

GDC China

2010 游戏开发者大会 · 中国

Game Developers Conference™ China 2010

December 5-7, 2010

Shanghai International Convention Center | Shanghai, China

www.gdcchina.cn
www.gdcchina.com



我们制作令我们自豪的游戏！

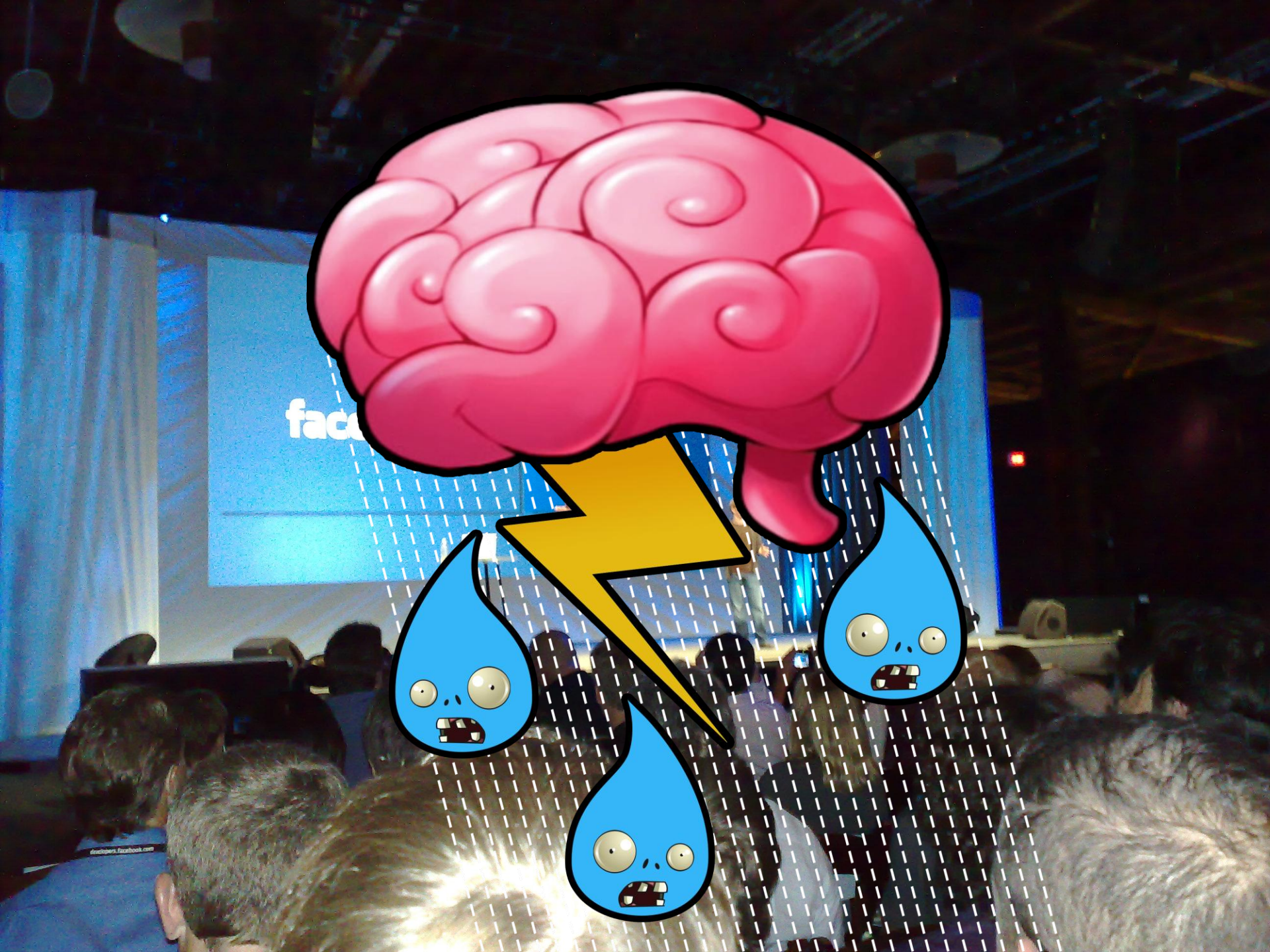


哦~这里好好玩!

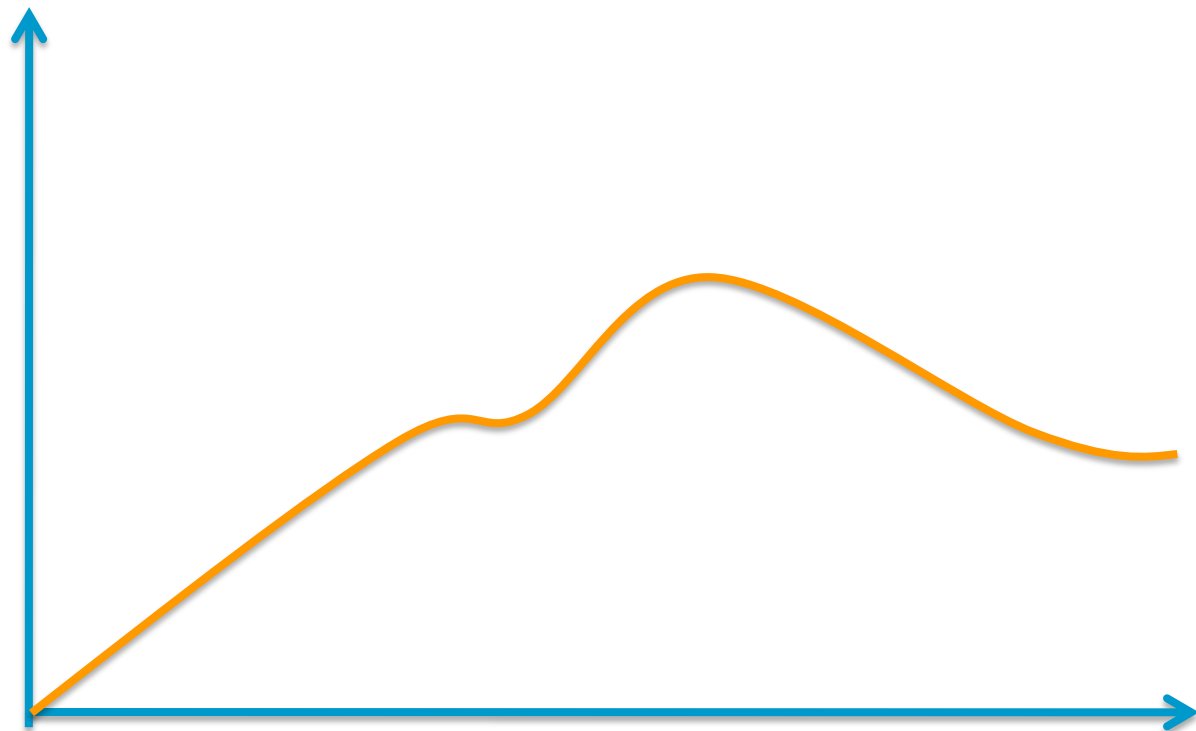
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DAUs - A型

