

APB RELOADED



gamersfirst®

“Reloading APB”

Björn Book-Larsson
CTO & COO



COO / CTO of GamersFirst
Head of Studio Division “Reloaded Productions”

How we spent a few million dollars acquiring a ~~\$100m~~ \$70m Game, and what we did during the following 10 months to pour blood sweat, tears and MORE money into redesigning it as a Free2Play® game... and why...

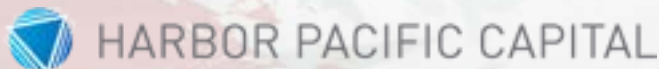
RELOADING APB – THE STORY



First – who on earth is GamersFirst?



- Founded 2001 as K2 Network
- First published game in 2004 (a golf game ☺)
- Today – a global game publisher with over **30 million** registered hard core gamers in **North America, South America, Middle East and Europe**
- First Western company to publish Korean-made **free-to-play** massively multiplayer online 3D games in Western markets, followed by first Korean made FPS game in the West.
- Global Operations with offices in Irvine (**US**), Bangalore (**India**), Edinburgh (**UK**), Istanbul (**Turkey**) and Sao Paulo (**Brazil**).
- Privately held; major investors include



RELOADED

Our Business – Free2Play® Publishing

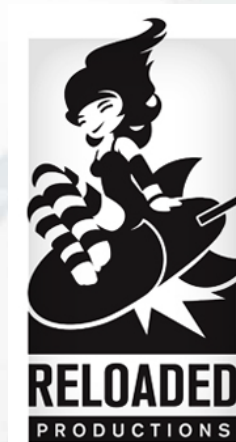


For 7 years GamersFirst / K2 Network has been a leading Western **Free2Play®** Publisher of top-quality Massively Multiplayer 3D games, exclusively monetized through in-game transactions, with a strong focus on the Americas, Europe and the Middle East.

Reloaded Productions



- Started in 2009 to create the first large scale Unity3D MMO ("**Hailan Rising**") aimed at offering collaborative gameplay between PC, Mac, iPhone/iPad, Android and Wii in the same persistent world. May also add Xbox and PS support after launch.
- In November 2010 RP took over the development of **APB Reloaded** and launched Reloaded Productions Ltd, a UK subsidiary.
- In May 2011 RP took over the development of **Fallen Earth**, and launched US North Carolina division



Redaction Warning

- Proprietary data may have been altered or redacted... but I still aim to share as much interesting information as possible



Free2Play® ?

- Yep – the description of the multiplayer game service we provide in the West has in fact been our registered trademark since late 2005

FREE2PLAY

Word Mark	FREE2PLAY
Goods and Services	IC 041. US 100 101 107. G & S: Entertainment services, namely, providing competitive multi-player video gaming via a glc FIRST USE: 20050115. FIRST USE IN COMMERCE: 20050115
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78779650
Filing Date	December 22, 2005

- Note: We will collect a Royalty every time you use the words Free2Play in a conversation at this conference



APB Reloaded

GAMEPLAY

CRIMINALS vs. ENFORCERS



The premise: Criminal vs. Enforcer persistent world MMO

- Patrol the streets and bring criminals to justice as an **Enforcer** through raids and arrests.
- Or cause mayhem as a **Criminal**, mugging pedestrians, knocking over stores, stealing cars, and tagging walls.
- Make a name for yourself, **join a clan**, and rise in prestige or notoriety!



17:26 CT

WPB

RELOADED



The premise: Criminals vs. Enforcers



GPB
RELOADED


How Reloaded found APB...

In the beginning there was Luke...

... though of course Luke has no idea we 'found him' in early September 2010 (and he doesn't know he is in this presentation, and probably doesn't know about the role he played in us moving forward with APB in the first place)

Luke Halliwell's Weblog

Just another ex-game developer



[Home](#) [About me](#) [Photo credits](#)

Realtime Worlds was an amazing place to work

Posted on [September 28, 2010](#) by [lukehalliwell](#)

While my previous posts on what went wrong painted a pretty bleak picture, it wasn't all bad. I arrived at RTW with relatively little experience, and had the opportunity to take part in growing the company from 30ish to 300ish. ... [Continue reading →](#)

Posted in [Realtime Worlds](#) | [6 Comments](#)

Where Realtime Worlds...

Posted on [September 16, 2010](#) by [lukehalliwell](#)

Last time, I painted a fairly with an uncomfortable problems? There are fun

Posted in [Realtime Worlds](#) | [80](#)


Where Realtime Worlds...

Posted on [September 15, 2010](#) by [lukehalliwell](#)

Last time, I touched organisation. I focus other stuff I had to

Posted in [Realtime Worlds](#) | [26](#)

- December 2010
- October 2010
- September 2010
- August 2010
- July 2010
- June 2010
- March 2010
- February 2010
- September 2009
- August 2009
- July 2009
- June 2009
- May 2009
- April 2009
- March 2009
- January 2009
- December 2008



Luke questioned the sanity of any large scale development team, and how you can produce quality product as projects grow. It's a very good read.

Where APB began...

Realtime Worlds did seem like a great place to work; having launched “Crackdown,” and being lead by Dave Jones of GTA and Lemmings fame, the place really did seem to have a bright future.

realtime
worlds



APB
RELOADED

The Development Process

During 5 years of APB Realtime spent between \$60m and \$105m according to public data (so we're guesstimating **\$70m-ish went to develop APB** and

the rest to Project MyWorld). This means APB spent well above it's official \$50m budget.



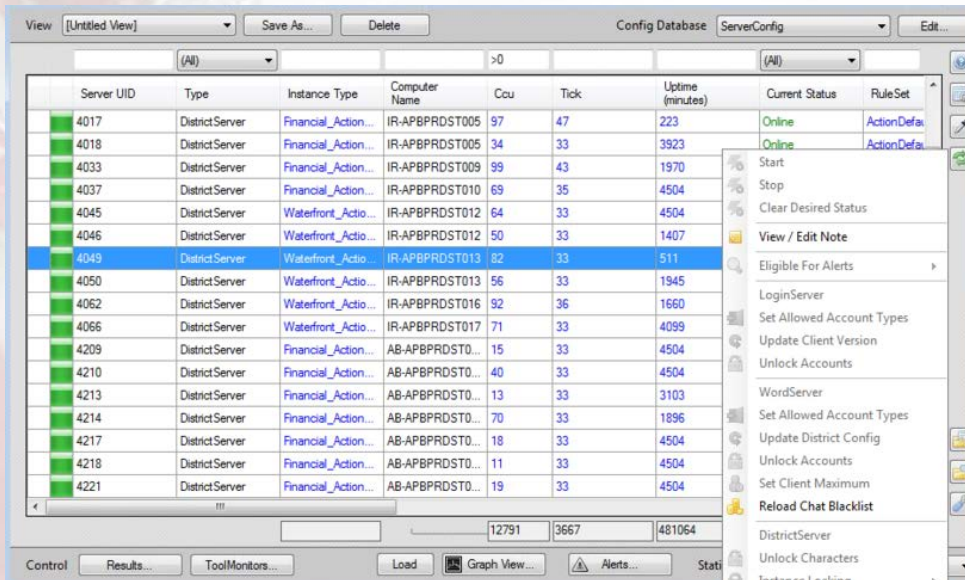
But large development budgets are nothing new...

- HALO 3: **\$55m** in dev (+\$200m in marketing)
- Metal Gear Solid 4: **\$60m**
- Gran Turismo 5: **\$80m**
- Grand Theft Auto 4: **\$100m**



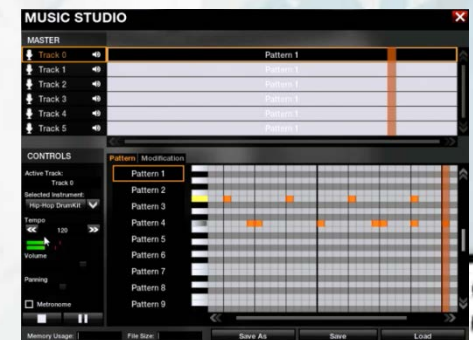
What did the money buy?

