

The logo for GDC Europe 2011. It features the text "GDC" in a large, bold, dark purple font, with a small "11" inside the "D". Below "GDC" is the word "Europe" in a slightly smaller, dark purple font. The background of the slide has a complex, abstract design with overlapping circles and geometric patterns in shades of pink, red, and white.

# GDC Europe

Game Developers Conference™ Europe 2011  
August 15-17, 2011 | Cologne, Germany  
[www.GDCEurope.com](http://www.GDCEurope.com)

## **How Social Games Can Change The Way We Interact With Music?**

**Xavier Louis**  
**VP Product & Marketing, MXP4**

# Who's That Guy?



## Why Should I Care About Social Music Gaming?

- A new way to listen to and share Music
- A new games category on Facebook
- A new revenue stream for the Music industry
- MXP4 is the leading company in the Social Music Gaming space



## Agenda

- **Music & Social Gaming**
- What is Social Music Gaming?
- Who We Are and What We Believe In
- Bopler Games
- Q&A



# The Recorded Music Industry Has Collapsed

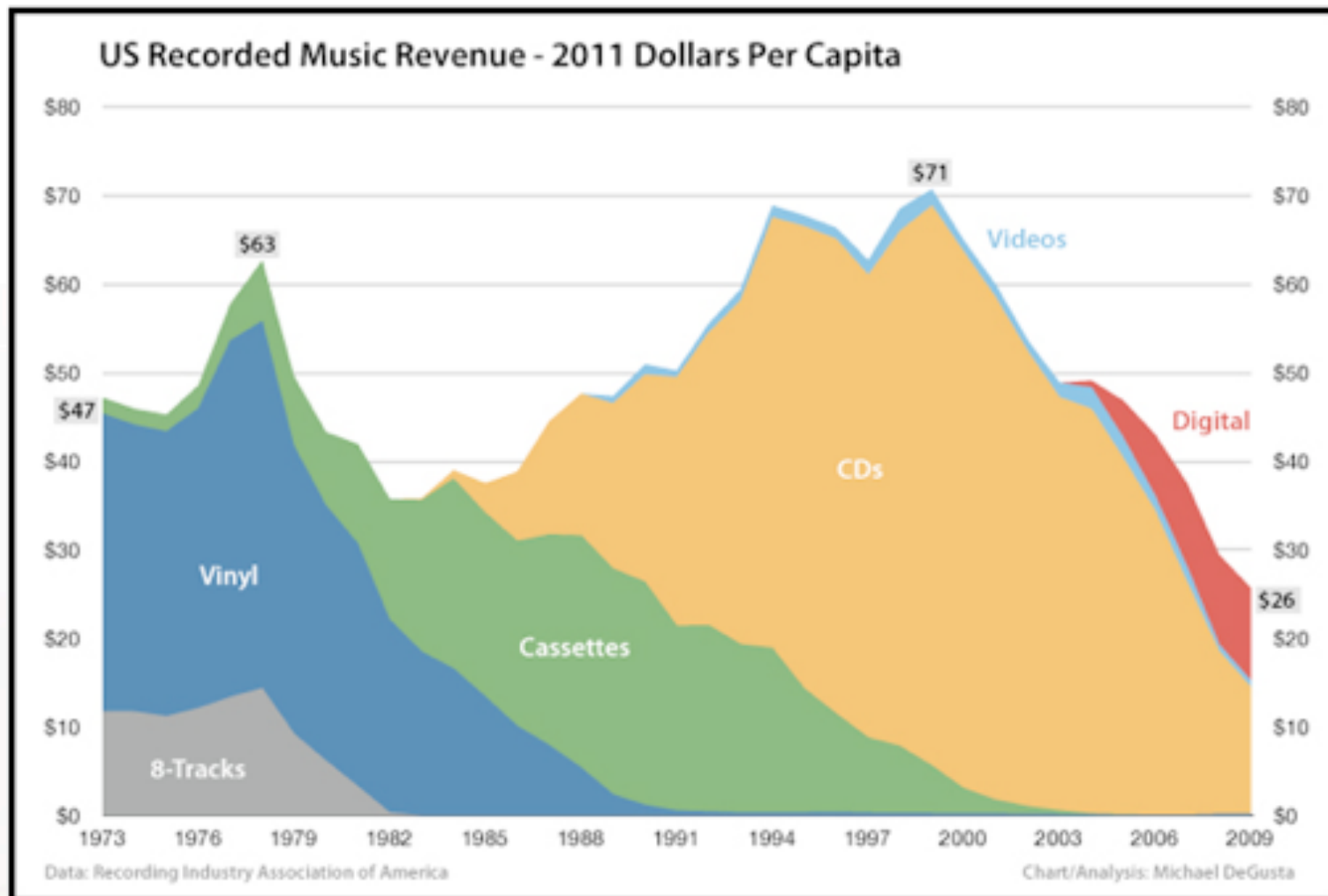


Image: Recording Industry Association of America



# But Music Is Everywhere

*'It's everything!'*

*'Memories: it's the soundtrack to my life!'*

*'It can be relaxing and chilling, or upbeat'*

*'It's life support'*



*'It's escapism'*

*'Without music life would just be boring'*

*'I've got a cleaning music playlist, it's summery happy and up-tempo, it even makes cleaning more fun'*