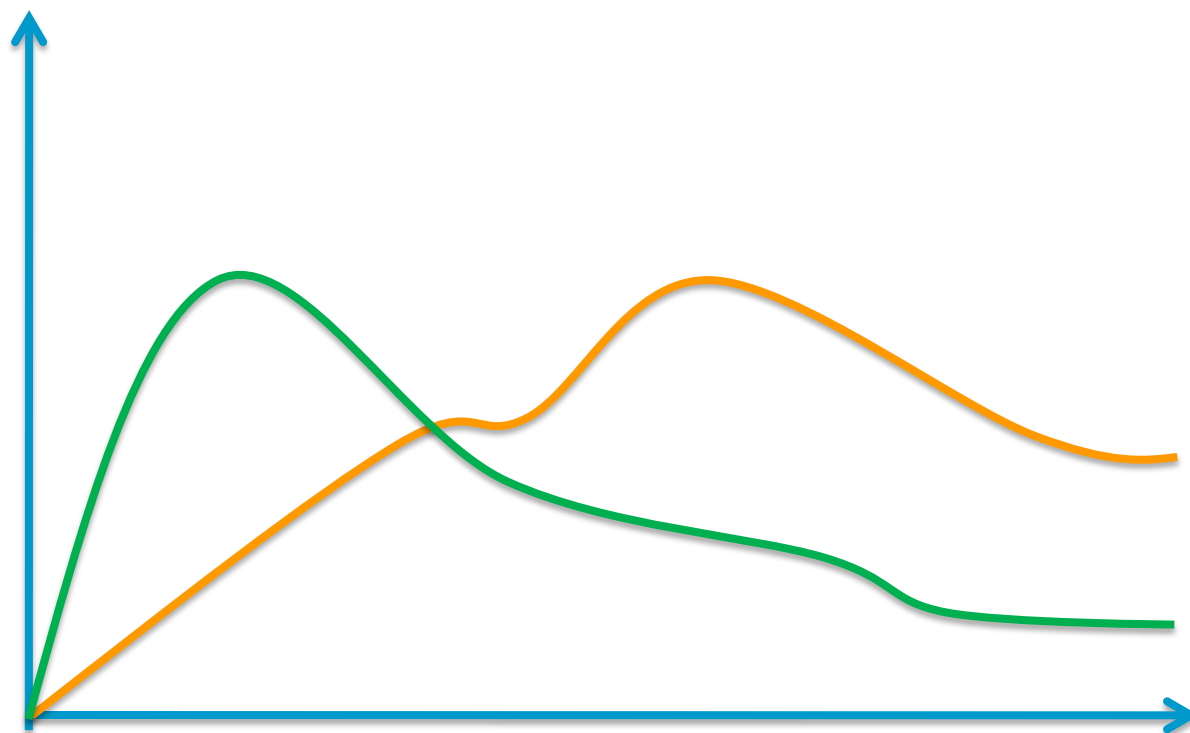


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DAUs - B型



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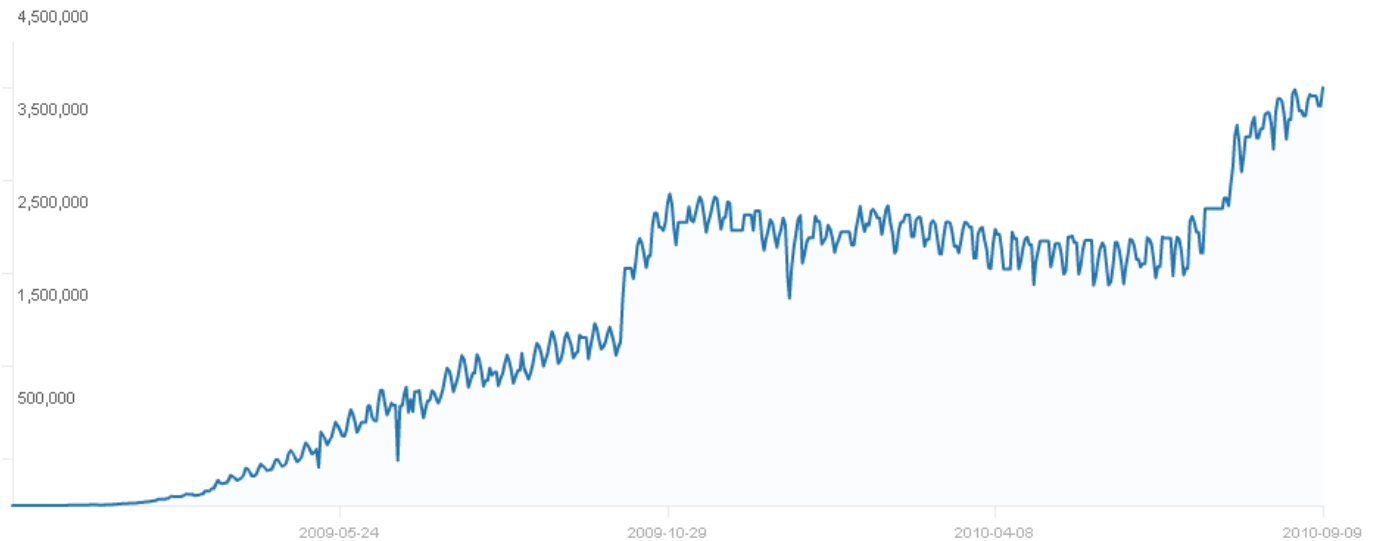
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DAUs – Bejeweled Blitz

