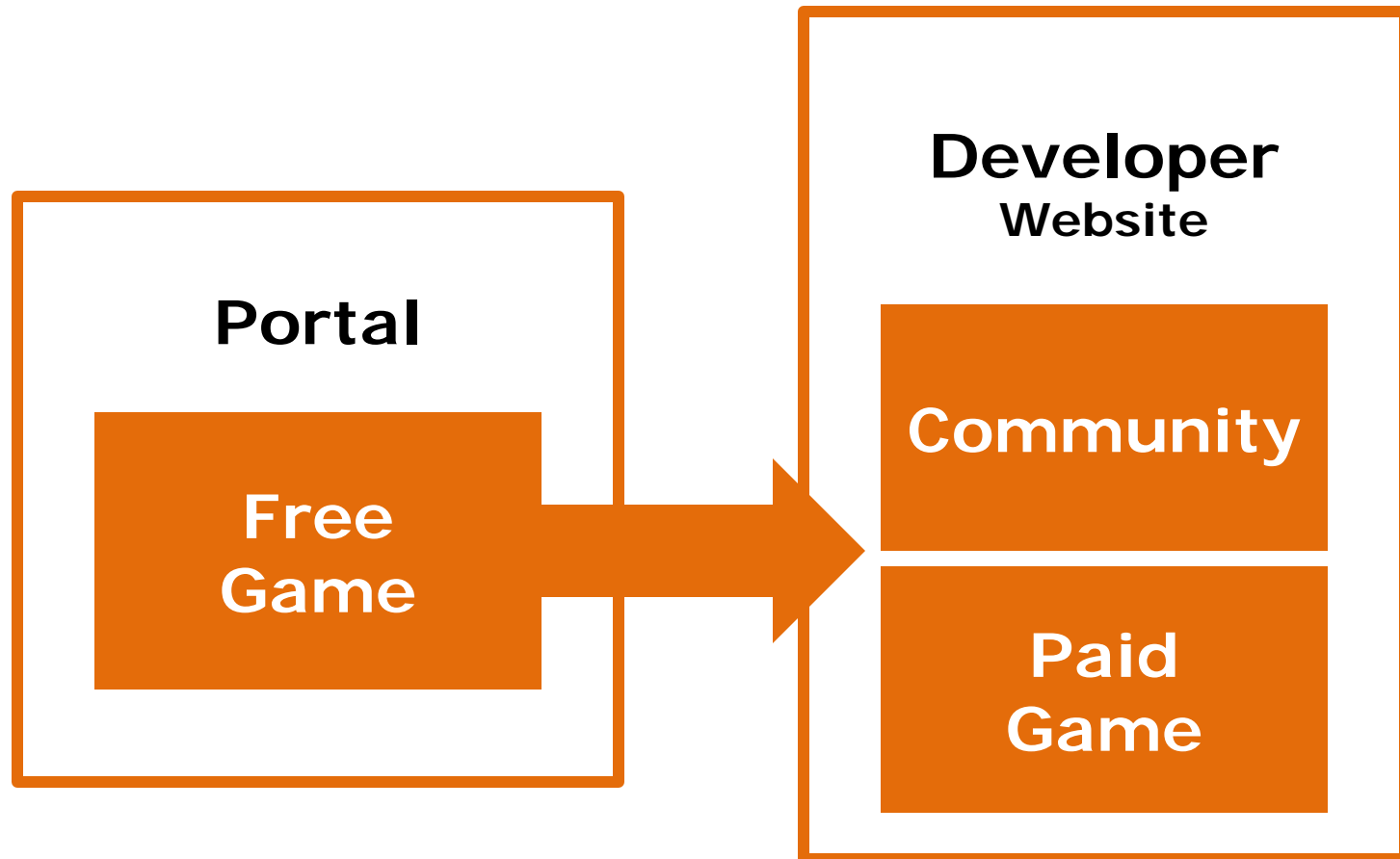
 Armor Games v1.7.2

Flash Friendly Payment Services

	Cut	Integration	Extras
Social Gold	~10%	100% in Flash	Currency Dash
Mochi Coins	~30%	50% in Flash	Metrics, Store Universal wallet
Gamer Safe	~40%	50% in Flash	Universal Wallet Game specific currency
Hey Zap	~30%	50% in Flash	Cross Promotion Universal Wallet