## Especially On Facebook

**200+ artists with more than  
1.000.000 fans on Facebook!**



# Top Music Fans Pages on Facebook\*



**Eminem**

f 45,240,350  
t 5,289,469



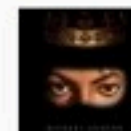
**Rihanna**

f 43,265,155  
t 6,780,582



**Lady Gaga**

f 42,260,732  
t 12,534,811



**Michael Jackson**

f 39,555,151  
t 448,495



**Shakira**

f 38,883,658  
t 7,576,306



**Justin Bieber**

f 34,682,108  
t 11,764,853



**Katy Perry**

f 33,757,480  
t 9,070,952



**Linkin Park**

f 33,615,559  
t 467,716



**Lil Wayne**

f 30,235,761  
t 2,787,765



**Bob Marley**

f 29,701,587  
t 60,263



**AKON**

f 29,298,748  
t 734,517



**Beyonce**

f 27,136,372  
t 1,479,742



**Avril Lavigne**

f 25,288,703  
t 1,415,667



**Taylor Swift**

f 24,865,825  
t 7,453,175



**Usher**

f 23,714,862  
t 2,195,843



**Black Eyed Peas**

f 23,586,564  
t 510,844



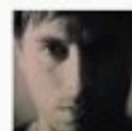
**Selena Gomez**

f 23,476,036  
t 6,767,529



**David Guetta**

f 22,934,708  
t 1,577,652



**Enrique Iglesias**

f 21,254,501  
t 1,292,067



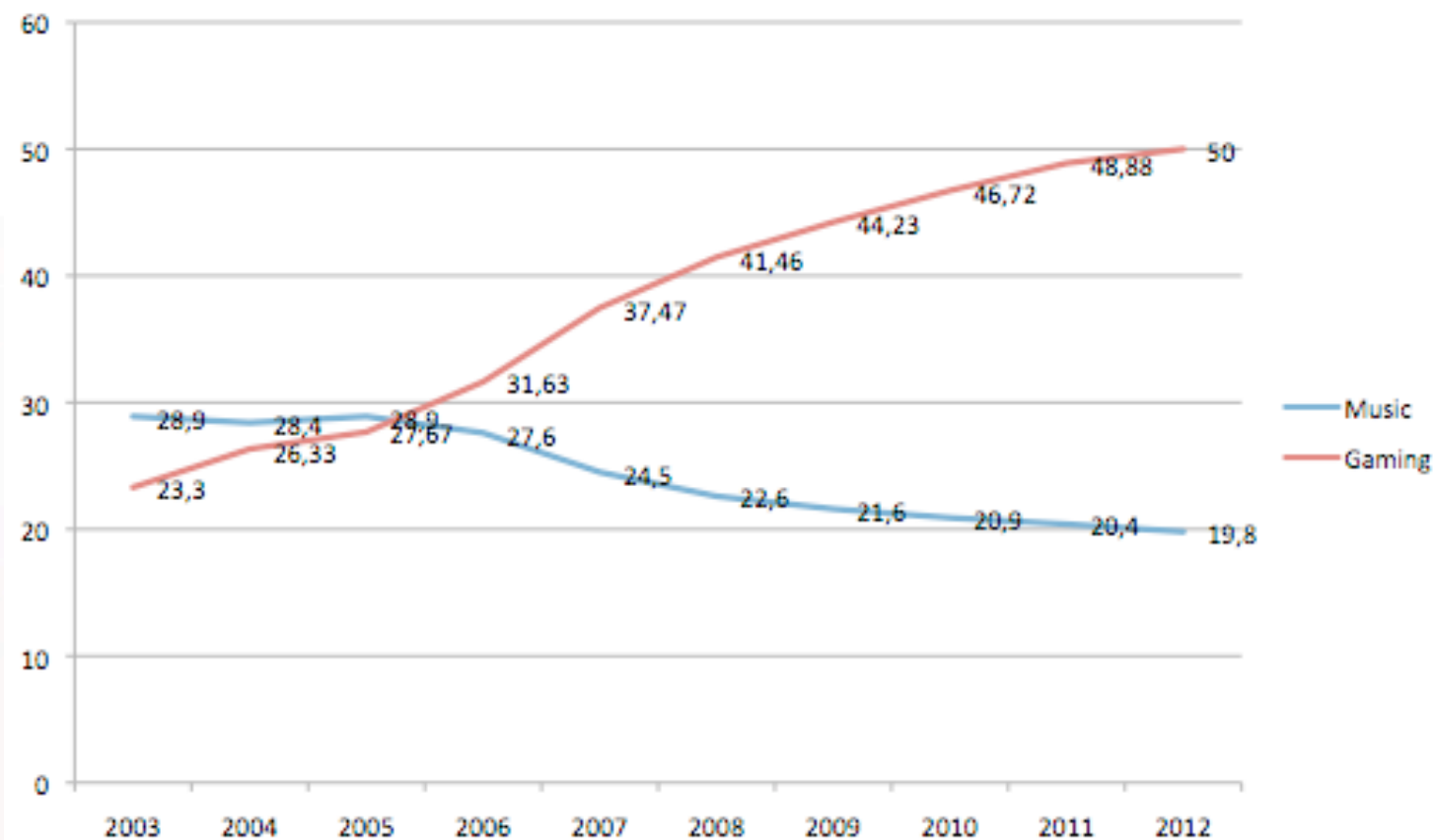
**The Beatles**

f 20,539,660  
t 439,439

\*Source: FanPageList 12th August



# The Gaming market is still booming



Source : Vivendi Corporate 2011

## Especially on new Social Platforms

- Social Gaming Market valuation\*: \$3bn by 2012 (x3 in less than 3 years)
- 750m+ users and 200m+ gamers on Facebook every month
- Zynga Valuation : \$10bn+



\*Source : GP Bullhound 2010

