

GDC Online

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October 5-8, 2010 | Austin, TX

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From Subscription to Micro-transaction

Bringing Heroes Kingdoms to the East



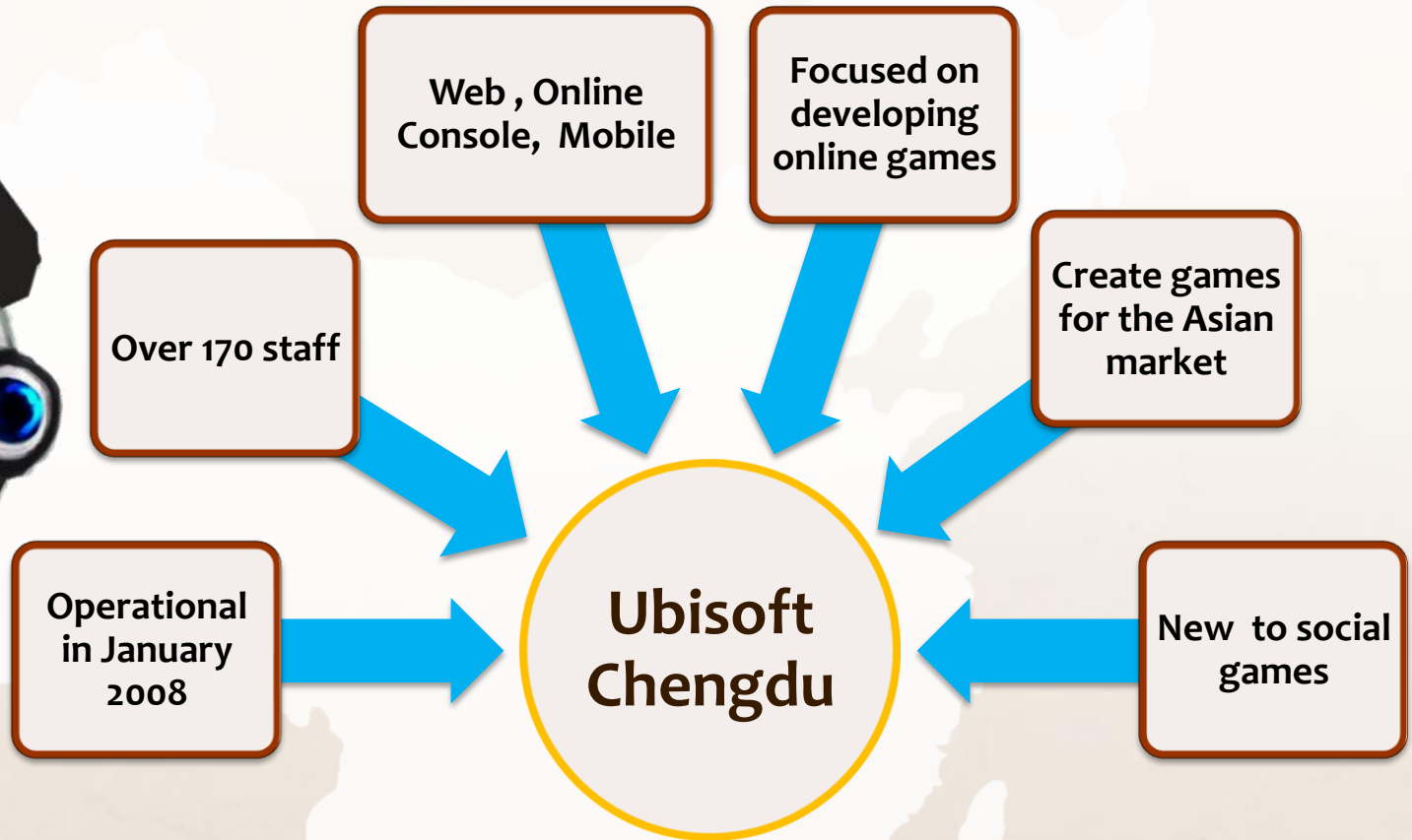
Introduction



Samson Mow
Producer



Peeyush Gulati