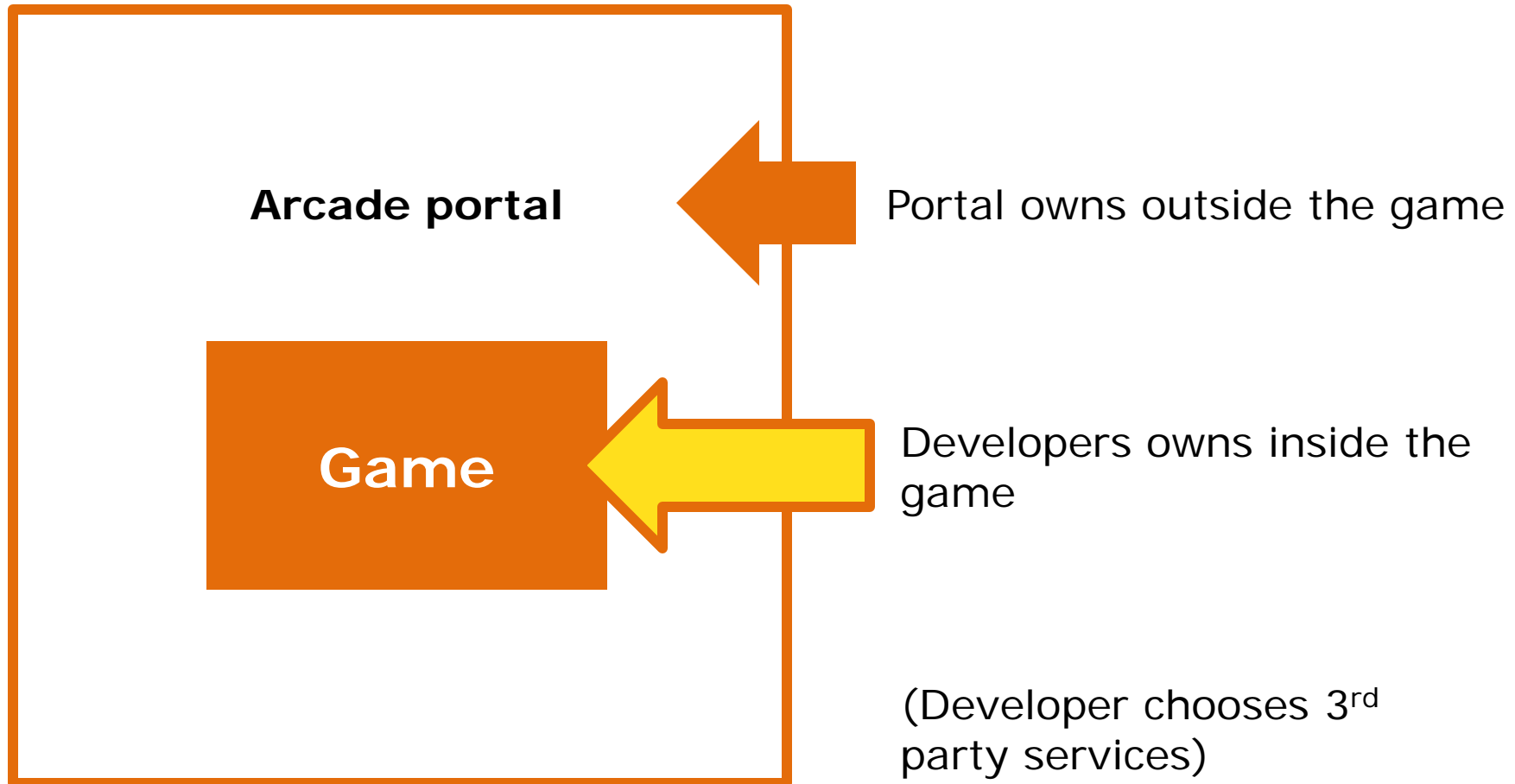


Leaky Portals





Philosophy of Fairness



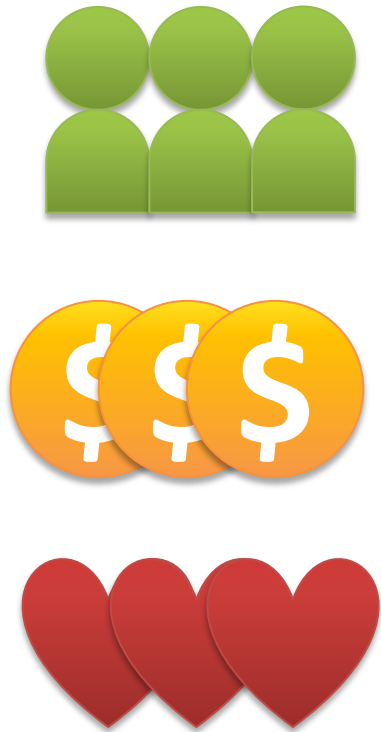
1. The Big Picture

2. Why Flash Portals?

3. Techniques

4. The Future

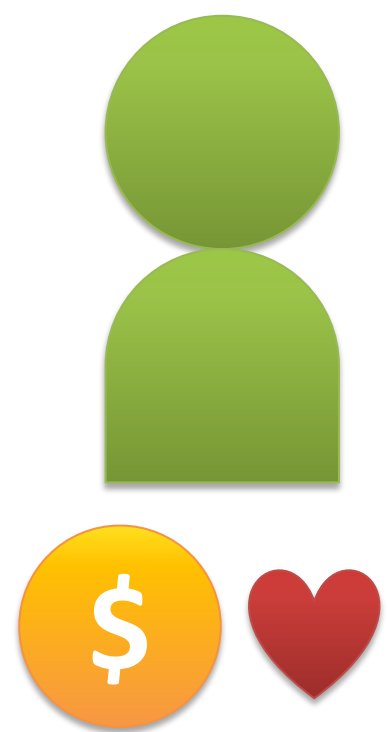
Game markets evolve



Growth

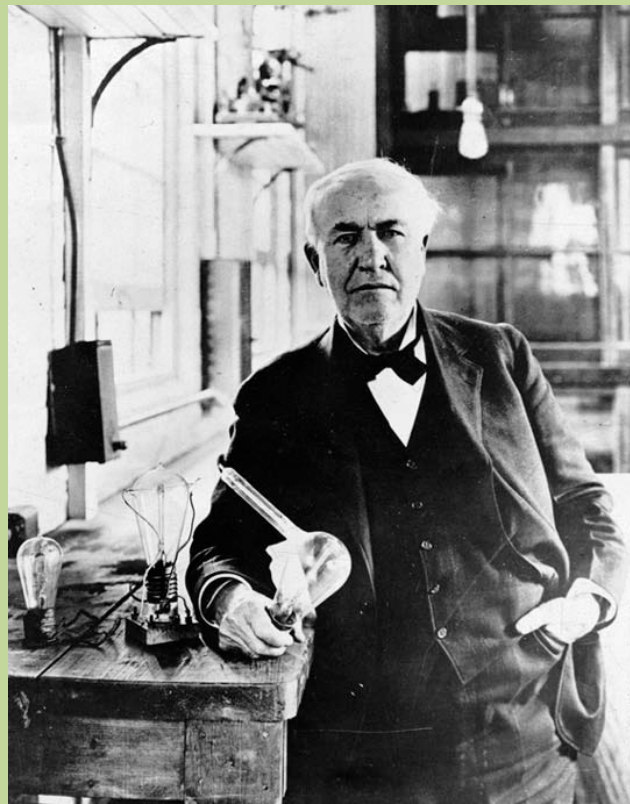


Consolidation