An amazing customization system, giant (partly procedural) Unreal maps, a built-in music studio, awesome sound tools and a great backend management system to handle a complex array of UE server instances with 10,000+ users per world with 100 players per district.



The screenshot shows the 'ServerConfig' database interface. It features a table with columns for Server UID, Type, Instance Type, Computer Name, Cou, Tick, Uptime (minutes), Current Status, and RuleSet. A context menu is open over the table, showing options like Start, Stop, Clear Desired Status, View / Edit Note, Eligible For Alerts, LoginServer, Set Allowed Account Types, Update Client Version, Unlock Accounts, WordServer, Set Allowed Account Types, Update District Config, Unlock Accounts, Set Client Maximum, Reload Chat Blacklist, DistrictServer, Unlock Characters, and Instance Locking.

Server UID	Type	Instance Type	Computer Name	Cou	Tick	Uptime (minutes)	Current Status	RuleSet
4017	District Server	Financial_Action...	IR-APBPRDST005	97	47	223	Online	ActionDefau
4018	District Server	Financial_Action...	IR-APBPRDST005	34	33	3923	Online	ActionDefau
4033	District Server	Financial_Action...	IR-APBPRDST009	99	43	1970		
4037	District Server	Financial_Action...	IR-APBPRDST010	69	35	4504		
4045	District Server	Waterfront_Actio...	IR-APBPRDST012	64	33	4504		
4046	District Server	Waterfront_Actio...	IR-APBPRDST012	50	33	1407		
4049	District Server	Waterfront_Actio...	IR-APBPRDST013	82	33	511		
4050	District Server	Waterfront_Actio...	IR-APBPRDST013	56	33	1945		
4062	District Server	Waterfront_Actio...	IR-APBPRDST016	92	36	1660		
4066	District Server	Waterfront_Actio...	IR-APBPRDST017	71	33	4099		
4209	District Server	Financial_Action...	AB-APBPRDST0...	15	33	4504		
4210	District Server	Financial_Action...	AB-APBPRDST0...	40	33	4504		
4213	District Server	Financial_Action...	AB-APBPRDST0...	13	33	3103		
4214	District Server	Financial_Action...	AB-APBPRDST0...	70	33	1896		
4217	District Server	Financial_Action...	AB-APBPRDST0...	18	33	4504		
4218	District Server	Financial_Action...	AB-APBPRDST0...	11	33	4504		
4221	District Server	Financial_Action...	AB-APBPRDST0...	19	33	4504		



3
RELOADED

Persona Studio; Create your avatar

- APB's Character Studio : lightyears beyond any other MMO in the market
- Gives player power to create his/her perfect look (and purchase additional customizations from the cash shop).
- Design tattoos and clothing as unique and detailed as anything in the real world.



APB
RELOADED

Vehicle Studio; create your car



APB
RELOADED

Music Studio;

Create, share and sell your songs

Music Studio

- Powerful in-game music editor allows you to create your own custom music and share or sell the custom music to others.



Music Player

- In-game music player with hundreds of songs in different styles – rap, rock, electronica, etc.
- Players can also play their own songs in the game




What did the money NOT buy?


- It did not buy many happy reviews.

APB PC
Electronic Arts | Release Date: Jun 29, 2010 | Also On: Xbox 360

Tweet 0 Like

Summary Critic Reviews User Reviews Details & Credits Trailers & Videos

 **58** out of 100
Metascore
Mixed or average reviews based on 42 Critics
[What's this?](#)

5.7 User Score
Mixed or average reviews based on 259 Ratings
Your Score  10
Login to rate.

Summary: APB (All Points Bulletin), the first online game developed by David Jones, the creator of the Grand Theft Auto franchise, is a massively multiplayer online game based in living, breathing cities that will feel familiar to players, as they precisely replicate famous cities all over the world.... [Expand](#)

Developer: Realtime Worlds
Genre(s): Massively Multiplayer
of players: Massively Multiplayer
Cheats: [On GameFAQs](#)
Rating: M
[More Details and Credits](#)

[See the trailer](#)

Critic Reviews

Positive:  3
Mixed:  30
Negative:  9

87 GamingXP

The game world offers both fun for wannabe cops as well as fun for the chaos-men. Good community support and many ways to express yourself in the social districts boost the game.

[All this publication's reviews](#) | [Read full review](#)

- Ok – a few happy ones:
- Biggest complaint; you'd show up in the game and get creamed and feeling helpless. And the longer the game went on the worse it got. And people questioned the purpose of the mission system.



Design issues: Mission System

- **Issue 1: The Mission System**
 - Automatically pairs you up with opponents
 - Automatically gives you missions to complete
 - Suggests groups for you to play with
- **Pros:** It's like a dating game
- **Cons:** Removes player choice.
Risks groans of disappointment when an unpopular mission is assigned.



Design issues: Mission System

- **Solution**

- Make new maps and game modes that actually restore user choice. Racing, Clanwarfare and TurfWars become explicit user choices.
- Leave the original “dating game” in place (it certainly has its occasional charm)



- **How hard to fix:** Extremely hard. Requires that the team completely builds new player modes outside the existing system.
- **Status:** at the moment we are stuck with it, so we (ie. Zak) is making a valiant effort to improve all the missions.

Design issues: Skill Ratings

- **Issue 2: Matchmaking and Skill Rating**
 - Original Skill Rating System = Premiership Style
 - 3 points for a win
 - 1 point for a draw
 - 0 points for a loss
 - Last 20 matches has more weight.
- **Pros:** Simple to comprehend
- **Cons:** Ouch, where to begin?

LEAGUE TABLE														BARCLAYS PREMIER LEAGUE	
Updated 16:58 11 th May 2008															
POS	NAME	P	W	D	L	F	A	P	W	D	L	F	A	GO	PTS
1	Man Utd	38	17	1	1	47	7	10	5	4	33	15	+58	87	
2	Chelsea	38	12	7	0	36	13	13	3	3	29	13	+39	85	
3	Arsenal	38	14	5	0	37	11	10	6	3	37	20	+43	83	
4	Liverpool	38	12	6	1	43	13	9	7	3	24	15	+39	76	
5	Everton	38	11	4	4	34	17	8	4	7	21	16	+22	65	
6	Aston Villa	38	10	3	6	34	22	6	9	4	37	29	+20	60	
7	Blackburn	38	8	7	4	26	19	7	6	6	24	29	+2	58	
8	Portsmouth	38	7	8	4	24	14	9	1	9	24	26	+8	57	
9	Manchester City	38	11	4	4	28	20	4	6	9	17	33	-8	55	
10	West Ham Utd	38	7	7	5	24	24	6	3	10	18	26	-8	49	
11	Tottenham	38	8	5	6	46	34	3	8	8	20	27	+5	46	
12	Newcastle	38	8	5	6	25	26	3	5	11	20	39	-20	43	
13	Middlesbrough	38	7	5	7	27	23	3	7	9	16	30	-10	42	
14	Wigan Athletic	38	8	5	6	21	17	2	5	12	13	34	-17	40	
15	Sunderland	38	9	3	7	23	21	2	3	14	13	38	-23	39	
16	Bolton	38	7	5	7	23	18	2	5	12	13	36	-18	37	
17	Fulham	38	5	5	9	22	31	3	7	9	16	29	-22	36	
18	Reading	38	8	2	9	19	25	2	4	13	22	41	-25	36	
19	Birmingham	38	6	8	5	30	23	2	3	14	16	39	-16	35	
20	Derby County	38	1	5	13	12	43	0	3	16	8	46	-69	11	