Unique Active Users

View: **Daily** | Weekly | Monthly



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如何保证 成功社区游戏的灵魂

曹龙
执行制作人
宝开上海制作室

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十年 Bejeweled



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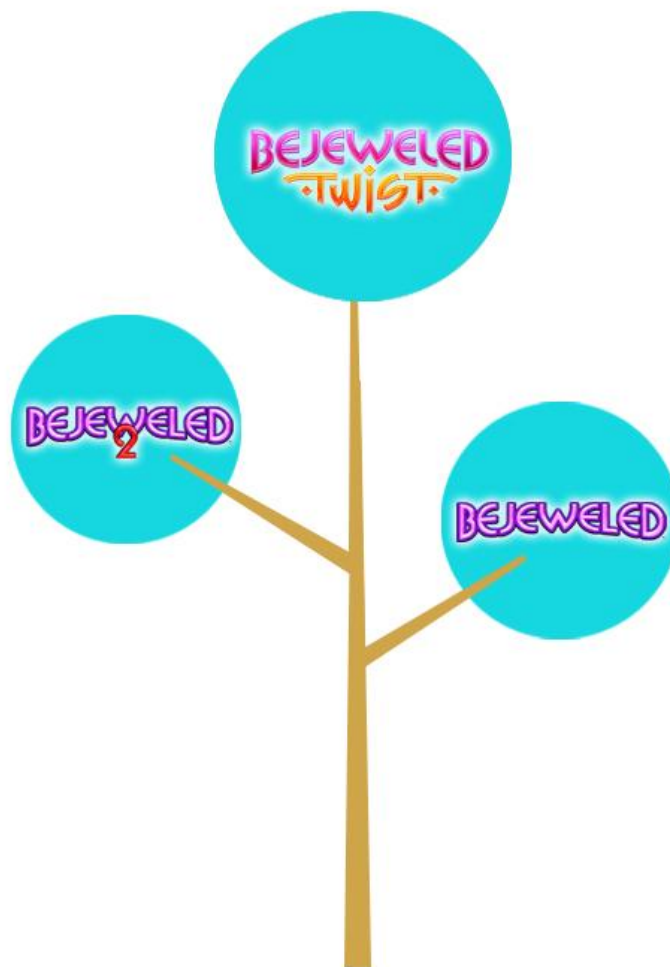