Maturity

Developer roles also evolve



Growth
Entrepreneur

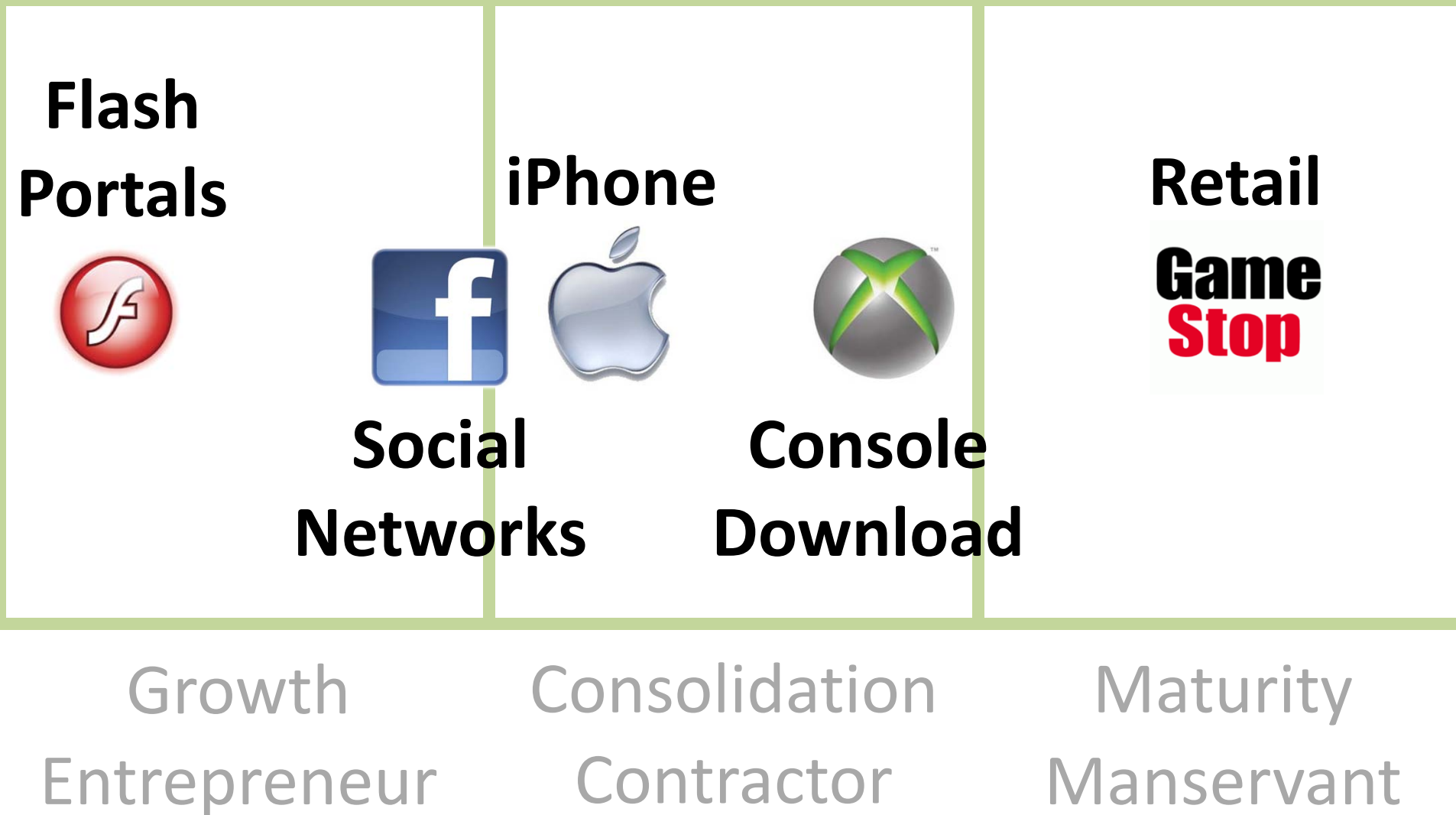


Consolidation
Contractor



Maturity
Manservant

Where opportunities exist







To remain independent **Developers must own...**

The means of **production**

The means of **acquisition**

The means of **retention**