# But no Music-related Games in Facebook Top apps\*


- A giant disconnect...and opportunity!

## Top 25 Facebook Games by MAU

August 2011

Rank	Game	Developer	MAU	MAU Change	(Last Month)
1	CityVille	Zynga	78,979,080	-8,623,803	87,602,883
2	Empires & Allies	Zynga	44,696,251	-541,281	45,237,532
3	FarmVille	Zynga	34,911,950	-3,452,040	38,363,990
4	Texas HoldEm Poker	Zynga	34,089,454	-1,439,907	35,529,361
5	Gardens of Time	Playdom	15,940,751	1,775,488	14,165,263
6	FrontierVille	Zynga	12,118,779	-1,721,300	13,840,079
7	Café World	Zynga	11,004,286	-764,934	11,769,220
8	Monster Galaxy	Gaia Online	10,639,290	-8,473,203	19,112,493
9	Bejeweled Blitz	PopCap Games	10,489,687	11,141	10,478,546
10	Diamond Dash	Wooga	9,847,033	-46,290	9,893,323
11	Bubble Island	Wooga	9,319,882	621,759	8,698,123
12	Pet Society	EA Playfish	9,109,237	-109,311	9,218,548
13	Monster World	Wooga	8,438,380	423,727	8,014,653
14	It Girl	CrowdStar	7,741,725	1,335,034	6,406,691
15	Games	GSN	7,562,804	-799,719	8,362,523
16	Millionaire City	Digital Chocolate	7,276,394	-618,836	7,895,230
17	Bubble Saga	King.com	7,261,226	492,253	6,768,973
18	Car Town	Cie Games	7,127,651	-1,145,293	8,272,944
19	Mafia Wars	Zynga	6,843,473	-865,291	7,708,764
20	Zoo World 2*	RockYou	6,410,471	2,957,887	3,452,584
21	Treasure Isle	Zynga	6,160,412	-747,719	6,908,131
22	Zombie Lane	Digital Chocolate	6,055,667	-2,187,801	8,243,468
23	Happy Aquarium	CrowdStar	5,795,616	-102,124	5,897,740
24	Mall World	50 Cubes	5,329,151	-307,936	5,637,087
25	Crime City	Funzio	5,257,678	-836,685	6,094,363