Lead Programmer



Might & Magic: Heroes Kingdoms



A new series of Might & Magic Heroes



A web-based strategy MMO



Seasonal Content



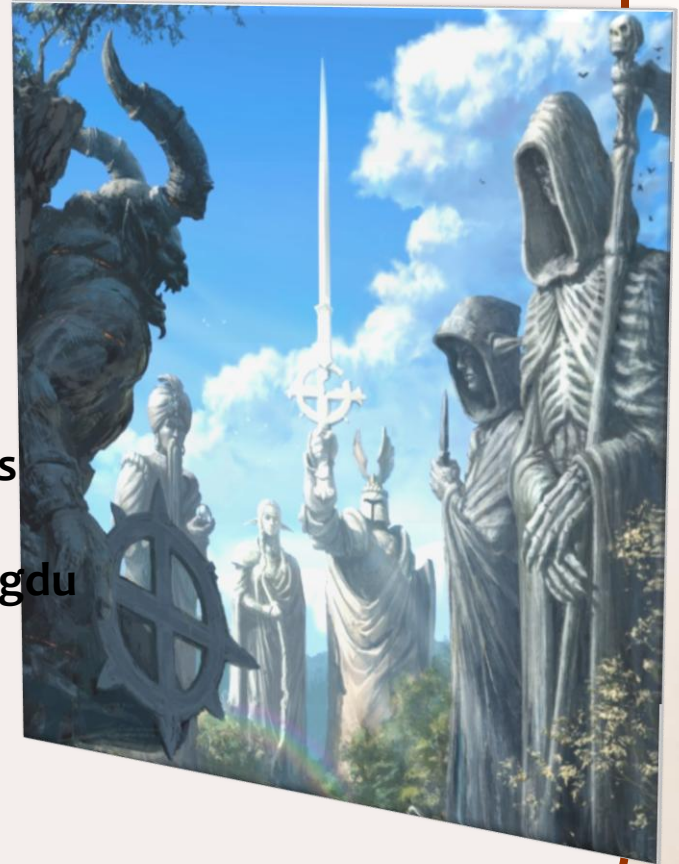
Development began in late 2007 in Paris



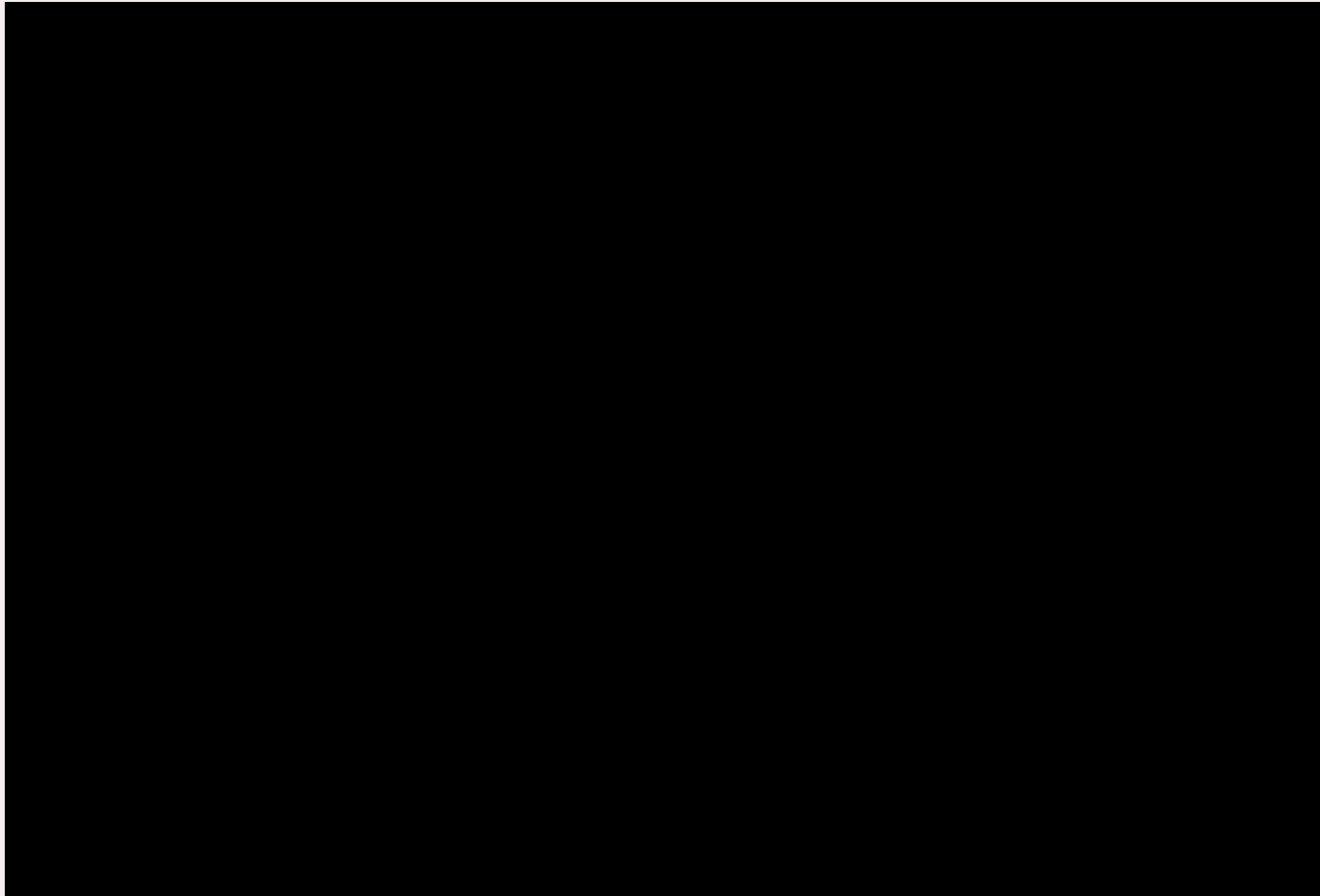
Asian market adaption by Ubisoft Chengdu began in 2009