The means of **monetization**



Be an Octopus



Questions

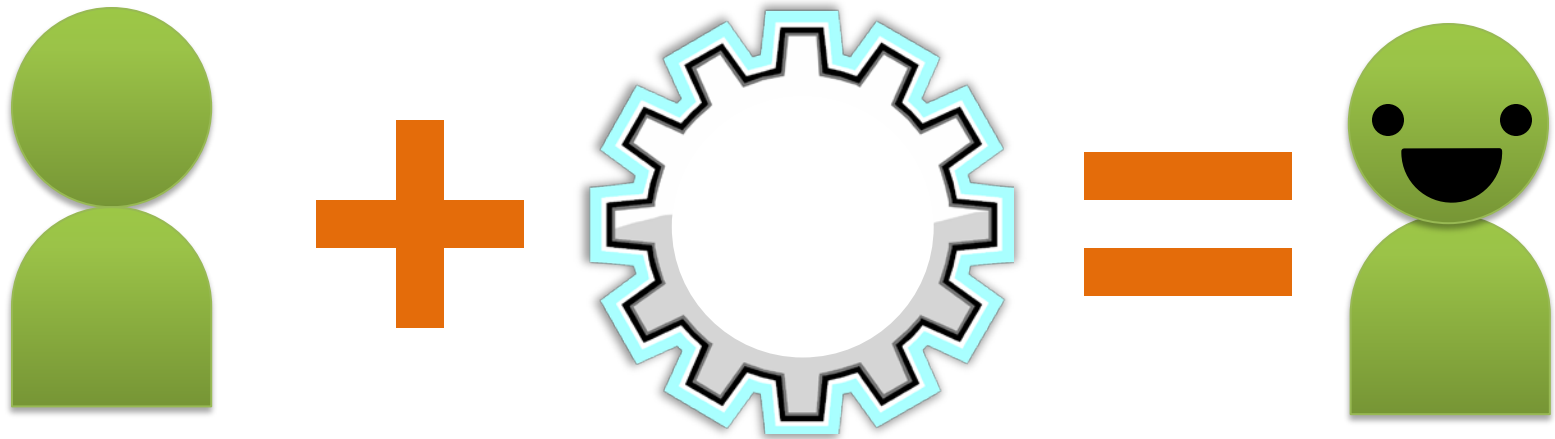


Contact: danc@lostgarden.com

Slides: www.lostgarden.com



We build socio-mechanical systems



People

Mechanics

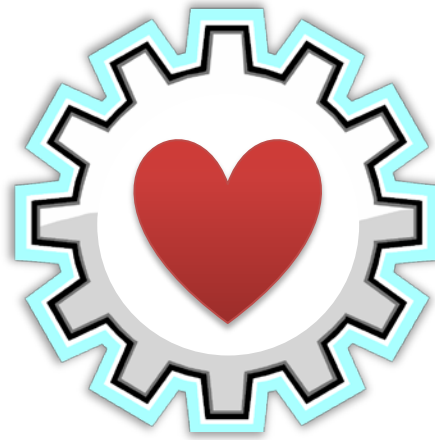
**Desired
Value**



These systems are our core competency



Acquire



Retain



Monetize