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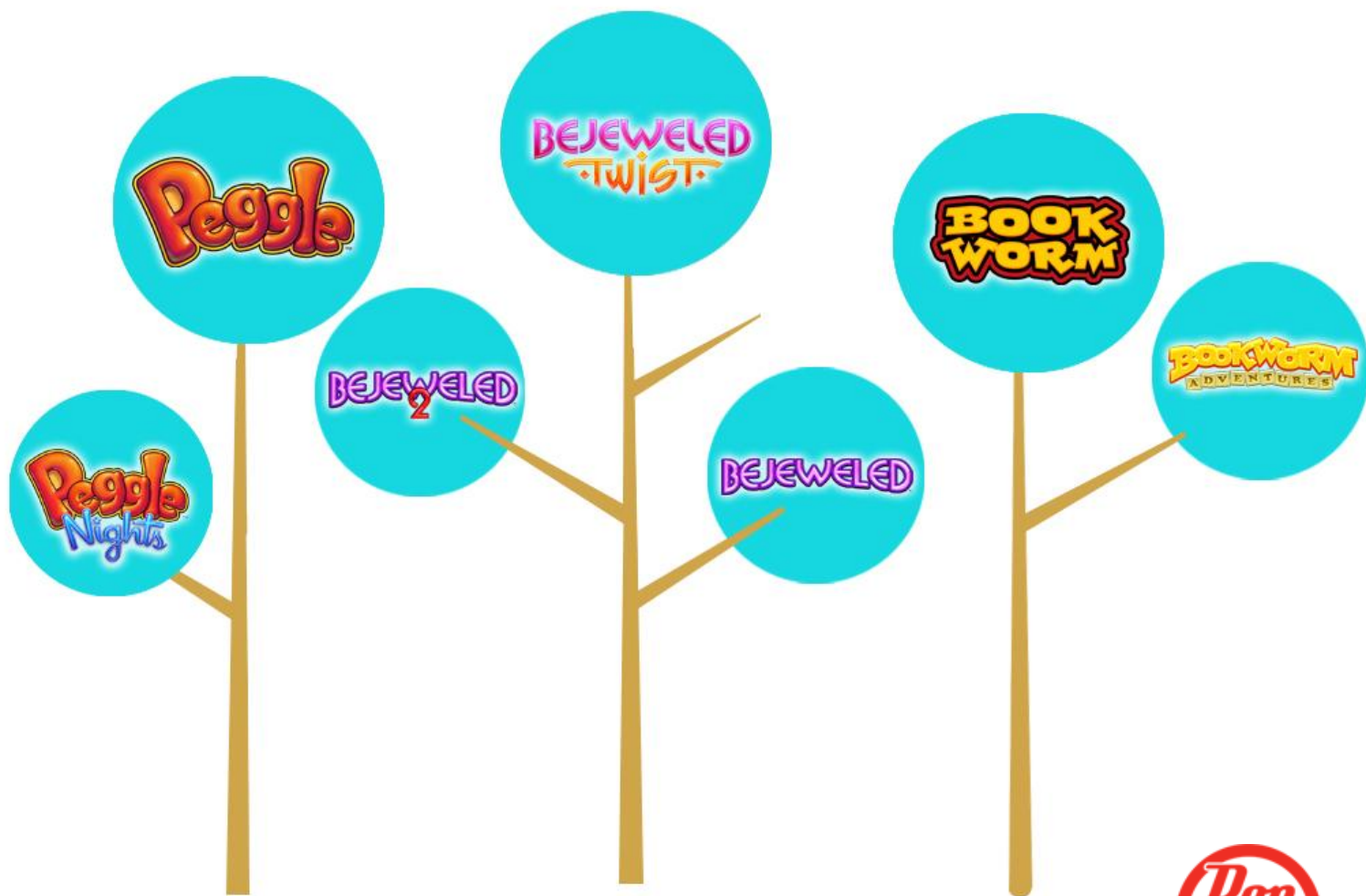
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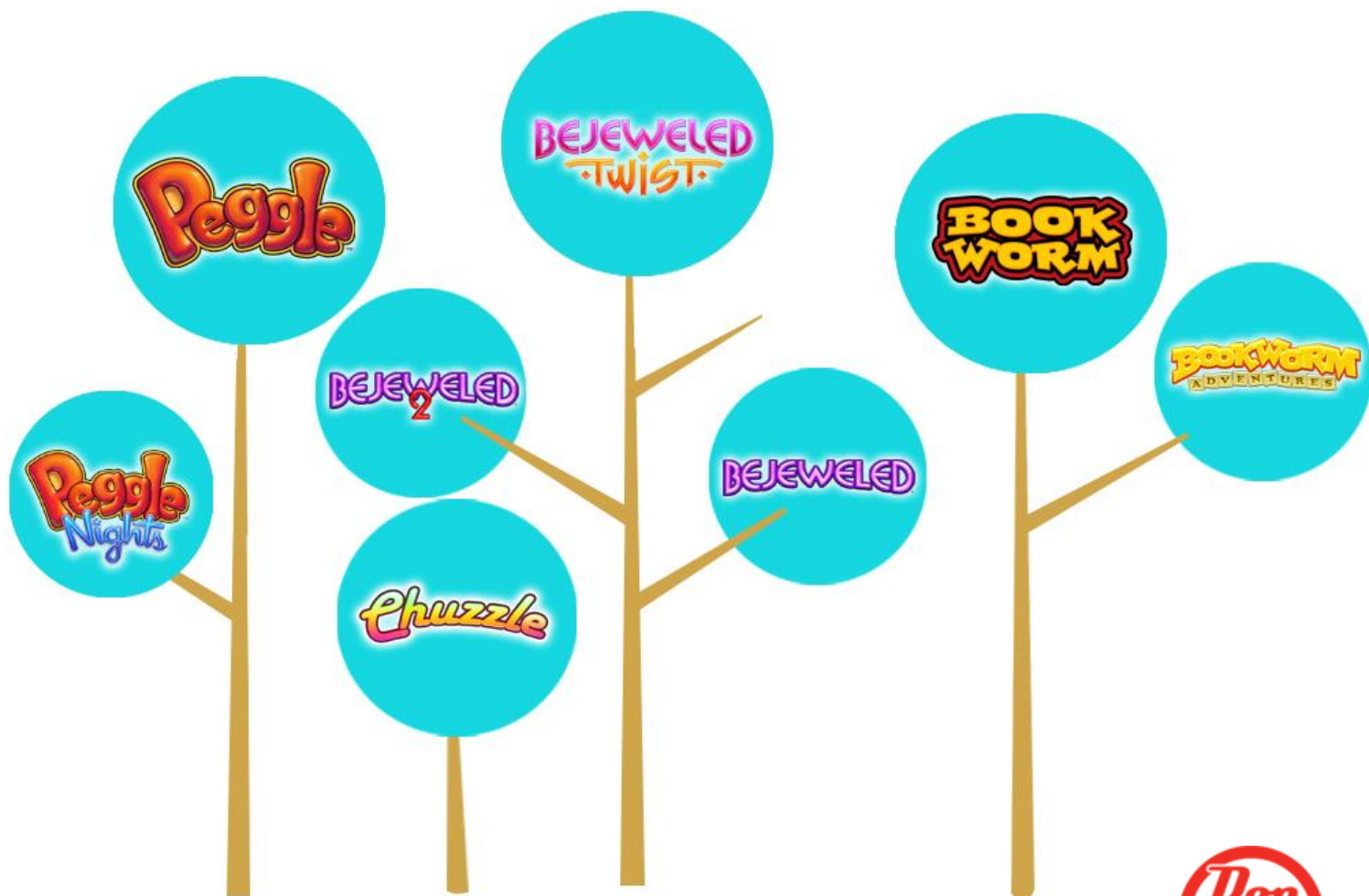
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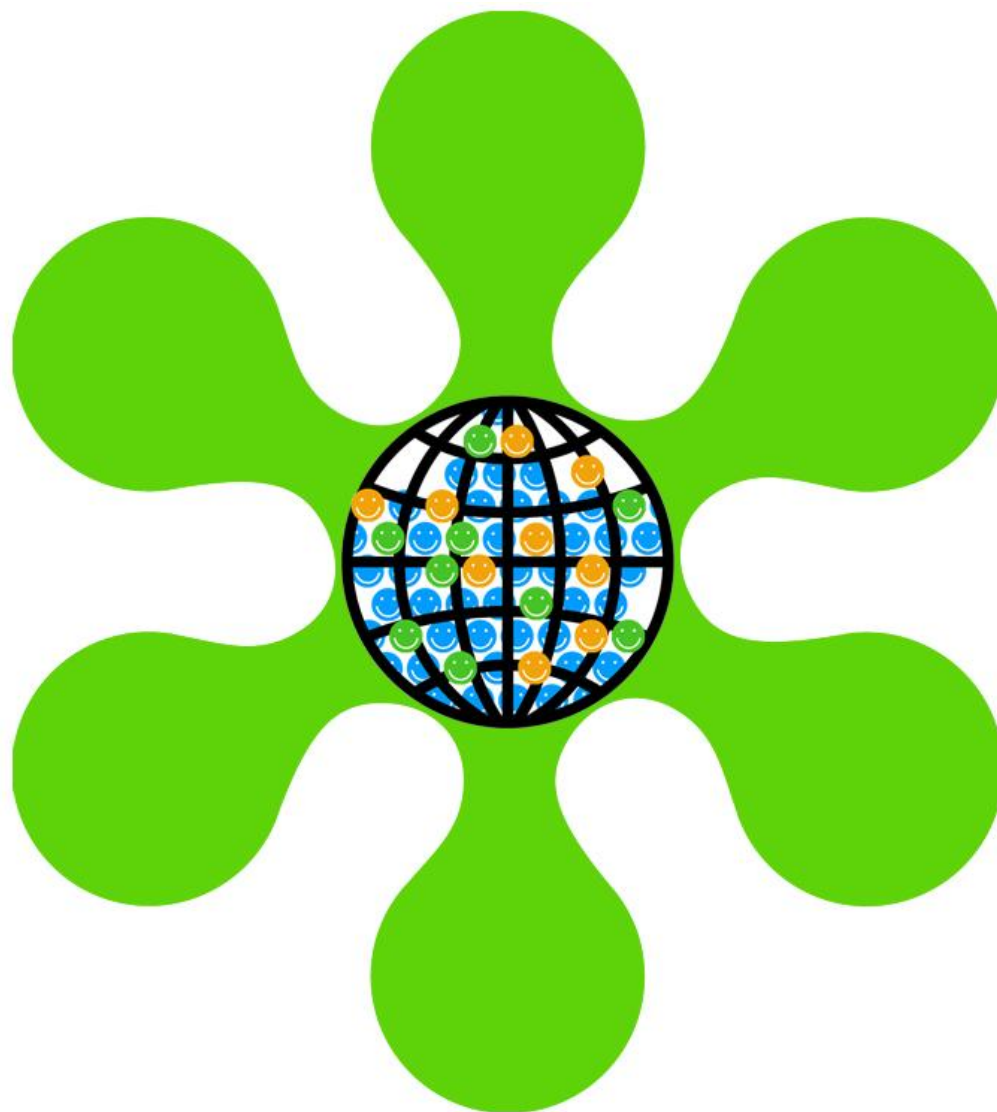
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成功的公式： 做最棒的游戏！