Design issues: Skill Ratings

- **Solution**

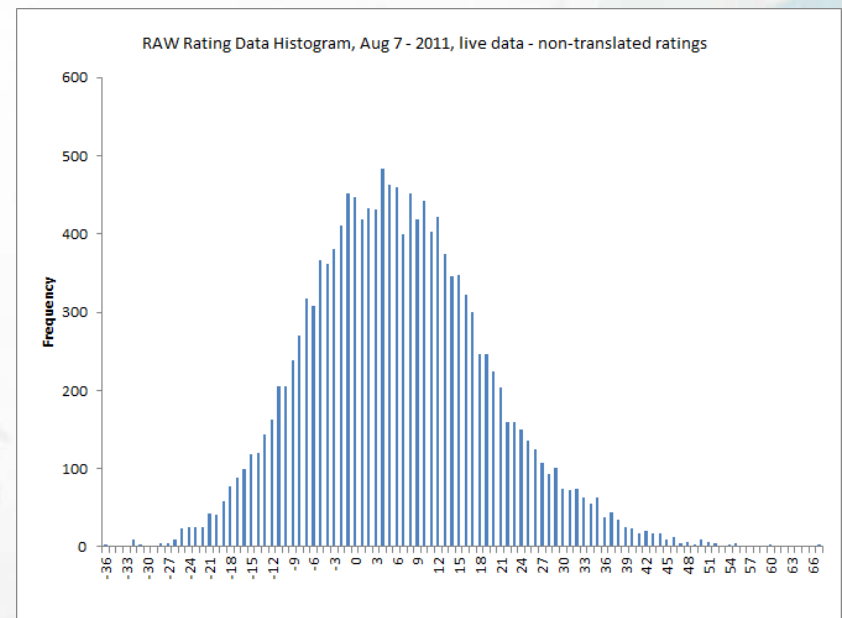
- Start over and create proper skill ratings based on a Bayesian inference rating system using both an anticipated skill level, and an anticipated uncertainty. Beat a higher ranked player and you gain in rank. Lose to a lower rated player and you drop in rank, with uncertainty reduced.
- Create N-way matchmaking based on likelihood of the game ending in a tie match.
- Group players in 100 person districts with like skill.

- **How hard to fix?**

- Hard

- **Status?**

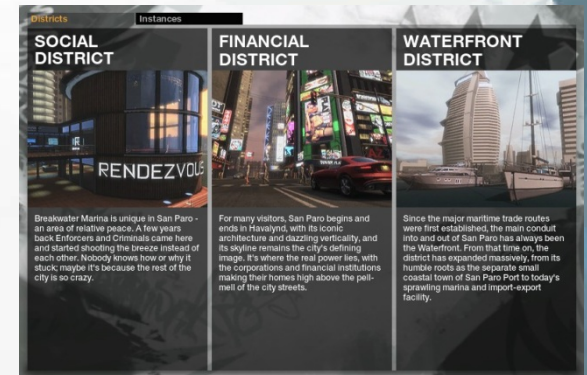
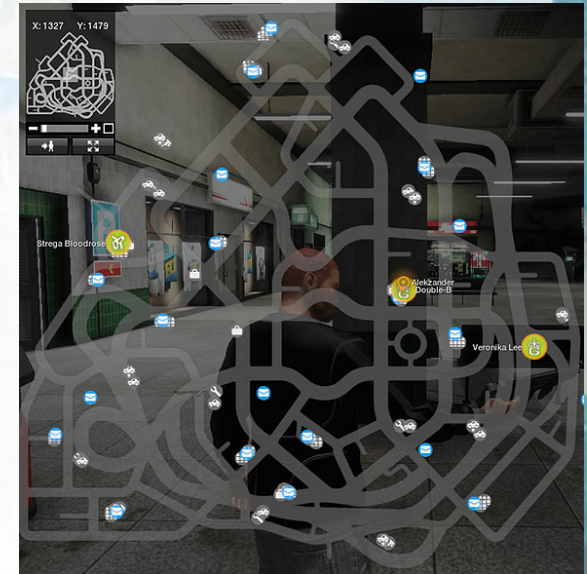
- Solved, now the dating game has better quality dates



RELOADED

Design issues: Map inflexibility

- **Issue 3: Map inflexibility**
 - Original Maps extremely large, but it is nearly impossible to iterate on core map layouts (underlying problem – reliance on hard-to-modify RWTech).
- **Pros:** RWTech and “The Living City” includes auto-track creation for streets, intersections, NPC cars and NPC walkers.
- **Cons:** Once the city is built – that’s it. Forget about iterating on chokepoints or camping points on a building scale, nor rapidly deploying new revised city blocks. Only option is to use props as modifiers



Design issues: Map inflexibility

- **Solution**

- Leave current maps alone. Build around them using new maps, and eventually build new maps with less RWTech dependencies (removes tracked NPCs as well).

- **How hard to fix?**

- Hard.

- **Status?**

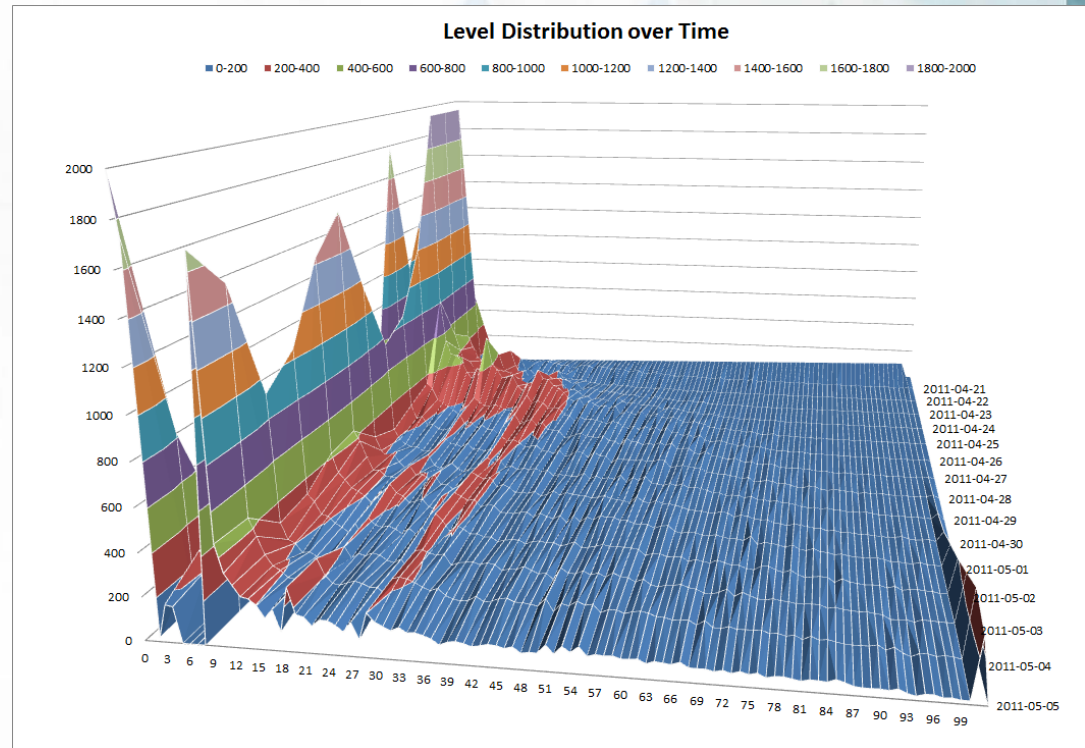
- We're working Racing and Asylum maps for late 2011. These will also help restore "Player Choice"



APB
RELOADED

Design Issues: Lack of Signposts

- Initial APB Reloaded Closed Beta indicated that it was very hard for players to “find their way” past Level 10 in the game (past tutorial completion)



Solution: MetaGrouping and Auto Missions



Other issues consuming our time and resources in live operations

- **Cheaters**
 - Fortunately APB is a client-server game, so the worst that can be done is to help the player aim (as opposed to creating OSK situations that can exist in P2P games). But we are working on some pretty radical ways of handling aimbotters.
- **Scammers**
 - They exist everywhere. Example; selling 'bad-skin' cars in the in-game marketplace. Phishing attacks. Malware/keyloggers on café-computers.
- **DDoS-ers**
 - 14-16 year old angry teens have a tendency to try to take down your service. Don't ask why. We just have to live with it.
- **Game Optimization**
 - Giant game maps. Hard to optimize. Dislikes 32-bit Windows.