MMHK was our first project



Might & Magic: Heroes Kingdoms





Launched in
Europe

Launched
North America

iPad too!

Closed Beta in
China

Launched in
Hong Kong &
Taiwan

Why go East? What is different?



-  Market demands
-  Different pacing
-  Players will behave differently
-  Expectations for features
-  Unique perspective
-  Infrastructure

Business Model Evolution



- 2 cities
- 3 heroes
- Limited mailbox size
- Subscribe to survive

- No limits
- 10 heroes
- 10 cities
- Free to play
- Pay to be better



Chaos Realms

In-game Wallet

Chat

Chest Boxes

Daily Quest

Free Currency

Marketplace 2.0

Features

Admin Tools

Rollback Functionality

Profanity Filters

Quest Editor

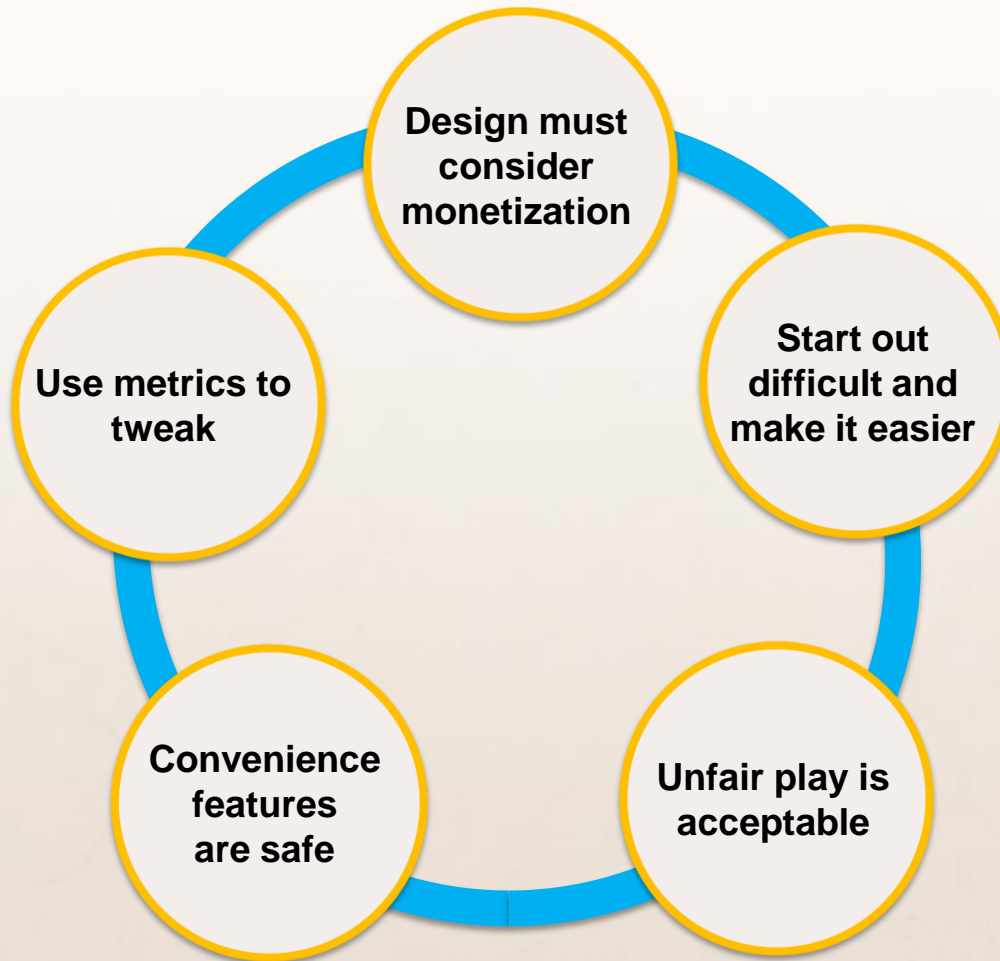
Shop

Anti-Addiction

Merge World

Monetization

The Philosophy



Game Intelligence

In house service focusing on data tracking

Data tracking is not a just tool but also a service

Some of the Key indexes that one should track

Enhance game design and content changes in the game