\*Source: Appdata

 AppData

## First Generation Music gaming

- 1st Generation Music Games is a proven genre on Console & Smartphones
- However it failed to crack the social space and innovate till now





## Agenda

- Music & Social Gaming
- **What is Social Music Gaming?**
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# This?

- Not really!
- Advertising on a large scale



# Music Quiz?

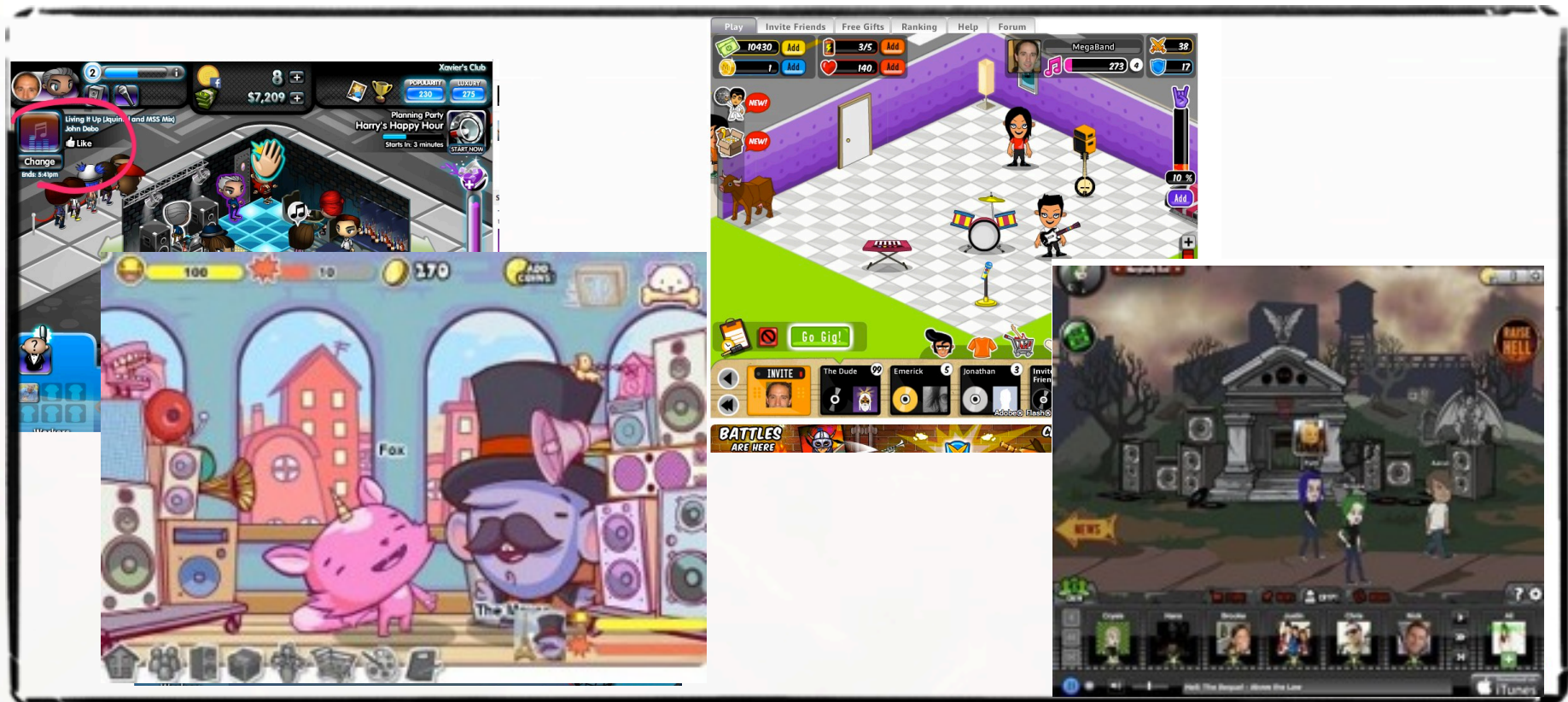
- 1st Generation / Simple and Fun
- But overall low-retention and monetization
- Can do much better