The Original Business Model

- **Box Purchase: \$50-\$65** (depending on region) for the retail box (incl 50 hours of “Action District Time” and 100 RTW points = \$2.50 in the box)
- **Monthly: \$7 - \$9** (depending on region) for **20 hours** of “Action District Time” OR **\$10 - \$13** per month **unlimited** hours
- **Annual cost: \$170/year - \$220/year** (depending on region of sales)

Why charge for “Action District Time”? – Action Districts are 2.5x more expensive to operate than the Social Districts. And the Social Districts DID offer a basic free experience (of course only after paying for the initial box).

Server architecture; 400 CCU for Action Districts but 1000 CCU for Social Districts per Dual Quad X5570 physical server

Was cost part of the reason for the business model – with Social districts being ‘free’ after the initial box purchase?

"APB is a flawed game [...] [but] the pay-as-you-go plan is a must have for future MMOs"

GamrReview on Aug 24 (6 days after the studio first ‘downsized’)



The New Business Model: Free2Play[®]

So – what does Free2Play do for this title?

First: by removing the Buy To Play element, you remove the purchase barrier to entry.

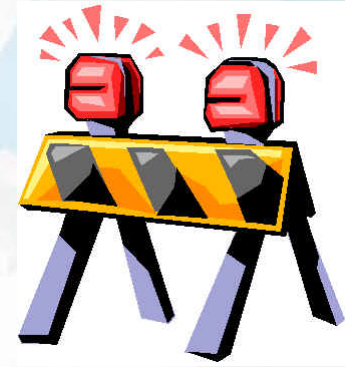
Of course – there are OTHER barriers (4GB RAM, 64-bit system, high end GFX) but they are always smaller than the cash barrier

Result:

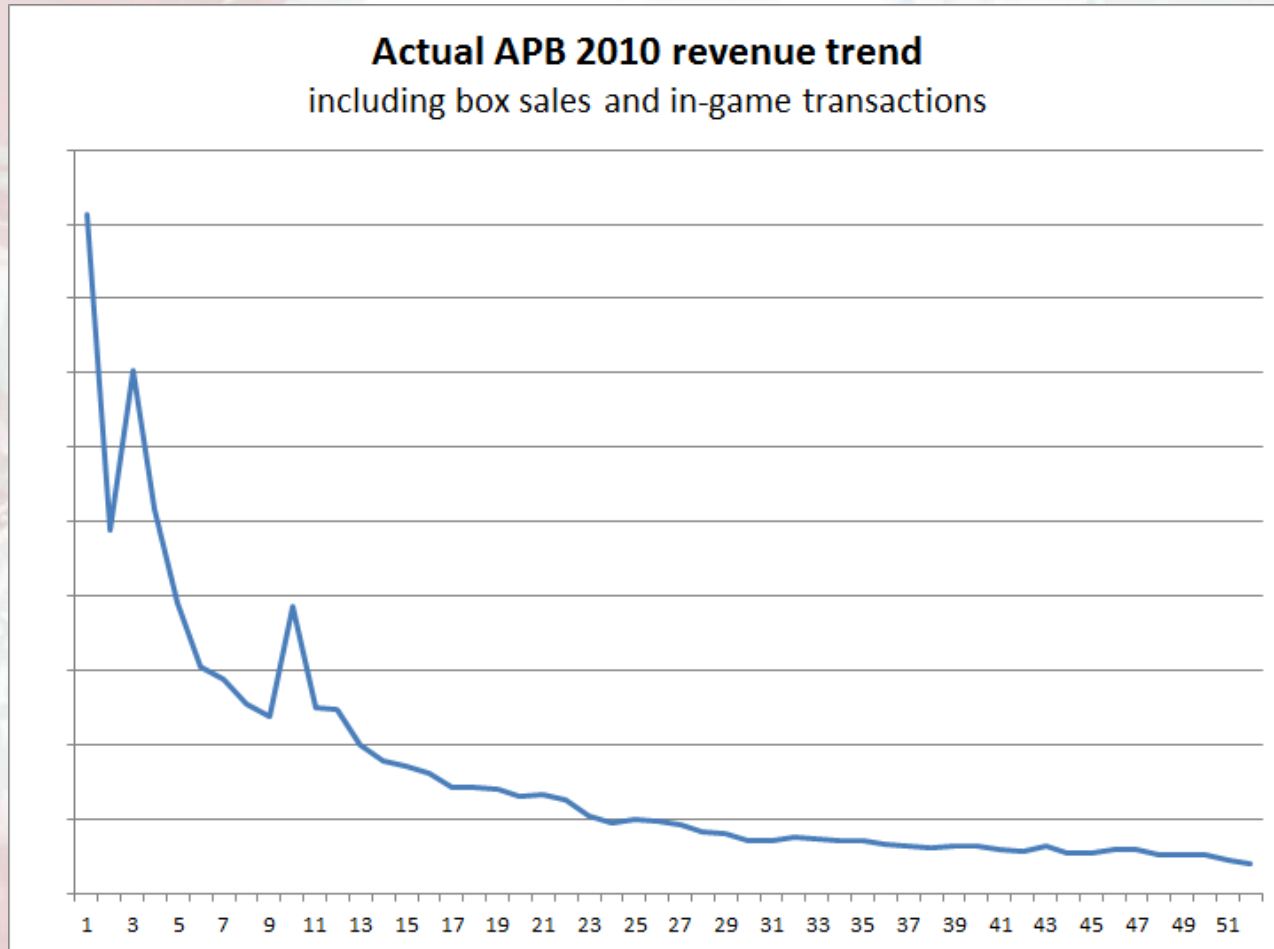
Original game; 140,000 players in 52 days

APB Reloaded; 647,470 players in 60 days

4.6x the number of users in APB Reloaded



Actual APB 2010 revenue trend



(peak revenue on day 1, 95% lower revenues by day 52)