Monetization Breakdown

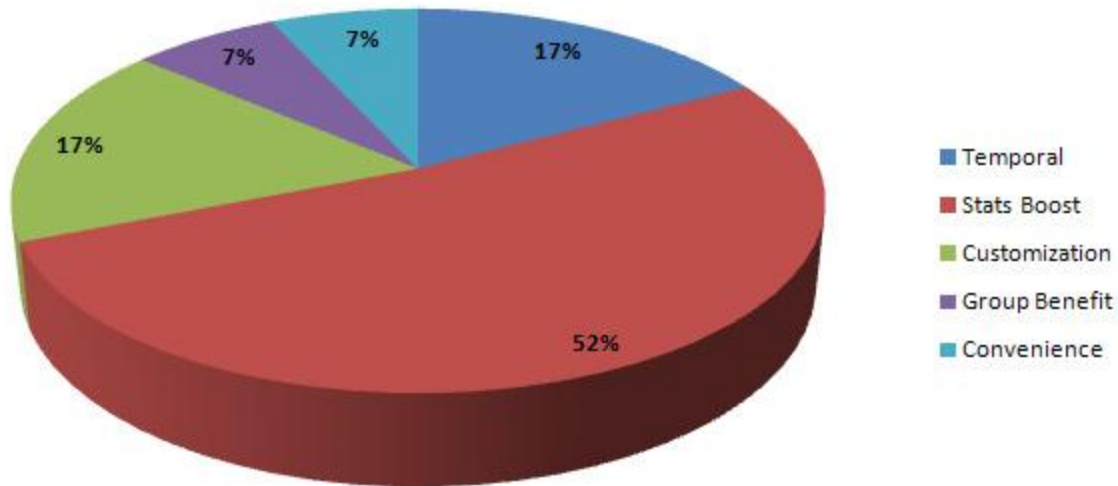
Temporal

Stat Boost

Customization

Group Benefit

Convenience

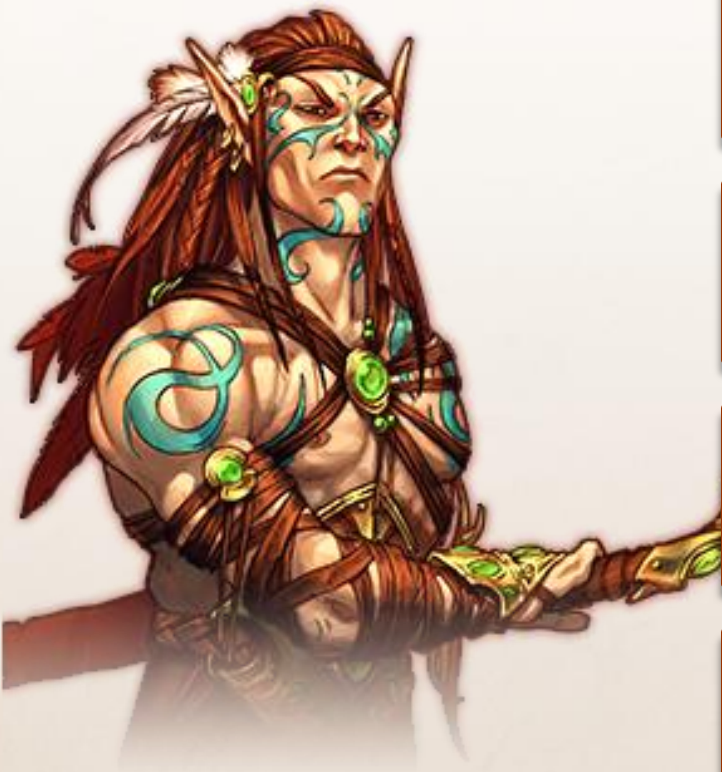


Monetization Areas



Anti-Cheating

Anti Cheating



Cheating is a major issue

Adapt your game

ARPU is lower

A solution is needed from day 1

Common Cheats

Farming

- Gold
- Rare resources
- Gain hero XP

Duping

- Resource
- Army
- Equipment

Multi's

- Pillage alts
- Auction House

Bots

- Building queue
- Combat simulation
- Auto complete quests



Anti-Cheating Measures



What are the right anti cheating measures?



How do you handle mass cheating?



Anti-Cheating KPI's

Player ▾	Date ▾	Combat increased ▾	City recruitment ▾	Hero recruitment ▾	Reward ▾	Total ▾
雷瓦尼	9/16/2010	0		169814	4936	174750
jerrywong	9/16/2010	908	284	19998	6298	27488
Lordvinsco	9/16/2010	0	1232	19928	8854	30014
光之痕	9/16/2010	0	284	19912	6642	26838

Armies

2010-09-17 18:35:35						
	11	192	171	2	146	2
2010-09-16 18:34:50						
	169	161	142			

Anti-Farming Strategies