其它均会相应而生

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A Riemann surface $S^1 \times T$

$\Delta u =$

(1) degree $F \neq 0$, then $F(u) = 0$ has a sol

(2) $F_1 \sim F_2$, then $\deg F_1 = \deg F_2$

Fun

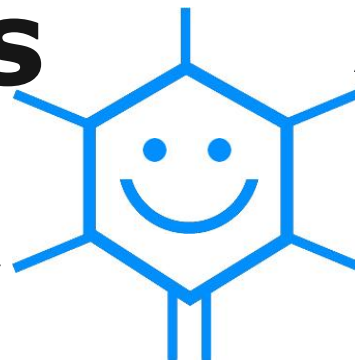
Timeless

Accessible

Quality

Rewarding

Irresistible



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BEJEWELLED *BLITZ*

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2008的冬天...

facebook Home Profile Friends Inbox Noah Maas Settings Logout Search

PLAY CONTEST RULES MORE POPCAP GAMES Share With Friend Add to Profile

PopCap **BEJEWELLED BLITZ BETA**

BEJEWELLED BLITZ BETA

LEADERBOARD

1		Jason Kapalka	23,840
2		Noah Maas	23,840
3		John Vechey	23,840
4		Jon David	23,840
5		T. Carl Kwok	23,840

Team Score - 345,235

Current Tournament

Get a Team Score higher than 275,000 by February 1st, 2008 and you will be automatically entered into the drawing to win a PopCap Platinum Pack.

For more information please see the [Contest Rules](#).

Platinum Pack

21 of PopCap's Best Games

Play other popular games on PopCap.com

 Web  Web  Web  Web  Web

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现在...

BEJEWELED BLITZ™

GIFT COINS INVITE FRIENDS MORE GAMES HELP

0
x1

HIGH SCORE
81,750

HINT
MENU

1:00

1		Martin Gannholm 426,500
2		Jason Kapalka 369,050
3		Jon David 277,300
4		Scott Rankin 257,350

10
STATS JABBER

+ INVITE FRIENDS
to play Bejeweled Blitz!

Countdown to Prize Drawing: 5 days 10 hrs 57 mins 44 secs

Win one of ten 1,000,000 Coin prize packs!

Team Score: 1,710,600

You are registered to win! [Contest Info](#)

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Step 1: 做一款新的游戏!

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Blitz的组成



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Blitz的组成



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Step 2:

调整 (永不终止)

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商业模式：道具



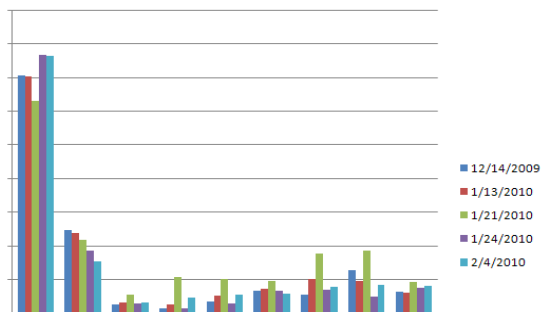
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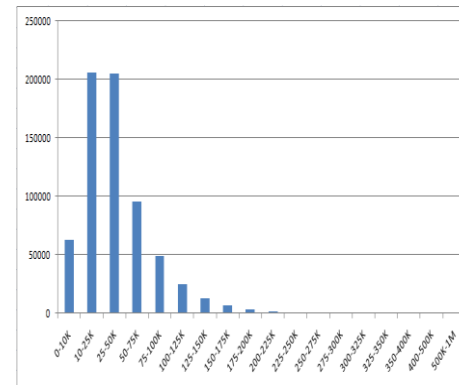
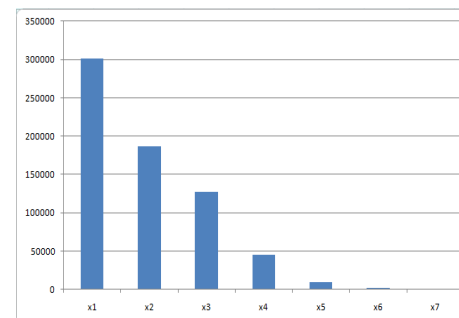
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Step 3: 学会运营

	iPhone		Flash	
	Average	Max	Average	Max
Score:	91,841	228,500	75,215	323,500
Multiplier:	2.34	5	2.20	5
	Average	Max	Average	Max
Gems Cleared:	198	320	170	372
Flame Gems:	3.59	8	2.84	8
Laser Gems:	0.71	6	0.68	7
Rainbow Gems:	0.19	2	0.12	1
Blazing Speed Explosions:	1.06	12	0.80	9
# of Moves:	43.6	57	33.8	55
# of Good Moves:	37.6	51	32.1	52
# of Matches:	53.6	80	46.3	83
Highest Speed Chain:	26.40	50	16.44	48
Points from Speed Bonus:	26,432	46,400	28,883	128,700
% of Points from Speed Bonus:	28.78%	N/A	38.40%	N/A
Points from Last Hurrah:	6,835	37,200	8,279	121,000
% of Points from Last Hurrah:	7.44%	N/A	11.01%	N/A