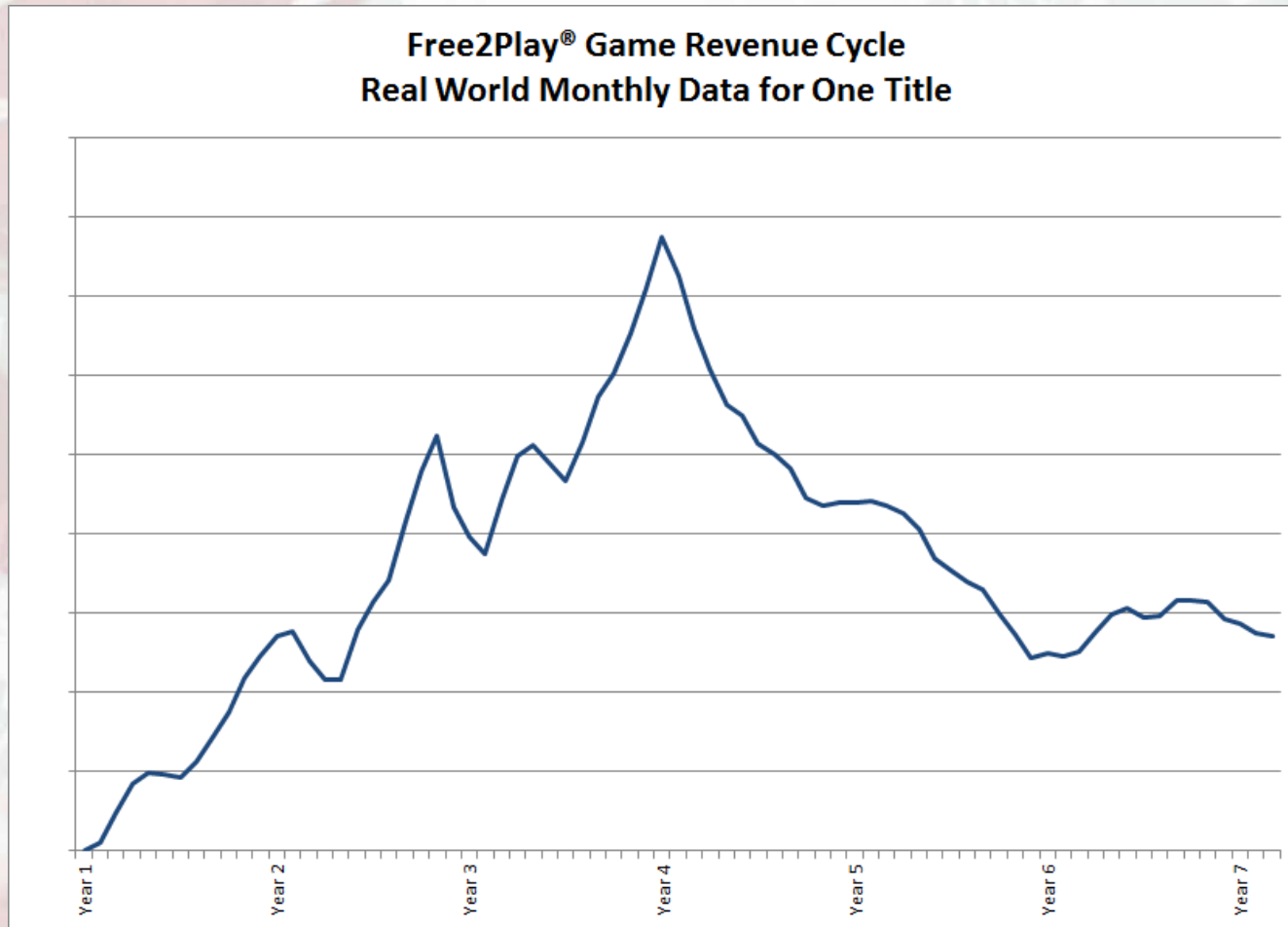


When is Peak Revenue for F2P?

- **Question:** So if some (or most) B2P games hit peak sales on Day 1 (or in some cases Day 0 with all the focus on pre-sales) – when does a F2P (historically) hit peak revenue?
- **Answer:** On average around Day 1000 (!)
- **Really?** Yup – Nearly 4 years from launch



A Sample Free2Play Revenue Model

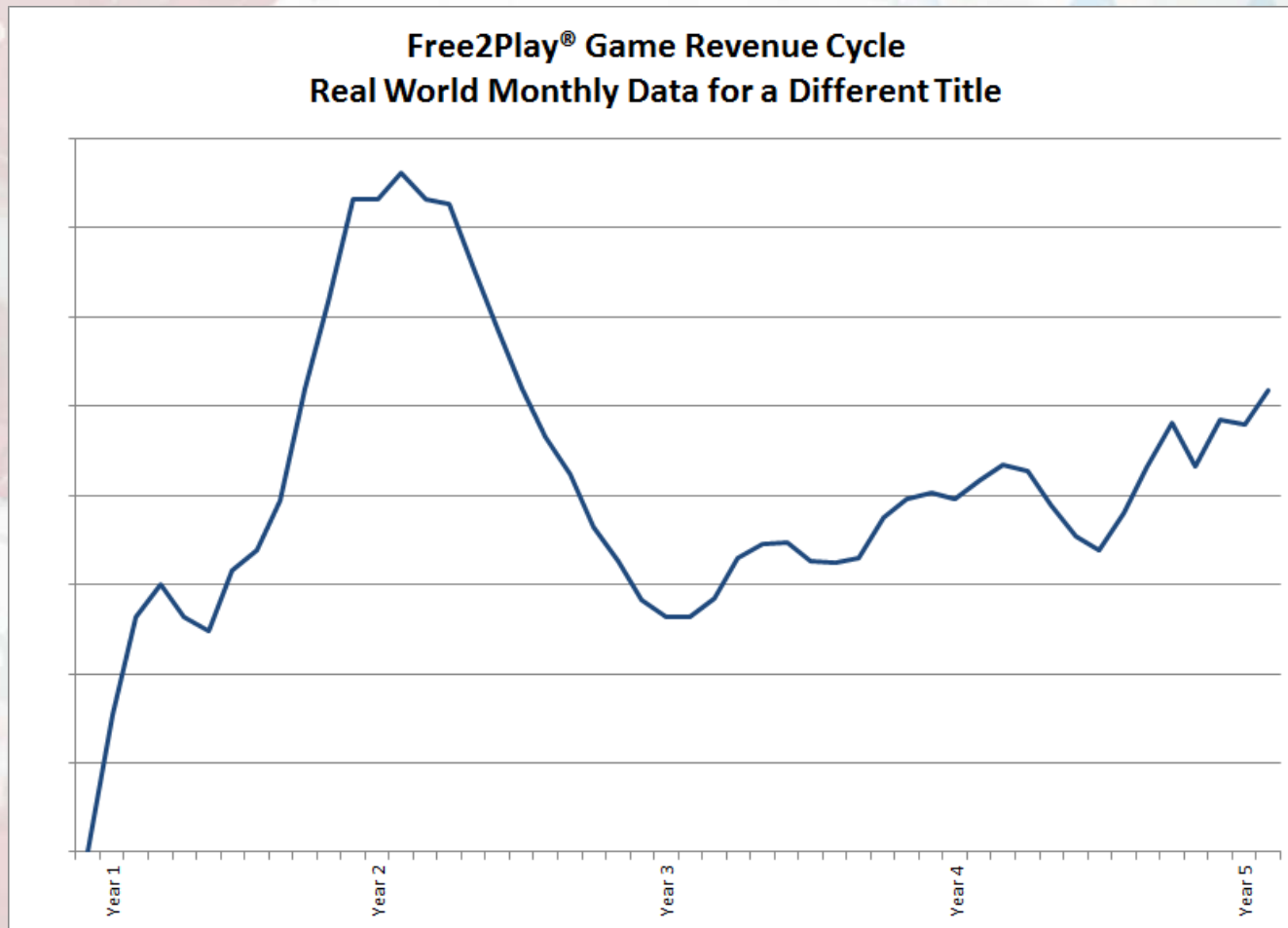


Revenue peak at start of year 4 (day 1096)!



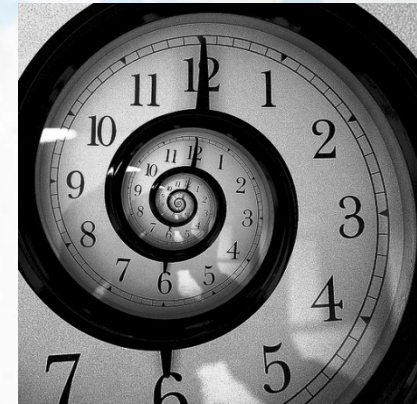
Odd revenue trends for 'some' F2P games

The Free2Play Revenue Model in flux



How do you plan for Peak Revenue

- **Question:** How on earth do you plan for Peak Revenue that might be years away?
- **Answer:** Make sure you have the staying power to FIND all the different answers that your Players will ultimately ask (in the form of increased and decreased participation and payments by the players).
- **Follow on question:** how do you go out and raise money for this model?
- **Answer:** convince your investors to not panic and to think VERY long term.
- Does that argument work? Sometimes...