Marketplace

- Peg the value of our currency at a rate equivalent to labor cost of farming



Caravan

- Limitations added to prevent easily sending resources out.



KPI's

- Specific KPI's for detecting farming







Anti-Farming KPI's

Caravan Tracking Report

Player Name	To Player	Date	Resource	Amount
Hangvul	Hangvul	九月 28, 2010	Mercury	2
Hangvul	Hangvul	九月 29, 2010	Mercury	2
Hangvul	Hangvul	九月 29, 2010	Crystal	4
慕紫茵	慕紫茵	九月 2, 2010	Gold	8,000
慕紫茵	慕紫茵	九月 6, 2010	Ore	19
慕紫茵	慕紫茵	九月 6, 2010	Mercury	2
慕紫茵	慕紫茵	九月 6, 2010	Sulfur	30
慕紫茵	慕紫茵	九月 7, 2010	Gold	2,000
慕紫茵	慕紫茵	九月 7, 2010	Wood	8
慕紫茵	慕紫茵	九月 7, 2010	Ore	8
慕紫茵	慕紫茵	九月 7, 2010	Mercury	4
慕紫茵	慕紫茵	九月 7, 2010	Sulfur	4
慕紫茵	慕紫茵	九月 7, 2010	Gem	4
慕紫茵	慕紫茵	九月 8, 2010	Gold	55,000
慕紫茵	慕紫茵	九月 8, 2010	Wood	16
慕紫茵	慕紫茵	九月 8, 2010	Ore	25
慕紫茵	慕紫茵	九月 8, 2010	Crystal	4
慕紫茵	慕紫茵	九月 8, 2010	Sulfur	11

Monetize the Cheats!

-  Monetize the cheats you find.
-  Some cheats can be very clever solutions to game challenges.
-  Some cheats can be turned into pay features.
-  Teleport Troops!