Total games recorded:	763,372	
Completed games:	672,030	88.03%
Restarted games:	91,342	11.97%
Average time to restart (sec):	29.59	
Score:	42,999	Average
Multiplier:	1.93	Average
Gems Cleared:	127	
Flame Gems:	2.50	
Laser Gems:	0.40	
Hypercubes:	0.18	
Blazing Speed Explosions:	0.78	
# of Moves:	25.2	
# of Good Moves:	23.5	
# of Matches:	34.6	
Highest Speed Chain:	8.15	
Points from Speed Bonus:	11,821	
% of Points from Speed Bonus:	27.49%	
Points from Last Hurrah:	5,633	
% of Points from Last Hurrah:	13.10%	



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...



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市场广告投入？



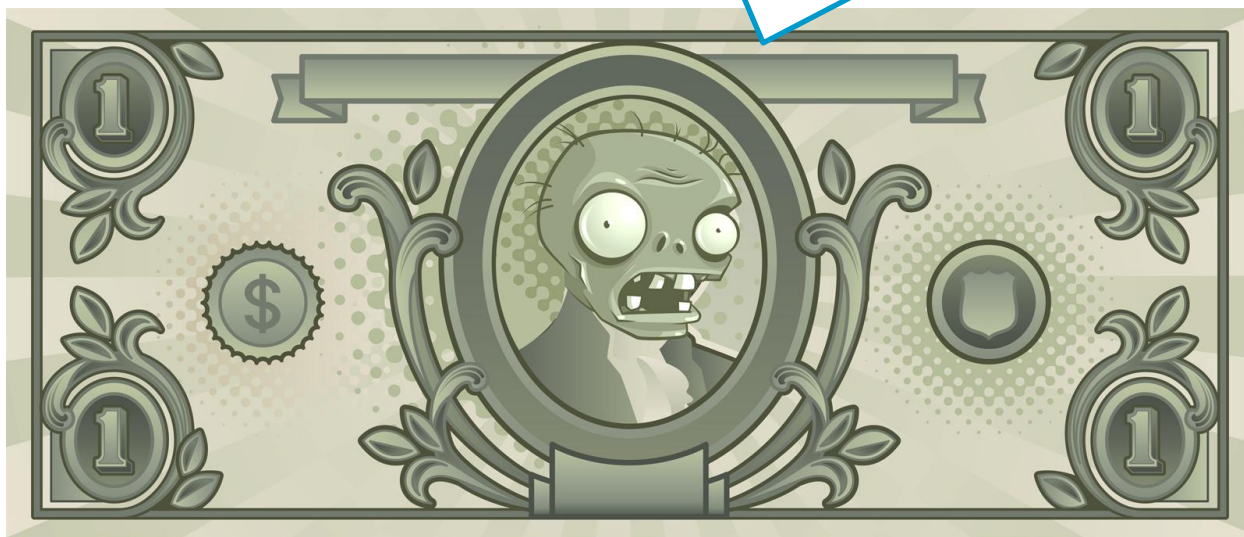
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没有小花招...