The Real-Life Data Points APB

- 140,000 accounts created (we presume sold?)
- In days 1-10 revenue was 10x the size of the revenue in days 42-52
- 20,000 Facebook Likes



APB Open Beta Facebook Rankings – 50 days from start of Open Beta (!) (beauty contest?)



Wall

Info

Photos

Questions

YouTube

Discussions

Reviews

FBML

Quizzes

About

www.gamersfirst.com/apb
http://twitter.com/apb_reloaded
<http://apbrel/...>
 More

254,080
 people like this

Title	"Likes" (July 10)
APB: Reloaded	254,080
Rift	227,161
Guild Wars 2	207,036
LOTRO	185,980
Silk Road	142,076
Battlefield Play4Free	125,825
Atlantica Online	120,198
Eve Online	115,707
World of Tanks	87,079
Star Trek Online	82,365
Dungeons & Dragons Online	62,376

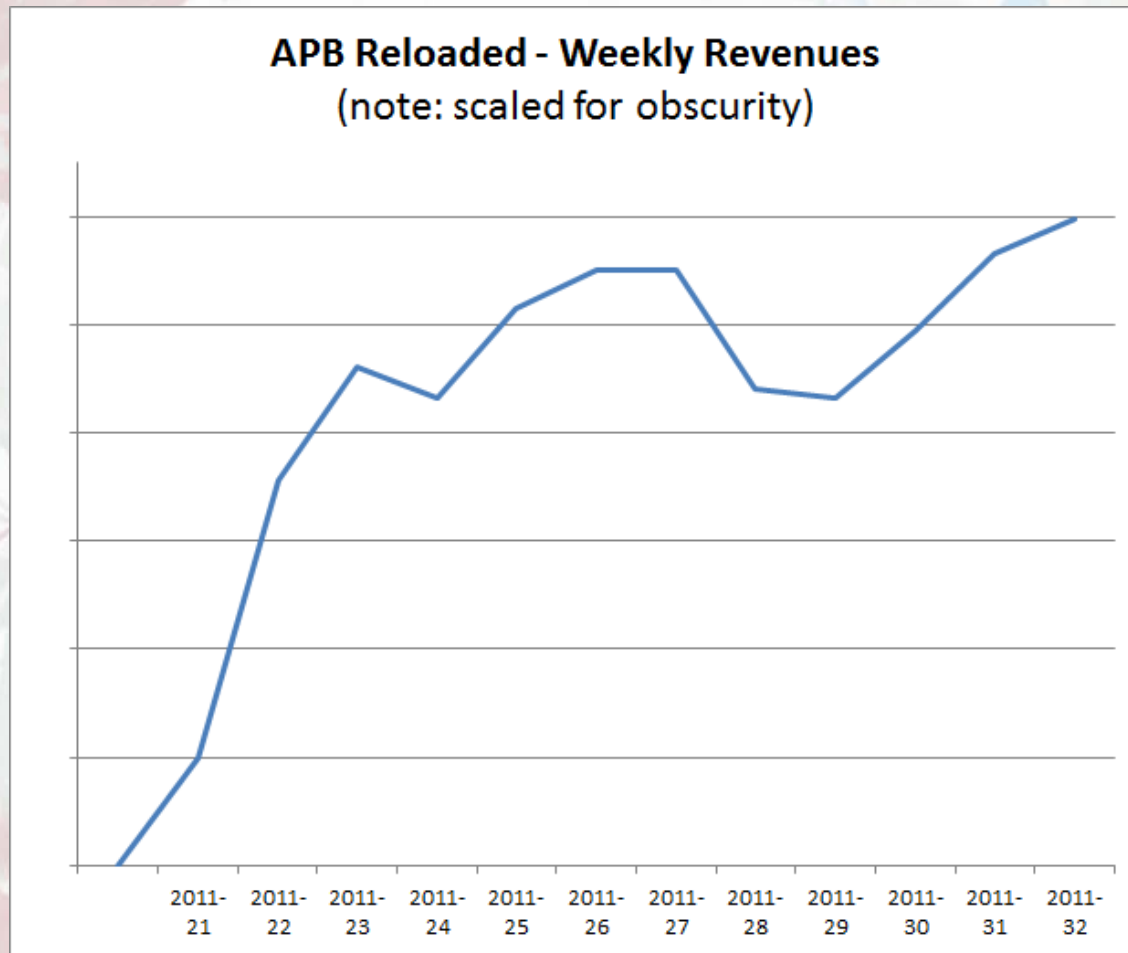


The Real-Life Data Points APB Reloaded

- Open Beta May 23, 2011
- **647,051** players in the first 60 days
- **254,080** Facebook Likes in the first 50 days
- Conversion rate month 1: 4.2%
- Conversion rate month 2: 4.8%
- Conversion rate month 3: 5.5%
- Conversion rate month 4: 6.5% (est)

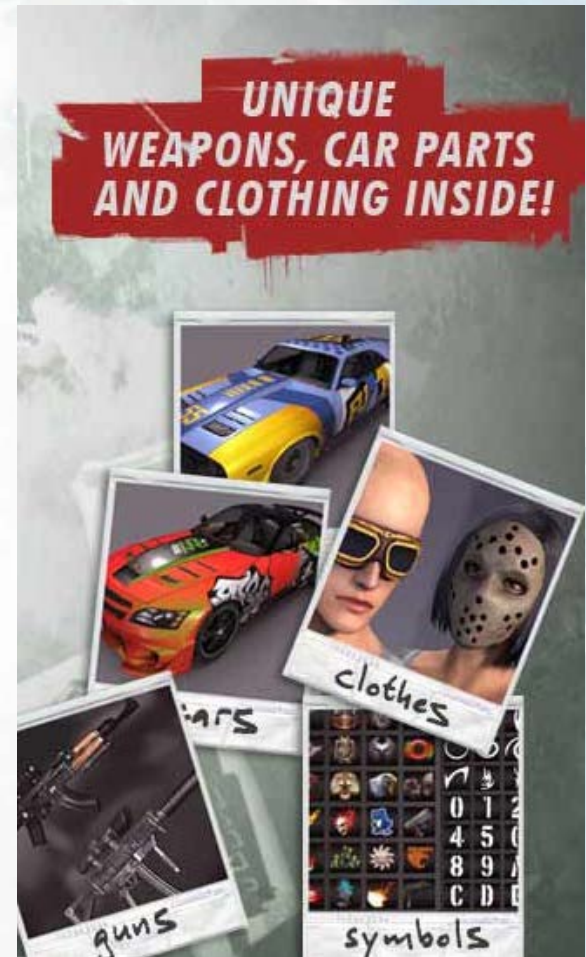


So - what is the APB Reloaded revenue trajectory to date?










Players Don't Like Us?





CASH SHOP ANGER AND HOW WE MONETIZE APB



Pay Cash for Cars, Gear, Guns and 'Premiums' (avoid the grind)

bjornbook@gmail.com
View Purchase History

Featured	Premiums	Weapons	Vehicles	Gear	Services
 Fighter Pack Price: 499 399 G1C Threaten, insult and punk the competition with the Fighter Pack. The Fighter Pack comes with the following:	Learn More You need to be logged into the game to purchase.				
 Goth Pack Price: 499 399 G1C Get your Goth on with the new Gothic pack! The Gothic Pack comes with the following: <ul style="list-style-type: none"> Gothic Uppercase Font 	Learn More You need to be logged into the game to purchase.				
 Street Pack Price: 499 399 G1C Represent with the new Street pack! The Street Pack comes with the following: <ul style="list-style-type: none"> Tag Font 	Learn More You need to be logged into the game to purchase.				
 Fedora Hat Price: 299 239 G1C Also known as the Trilby, this hat comes in male and female versions. Purchasing this item unlocks it in the clothing editor for you to deck your character out in style!	Learn More You need to be logged into the game to purchase.				
 Beret Price: 299 239 G1C This hat comes in male and female versions. Purchasing this item unlocks it in the clothing editor for you to deck your character out in style!	Learn More You need to be logged into the game to purchase.				
 Gothic Lowercase Font Price: 199 159 G1C Get the complete Gothic lowercase font set now! ...	Learn More You need to be logged into the game to purchase.				
 Symbol Sheet 6 Price: 199 159 G1C Get the complete Symbol sheet 6 now! ...	Learn More You need to be logged into the game to purchase.				