Games as a Service


Constant Content




 You can never have enough content

 Build the tool set

 Every major feature needs a tool

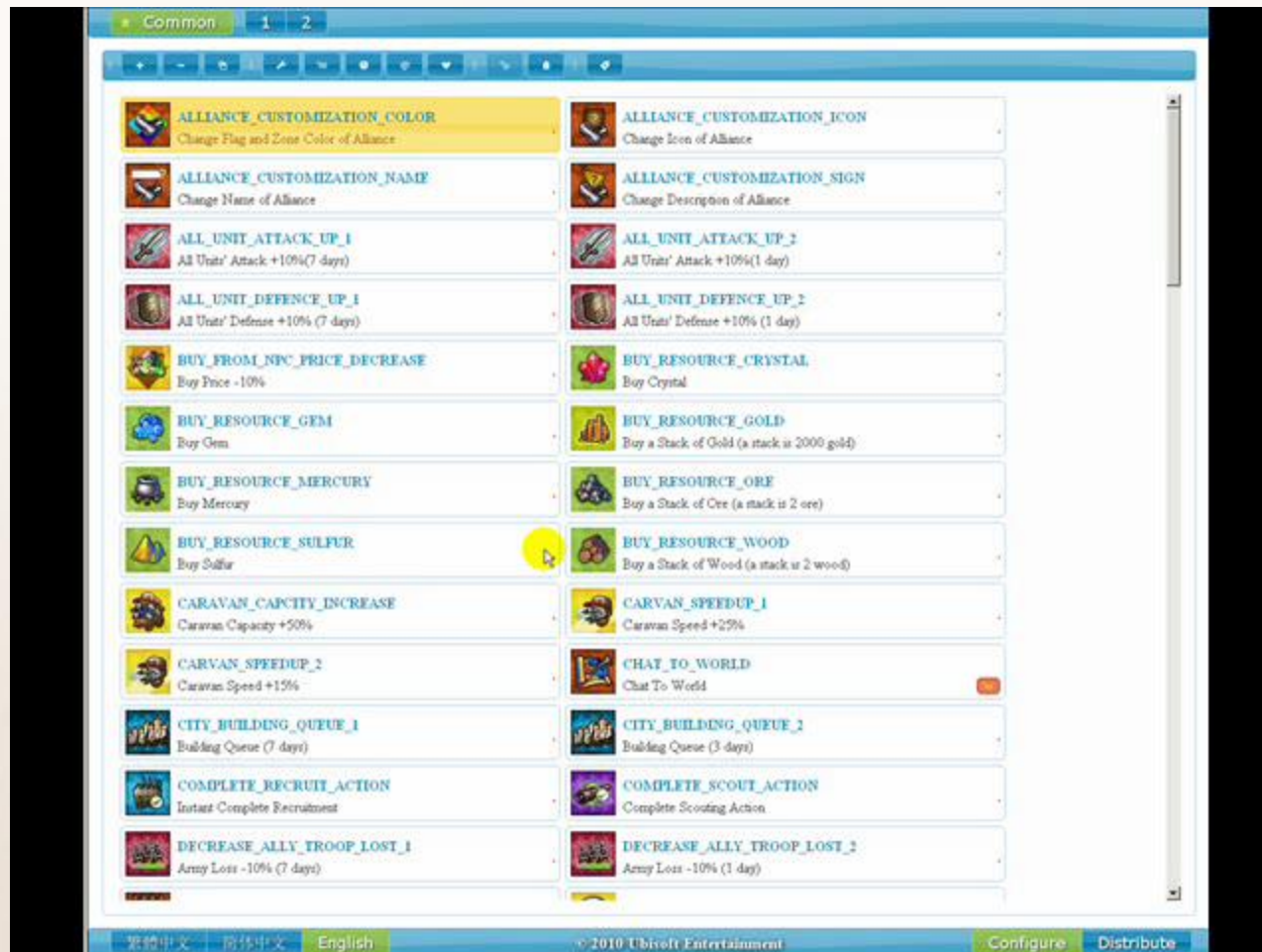
 Content can be modified quickly

 Quests can be added on the fly

Quest Editor



Shop Editor



Operations

Partnering



How do you pick an operator?

What do you look for?

What to watch out for?

Common culture

Shared goals

Understanding of development



Cutting Through the Noise



What feedback do you listen to?



What features do you make?









How do you prioritize against your own roadmap?



Maintain the identity of your game

Best Practices



-  Common understanding for priorities
-  Communication is key
-  Escalation of issues (SLA / Response Time)
-  Define product ownership
-  Work with an operator that understands dev
-  Always be prepared

Summary

During your journey East...



Accelerated Lifecycle



Population



Monetization



Balance



Cheaters



Operations

What's Next?

What's Next?



Common design philosophy



Free to play as a norm



Global games



Hybrid models

Questions?



Thank You!

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