# Music Management Game?

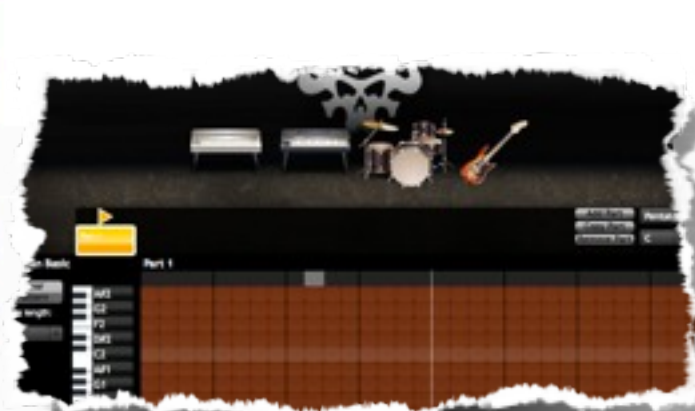
- A good move but unfulfilled potential
- Use Music as a theme, playlist or Background
- No interaction and real-use of Music





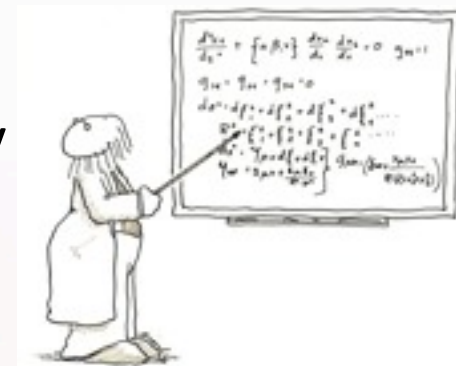
# Interaction with Music?

Several attempts to date but none have cracked the code 'yet' due to complexity, outdated game-play or licensing



## Just The Tip Of The Iceberg - Key characteristics of Social Music Game

- Social Games 101 :
  - Distribution (Acquisition, Virality)
  - Engagement (Social interactions with Friends & Community, Fun, Game Loops, Appointment mechanics, etc.)
  - Monetization (Free-to-Play model & Virtual Goods)
  - Iterative development & Analytics
- Real-interaction with Music / Innovative game-play
- Leverage Music licensing
- Connect with Music Community/Fans & Get Artists endorsements



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## **Our Vision**

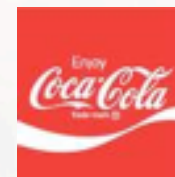


**Change the way people interact with Music**

**Don't just play the Music, Play with it!**



- B2B company developing interactive music apps for artists and brands
- Nice but too niche and hard to monetize except with brands and media portals



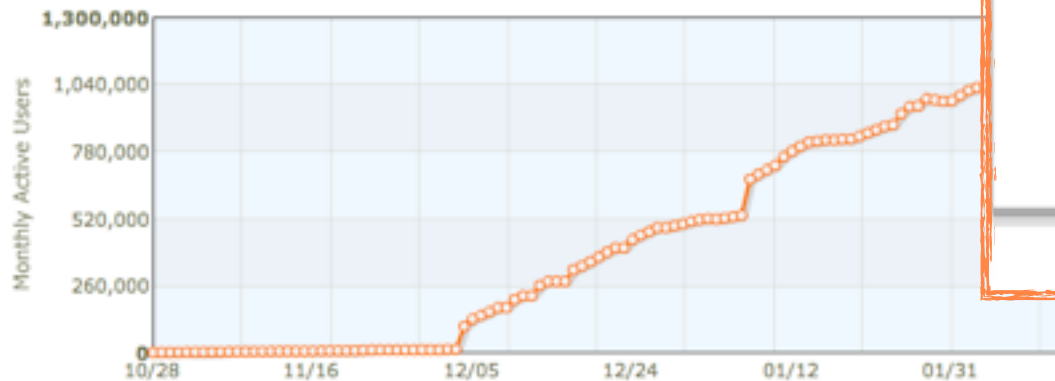
## MXP4 (2010)