Featured	Premiums	Weapons	Vehicles	Gear	Services
Premium  Price: 1199 799 G1C SPECIAL BETA PRICE: 799 G1 Credits Take your game to the next level! Pony up to premium and get the following benefits in-game:		STAR 556 'LCR' PR2  Price: 1999 1599 G1C LIFETIME LEASE (PERMANENT) A classic, the STAR 556 'LCR' is a weapon from the previous incarnation of All Points Bulletin. Wi ...			
Learn More Add To Cart		Learn More You need to be logged into the game to purchase.			
'Shift' Espacio 94  Price: 1749 1399 G1C Shift used to camp out in a simpler one of these things, Decked out nice it was: plasma screen TV, games console, rack of spraycans. Problem was, the ...		'BobCat' Vaquero PRC40  Price: 1749 1399 G1C An agile vehicle with exceptional acceleration, braking, grip and turning radius. Its small size limits its seating and cargo capacity. This special O ...			
Learn More You need to be logged into the game to purchase.		Learn More You need to be logged into the game to purchase.			

You have qualified for a Premium discount
Subtotal = 1,438 G1C
[BUY NOW!](#)



Gear: Unique Content for sale

APB Reloaded content team continually creates new content that will be added BOTH to high level in-game progression, as well as to the cash-shop. Example; SWAT/riot gear



RELOADED

Guns? Is that Pay to Win?

- The moment you sell guns – you WILL be accused of designing a ‘Pay to Win’ game.
- APB has taken great pains to balance paid guns to be SPECIALIZATIONS not OP (religious debate will follow). One of the best guns in the game is still the starter gun.
- The skill rating system will move people to the correct skill opposition, thereby equalizing all equipment upgrades.



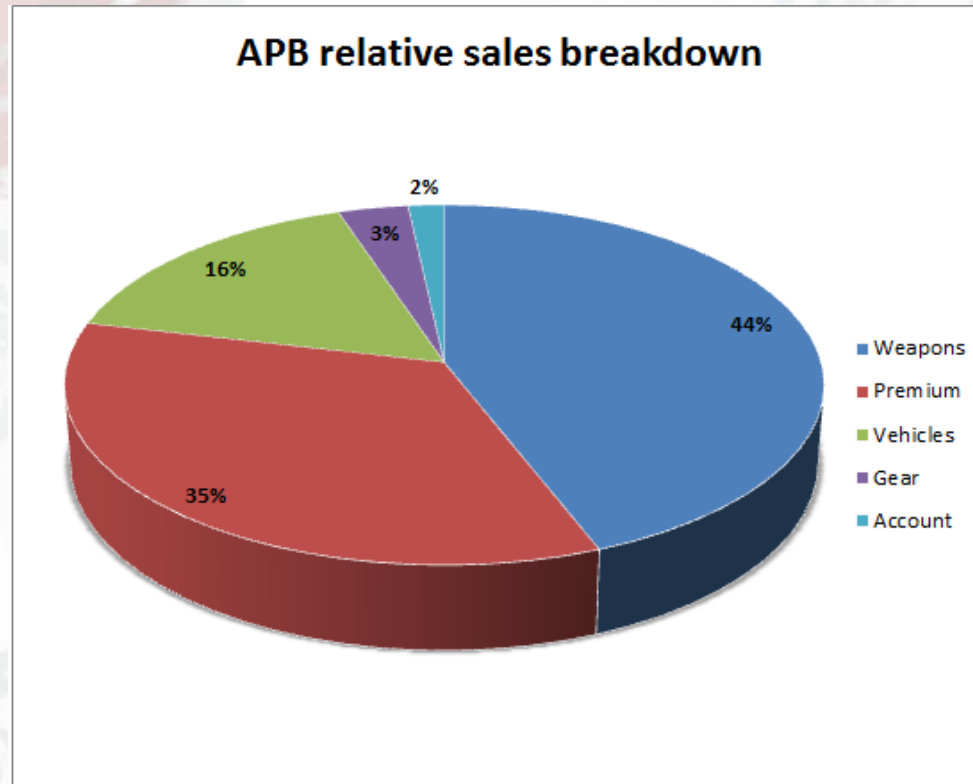
Premium Accounts – “the Western friendly subscription-like month-to-month bonus feature method” (WFSLMTMBFM?)

- **\$9.99 first month**
- **\$7.99 for any renewal month**
- **Example features;**
 - 5X-10X customization limits
 - 30-90% standing/XP bonus
 - **125% bonus APB\$/game-currency earned**
 - 20% cash-shop discount
 - Increases mission reward chance by 100%.
- **F2P games are not “games,” they are “markets” and fundamentally a “service”**



RELOADED

Sales breakdown by type – imbalance?



- Sales mix issue; Premium sales too low
- Design modification to improve Premium sales

Iterating and taking player feedback (or let's call it designing with anger in mind)

- On July 21 we introduced a **50% lower in-game earnings rate** for Free accounts, and a 125% earnings bonus for Premium (paid) accounts.
- On Aug 4 we introduced a 'friendly' reminder after each mission about just how much you were missing by not being a Premium Player.
- Predictably: The world exploded in RAGE!



Premium gives Benefits = You Suck!



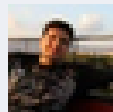
BladeArtist said...

The premium popups are tantamount to ransomware, plain and simple. (Ok sure it's not holding your entire computer hostage but it's essentially the same thing on a smaller scale)

On a supposedly F2P game that's just ridiculous. -.-

Just sayin'