说你喜欢我！

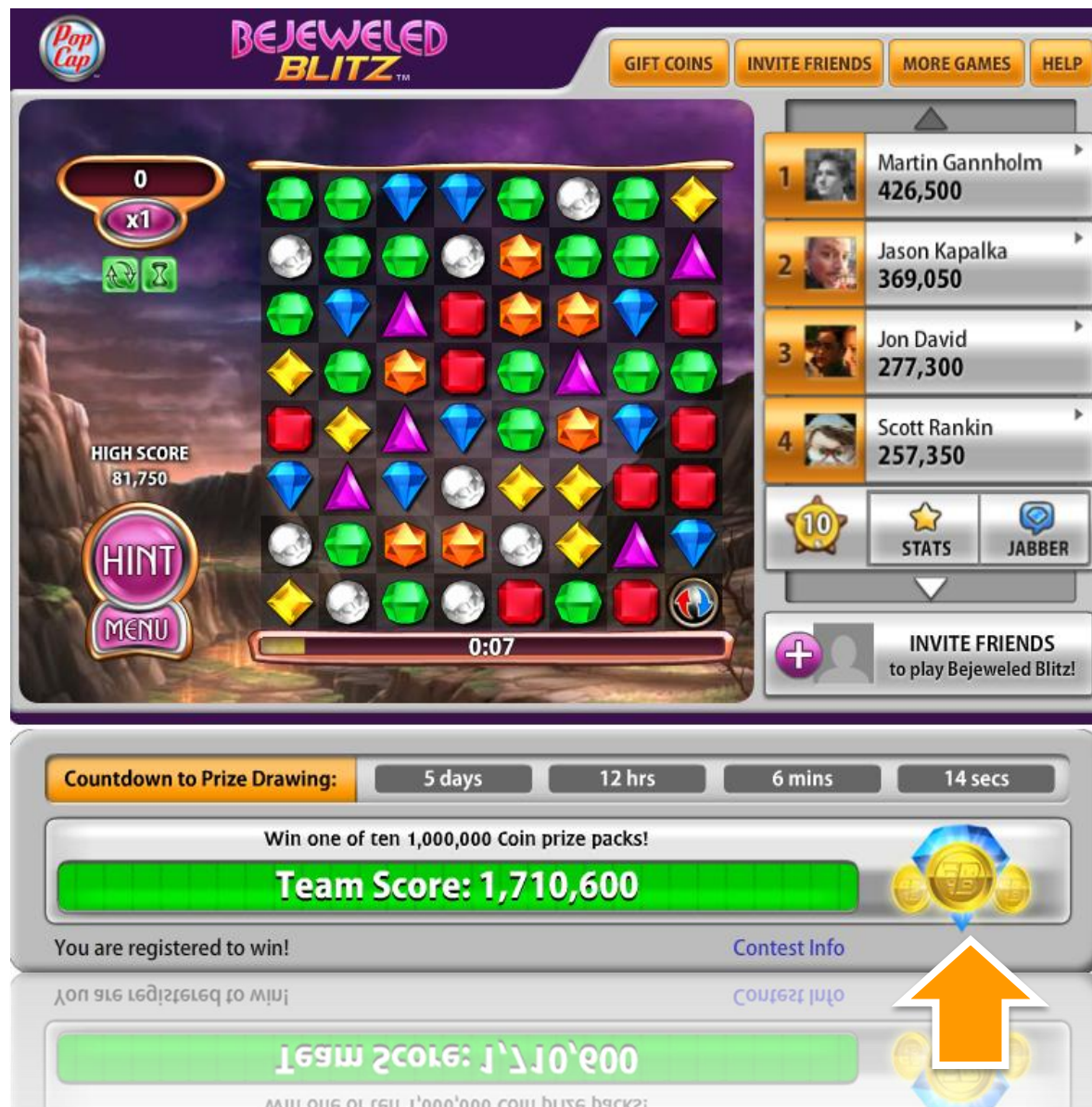


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你会想和好友一起玩吗?