- Pivoting into a B2C model to lead an untapped category on Facebook : Music Gaming
- 1.3m Monthly Active Users with our first game Pump It (Source: Facebook) with David Guetta & Enrique Iglesias
- Strong CRM tool for labels and artists

### Traffic Trends

○ Last 30 Days ○ Last 90 Days ● Last 6 Months ○ Last 12 Months ○ This Year ○ Custom

MXP4 - MAU



# MXP4 (2011)

- Introducing 'Bopler Games' - the first truly experience that transforms the ways friends & fans interact with Music



## Agenda

- Music & Social Gaming
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- **Bopler Games**
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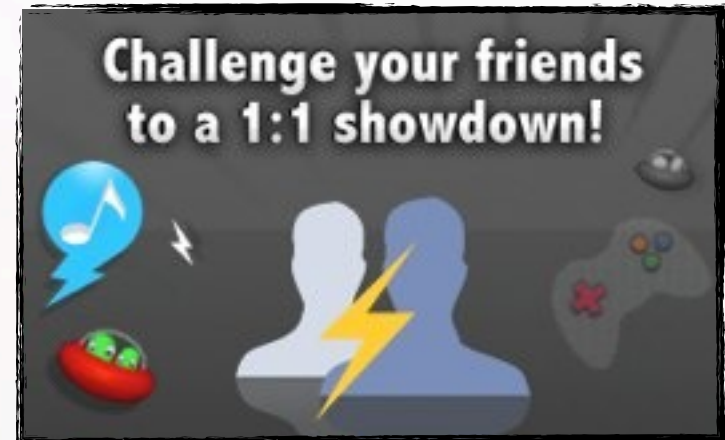
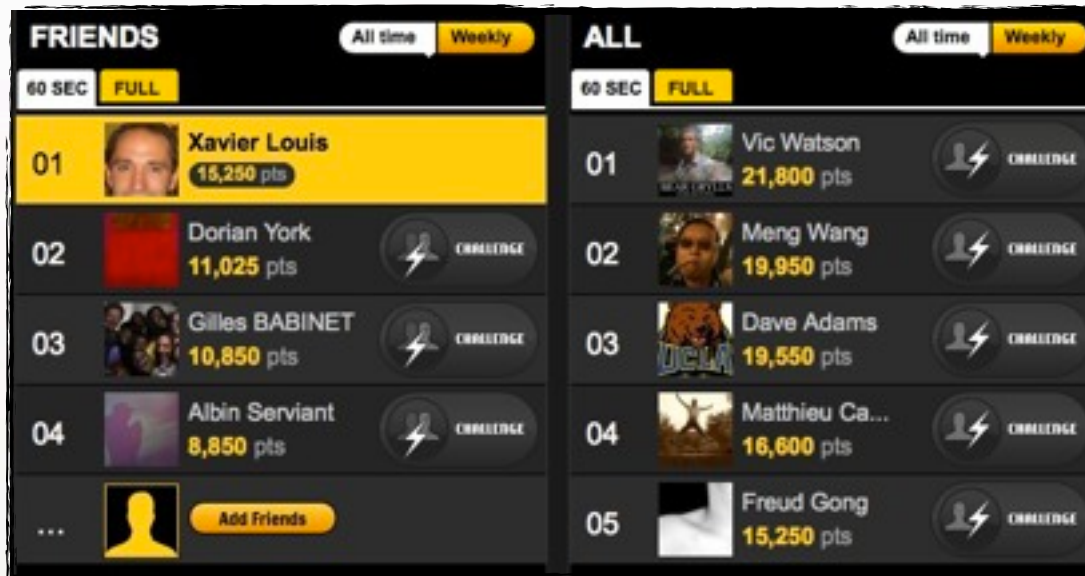


## Demo (Video)



# Bopler Games - Vision

Fans & Friends  
will **compete**  
in high-quality & fun **music games**  
around their **favorite artists**