August 10, 2011 10:44 AM

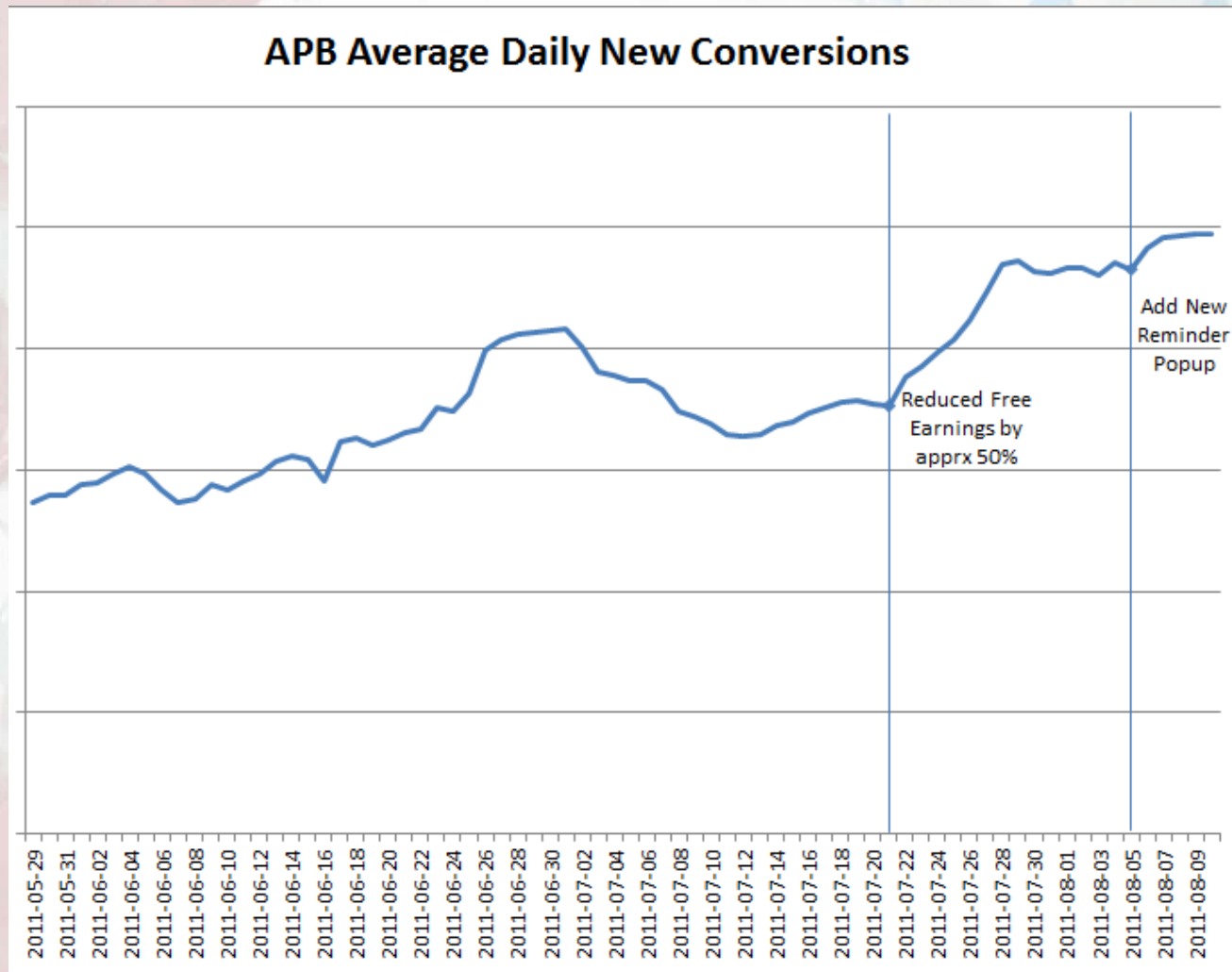


Tolga Şimşek The real problem now is the mission reward system... It gives like 600\$ after winning a mission... which means nothing. I respawn my car 2 times, and use 4 rockets = 600\$ already... so where is money for my granades, where is the money for my bullets where is the money for 3rd car or 5th rocket?... This game wont live long enough if they make it "impossible to play as a free gamer"... I dont mind premiums have advantage but blocking free gamer's gameplay in a FREE TO PLAY game... is so different

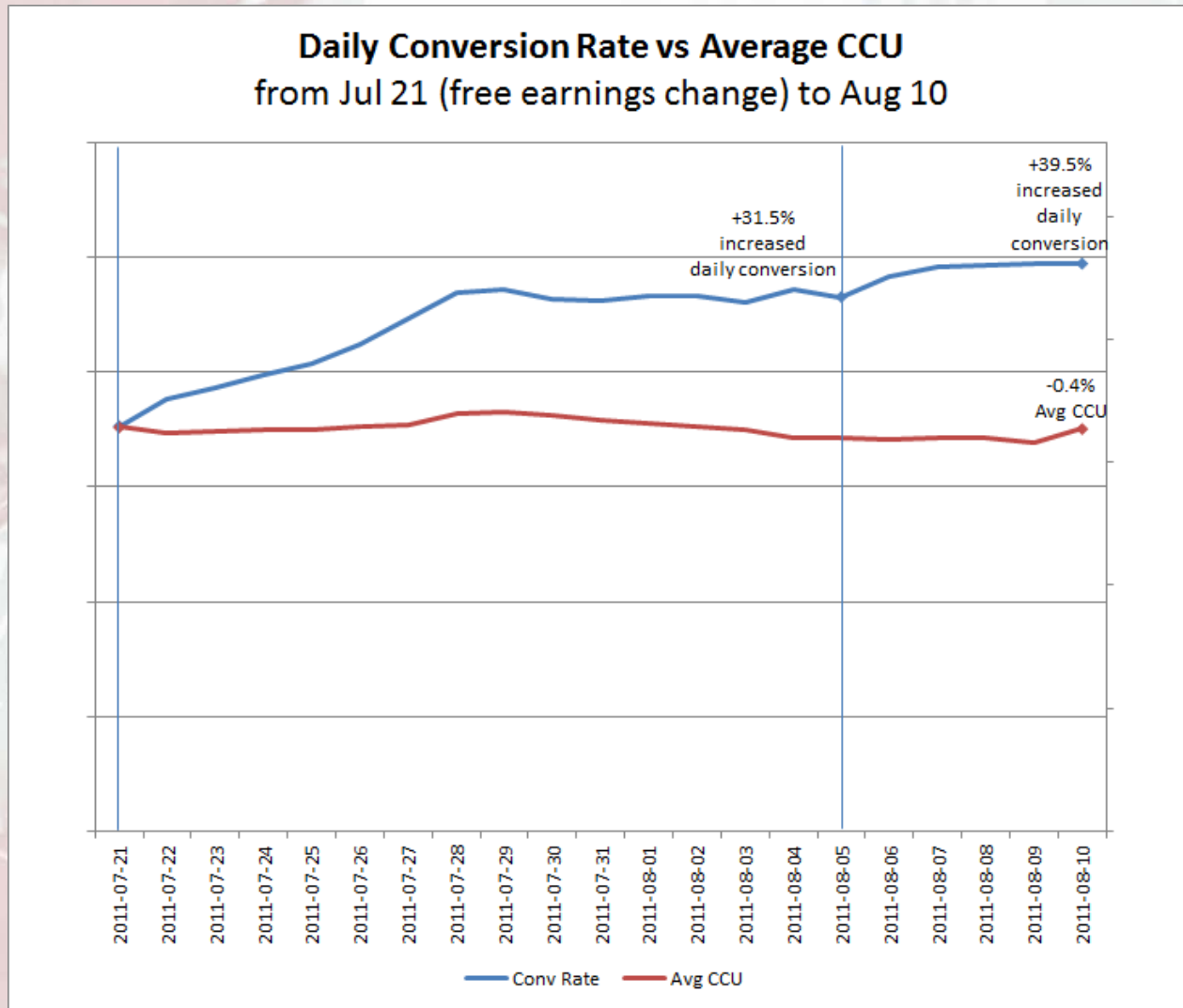
July 22 at 11:59pm · Like · 7 people

RELOADED

Design changes driving conversions (and controversy)



Did we affect CCU with the changes?



Metrics Driven Design

- Listening to the audience is critical for initial design decisions.
- However, always allow for the fact that what people complain about and what they do tend to be diametrically opposed.
- When we first started the cash shop, we found that the biggest complainers were also on average the biggest buyers. **ARPP is high!**



Conclusion

- Consider and **plan for long-term changes to game mechanics.**
- Peak Revenue for F2P games can be **2-5 years out.** Cycle IS speeding up.
- **Game FUN** and **player control** are still the most critical success factor, but feel free to make Free games more grindy and slow (you **NEED** players to convert)
- Permit **quick iterations** and **MEASURE** the effect in-game using detailed metrics.
- Launch **‘almost before’** the game is ready to see what players actually DO in game. Use good analytics and metrics (as opposed to what players SAY), and be ok with NOT having all the features at launch.
- Make sure you have a **4-8 year plan** to support the game
- And most importantly:



Conclusion



Shirt from **www.thinkgeek.com** (note: I have no affiliation with said site, just including the attribution for a great shirt that expresses the mindset required to succeed with Free2Play® game development and publishing)



Q & A Redaction Warning

- Proprietary data may have been altered or redacted... but I still aim to share as much interesting information as possible



Where to find us

Site	www.gamersfirst.com/apb (or apb.com)
FB Page	www.facebook.com/APBReloaded
Twitter	twitter.com/apb_reloaded
Forums	forums.gamersfirst.com/index.php?showforum=630