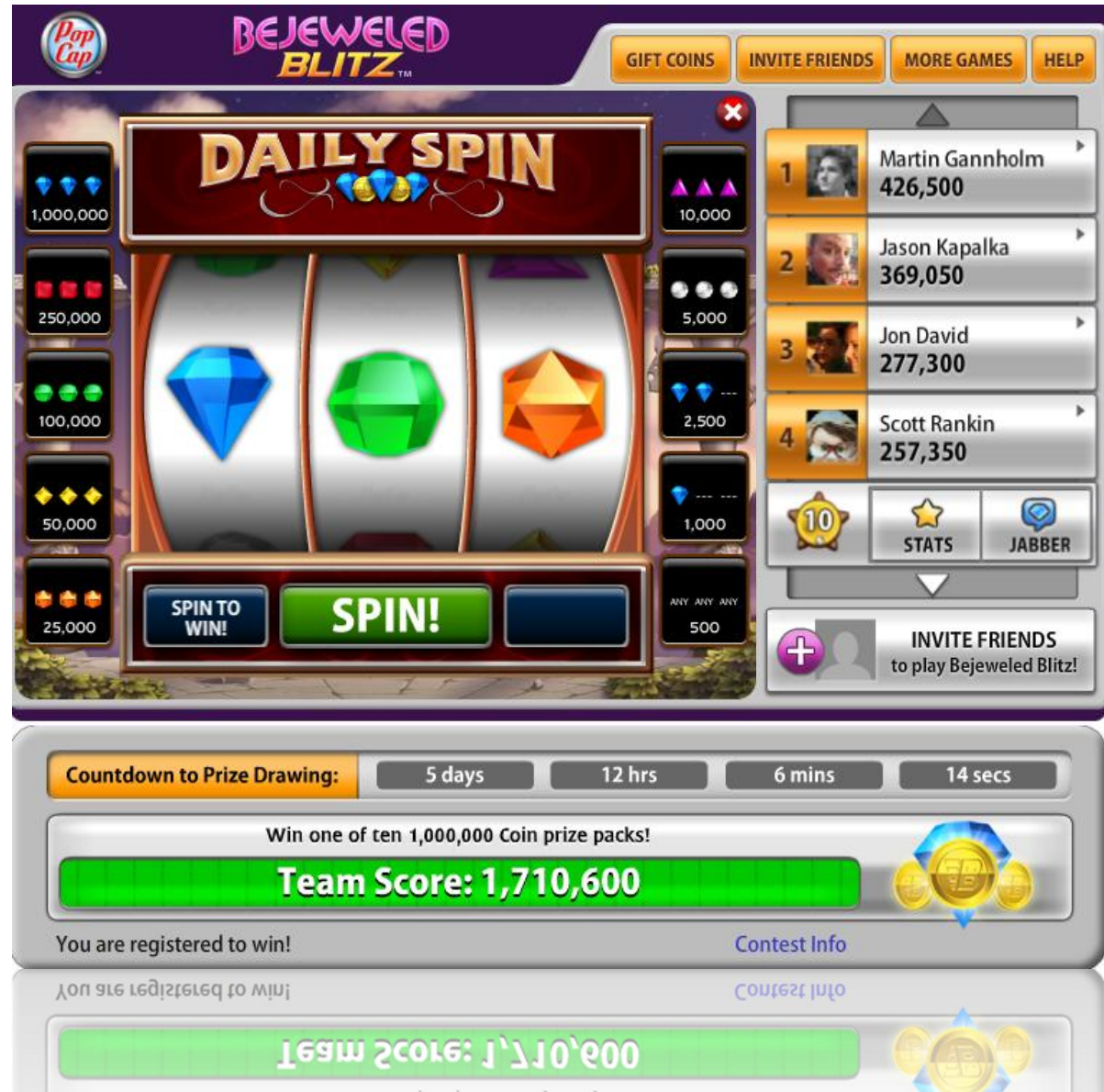


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回到游戏是因为这些？



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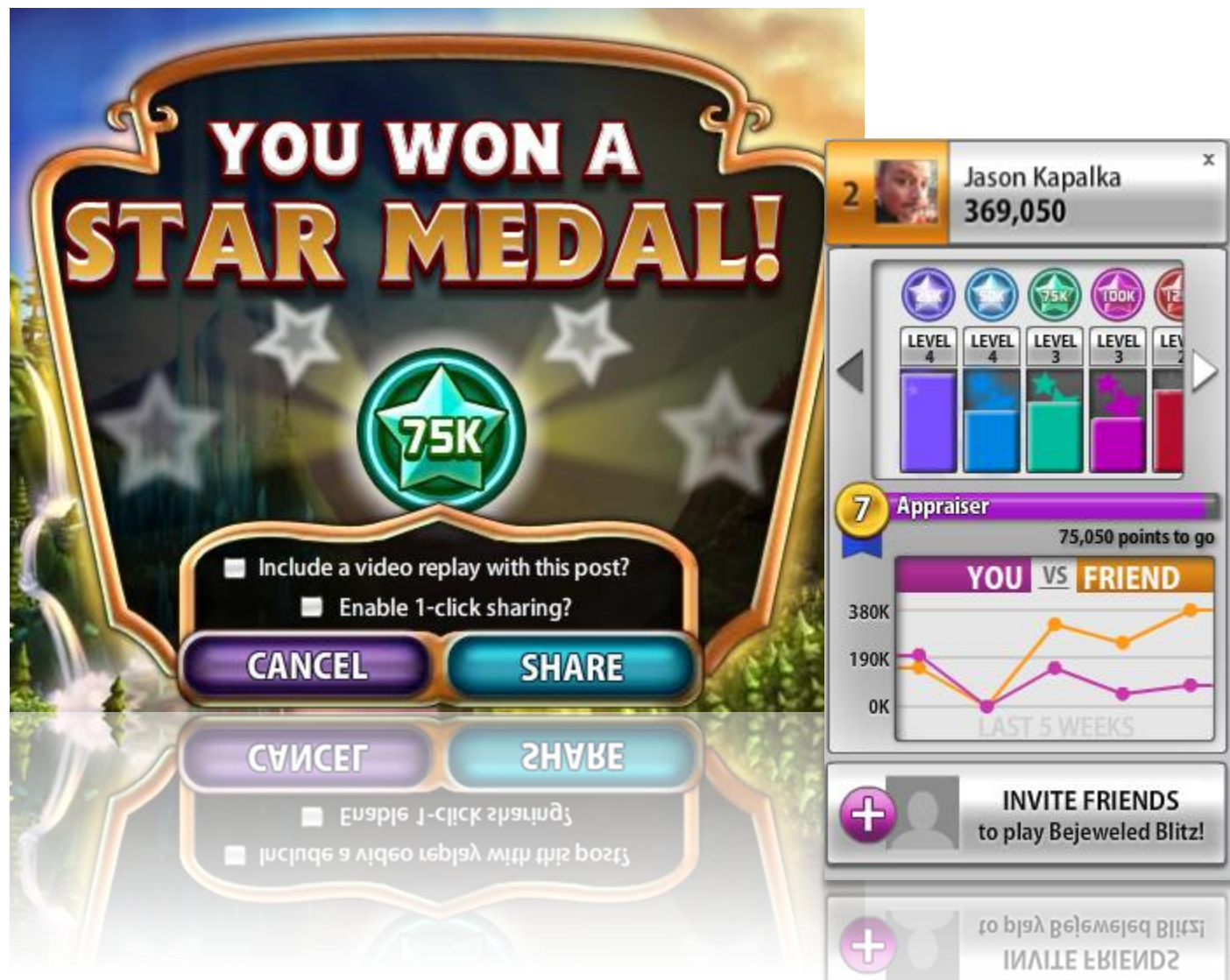
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和好友分享这些？

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得到这些？

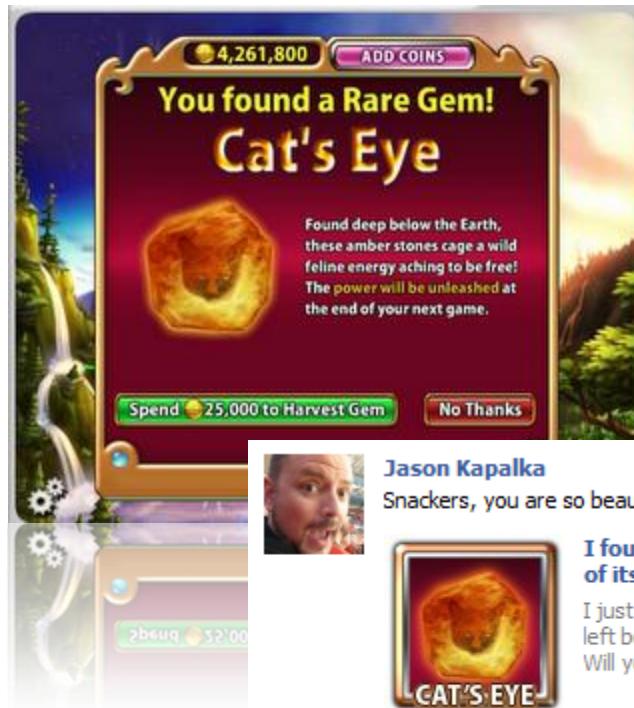


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这些？



Jason Kapalka

Snackers, you are so beautiful, to me.



I found a rare Cat's Eye gem and want to share some of its power with you!

I just got a score of 369,050 using this powerful Rare Gem. It left behind crystals for the first 5 friends who click this post. Will you harvest its power?

12 hours ago via Bejeweled Blitz · Like · Comment · Harvest your gem

15 hours ago via Bejeweled Blitz · Like · Comment · Harvest your gem



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宝开的黄金法则

- ④ 做好玩的游戏.



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宝开的黄金法则

- ③ 做好玩的游戏.
- ③ 不会为了传播而制造借口.

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宝开的黄金法则

- ③ 做好玩的游戏.
- ③ 不会为了传播而制造借口.
- ③ 不会为了收费而制做花招.

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- ④ 不会为了收费而制做花招.
- ④ 不会让玩家感到得不快.

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- ④ 做好玩的游戏.
- ④ 不会为了传播而制造借口.
- ④ 不会为了收费而制做花招.
- ④ 不会让玩家感到得不快.
- ④ 不会是简单的玩法拼装.

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- ③ 做好玩的游戏.
- ③ 如果你觉得好玩，其他人也会（也许）.

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宝开的黄金法则

- ④ 做好玩的游戏.
- ④ 如果你觉得好玩，其他人也会（也许）.
- ④ **入过玩家觉得游戏好玩，传播的产生是自然而然.**

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宝开的黄金法则

- ④ 做好玩的游戏.
- ④ 如果你觉得好玩，其他人也会（也许）.
- ④ 入过玩家觉得游戏好玩，传播的产生是自然而然.
- ④ **如果玩家享受了游戏的乐趣，你会很容易找到让他们乐于付费的方式.**

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接下来呢？



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游戏粘度

商业模式

运营工具

传播方式



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新的里程即将到来！

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