# Typical user journey

- Select combination of a game and an artist/track and play with it!
- Play either the full version (for cash) or play the 60' version (free but capped to 3 times per day)
- Get some boosters to maximize your score



## Games Selection

- 7 High-quality and Fun Casual Music Games live, 5 more in development - Mix of classic and out of the box ideas





## Using Patented Technology

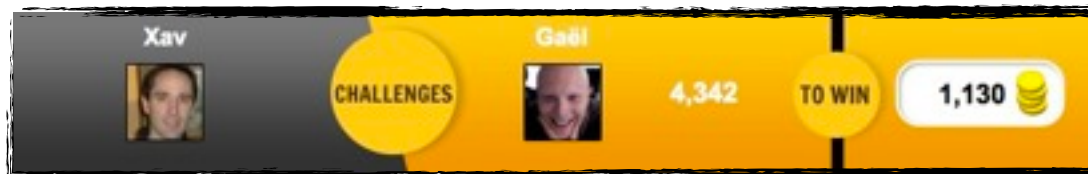
- Patented Technology (ALD - Automated Level Design)
- ALD takes an mp3 and turns it into a file with bpm, song structure, song patterns, harmony, melody and rhythm
- MXP4 & Games Developers (using SDK) can select which elements they want to drive a casual game-play
- Users can play with any of the music tracks 'on the fly'



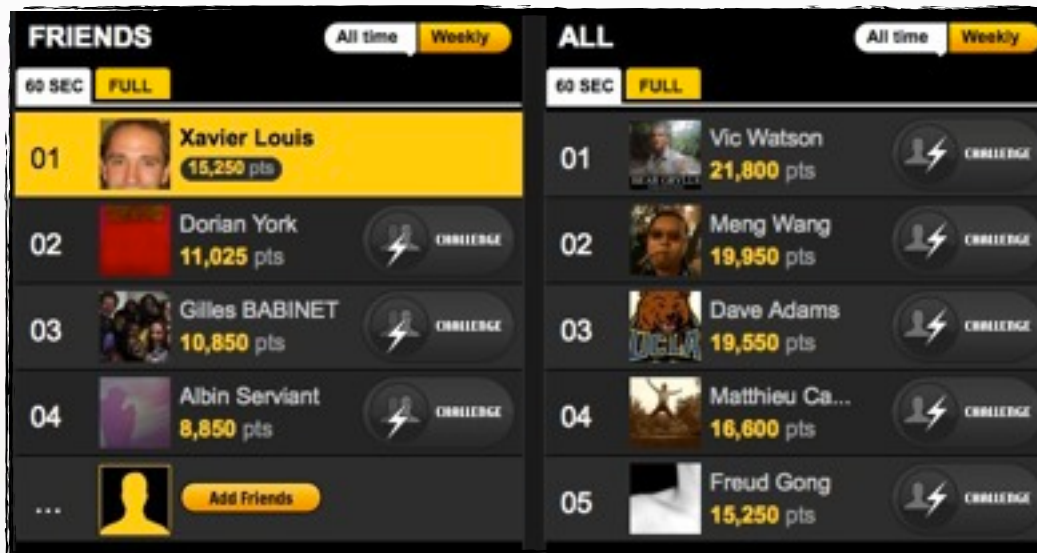


# Different ways to compete & challenge

- Challenges (Friends & Fans)



- Leader-boards



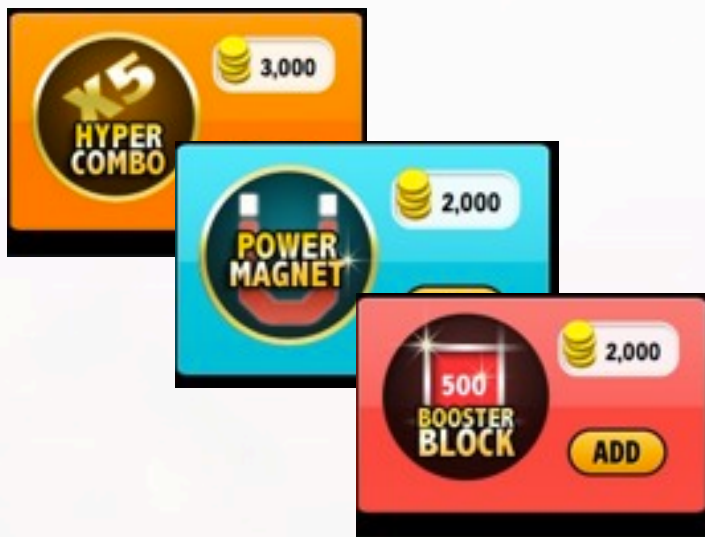
# Different ways to compete & challenge

- Real-time Fan tournaments - Live today! :)



## Bopler Games - Monetization

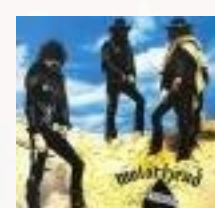
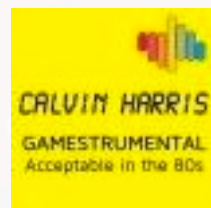
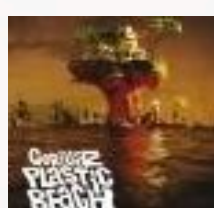
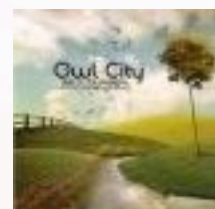
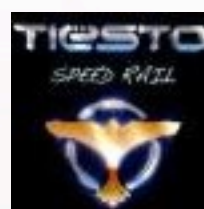
- Boosters (Games Advantages)
- Music Pass (Full-Game mode, unlimited play with 60sec & Full-track of a song, exclusive tournament)
- Tournament Entry Fees





## Music Catalog

- Play with a strong & growing catalog of licensed music with 200+ Artists inc. LMFAO, Britney Spears, David Guetta, Selena Gomez, Tiesto, Owl City, Lily Allen, etc.
- Several AAA artists to be added soon
- **First ever framework agreements signed with major publishers and labels (with World Wide Rights!)**
- **Covering Virtual goods / freemium business models**





# Reach the users where they are: Music Fan Pages

The screenshot shows the Facebook profile of 'Tiësto Games', a page created by the musician Tiësto. The profile picture is a photo of Tiësto. The cover photo is a promotional graphic for a game called 'Tiësto Club Life'. The graphic features the text 'TIËSTO CLUB LIFE' in a colorful, pixelated font. Below it, it says 'Play 6 music games with your favorite Tiësto songs!' and 'Play with music, challenge your friends, and reap the rewards.' A large yellow button with a play icon says 'Play with hits!'. The background of the graphic is dark with various music-related icons like a DJ turntable, a microphone, and a music note. The left sidebar shows the page has 9,578,905 likes and lists various links and tabs like 'Wall', 'Info', 'Photos', 'YouTube', 'Tiësto House Party', 'Remix Contest', and 'Tiësto Games'.

The screenshot shows the Facebook profile of 'Bopler Games', a page created by the music duo LMFAO. The profile picture is a photo of the two members of LMFAO. The cover photo is a promotional graphic for a game called 'LMFAO Bopler Games'. The graphic features the text 'LMFAO' in a large, stylized font. Below it, it says 'Play 6 music games with your favorite LMFAO tracks!' and 'Play with music, challenge your friends, and reap the rewards.' A large yellow button with a play icon says 'Play with hits!'. The background of the graphic is dark with various music-related icons like a DJ turntable, a microphone, and a music note. The left sidebar shows the page has 5,046,803 likes and lists various links and tabs like 'Wall', 'Info', 'Photos', 'BandPage', 'Tour Dates', 'Music Videos', 'Fanrank Top Fans', and 'Bopler Games'.

# Music Fan Pages Ctd'



## Next Steps



- To date: Open Beta with 200k MAU
- Commercial launch happening soon
- Continued Product Iterative Process & User Testing
- Strengthen Music Catalog (AAA and cater for everyone)



- Working on new innovative Social Music Games (non-casual) (late 2011 / early 2012)
- Just the beginning of a long journey to rock the world!



## Questions?



**Xavier Louis - VP Product & Marketing**

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**[www.facebook.com/Boplergames](http://www.facebook.com/Boplergames)**

**[www.mxp4.com](http://www.mxp4.com)**