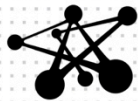


Moving Audience Across Platforms

Paul LaFontaine
CEO, Sulake



SOCIAL & ONLINE GAMES
SUMMIT



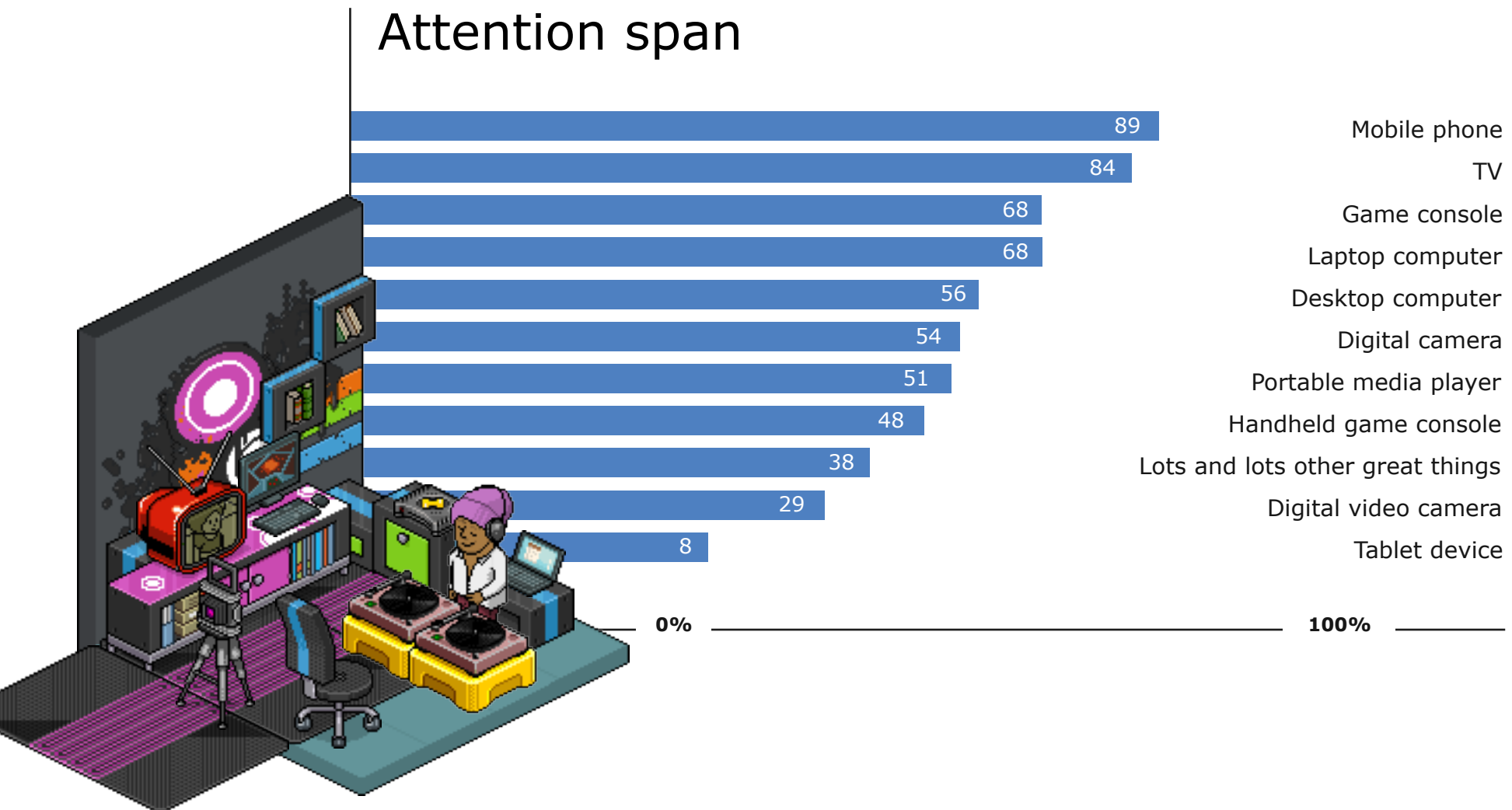
GAME DEVELOPERS CONFERENCE

SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9

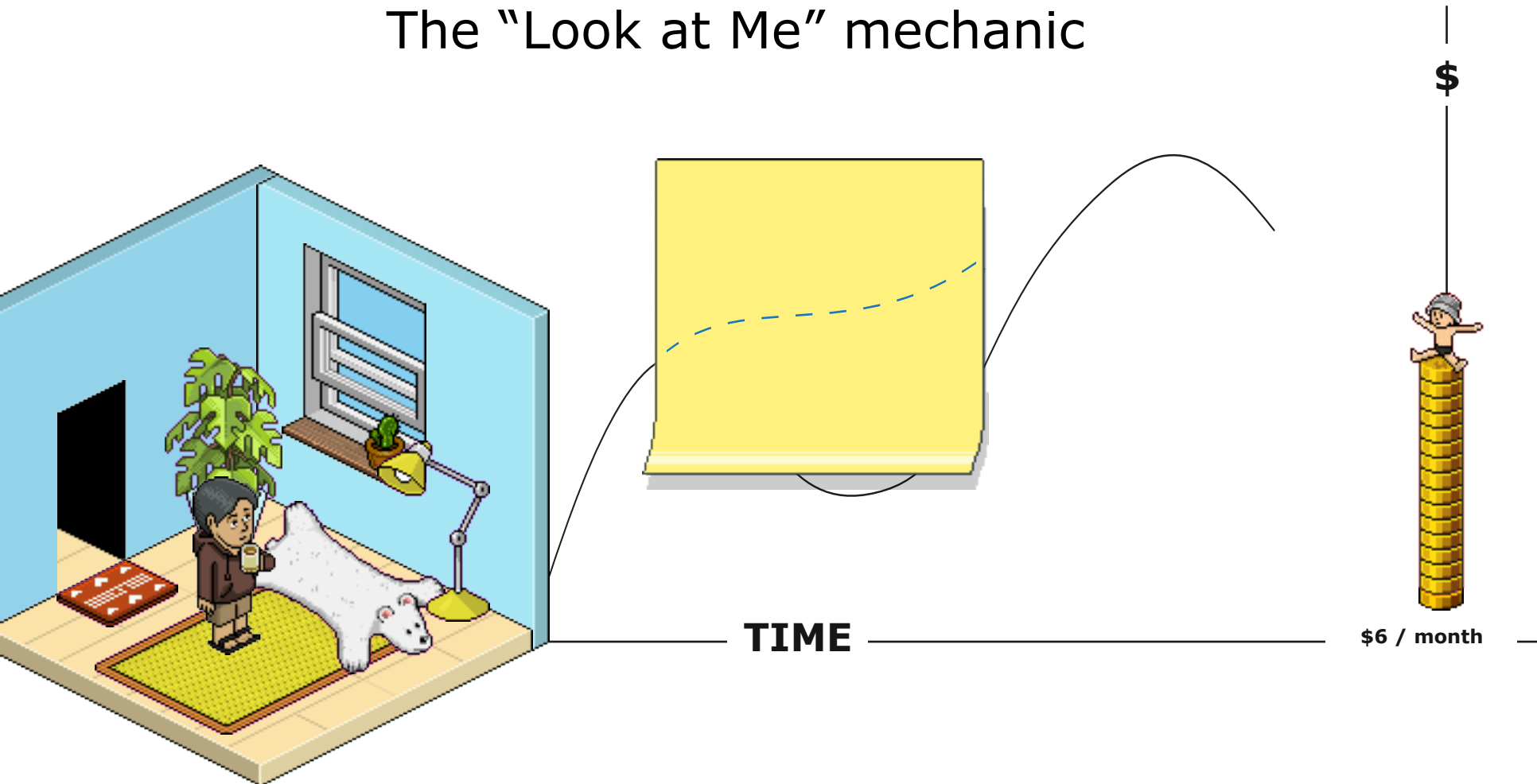
2012



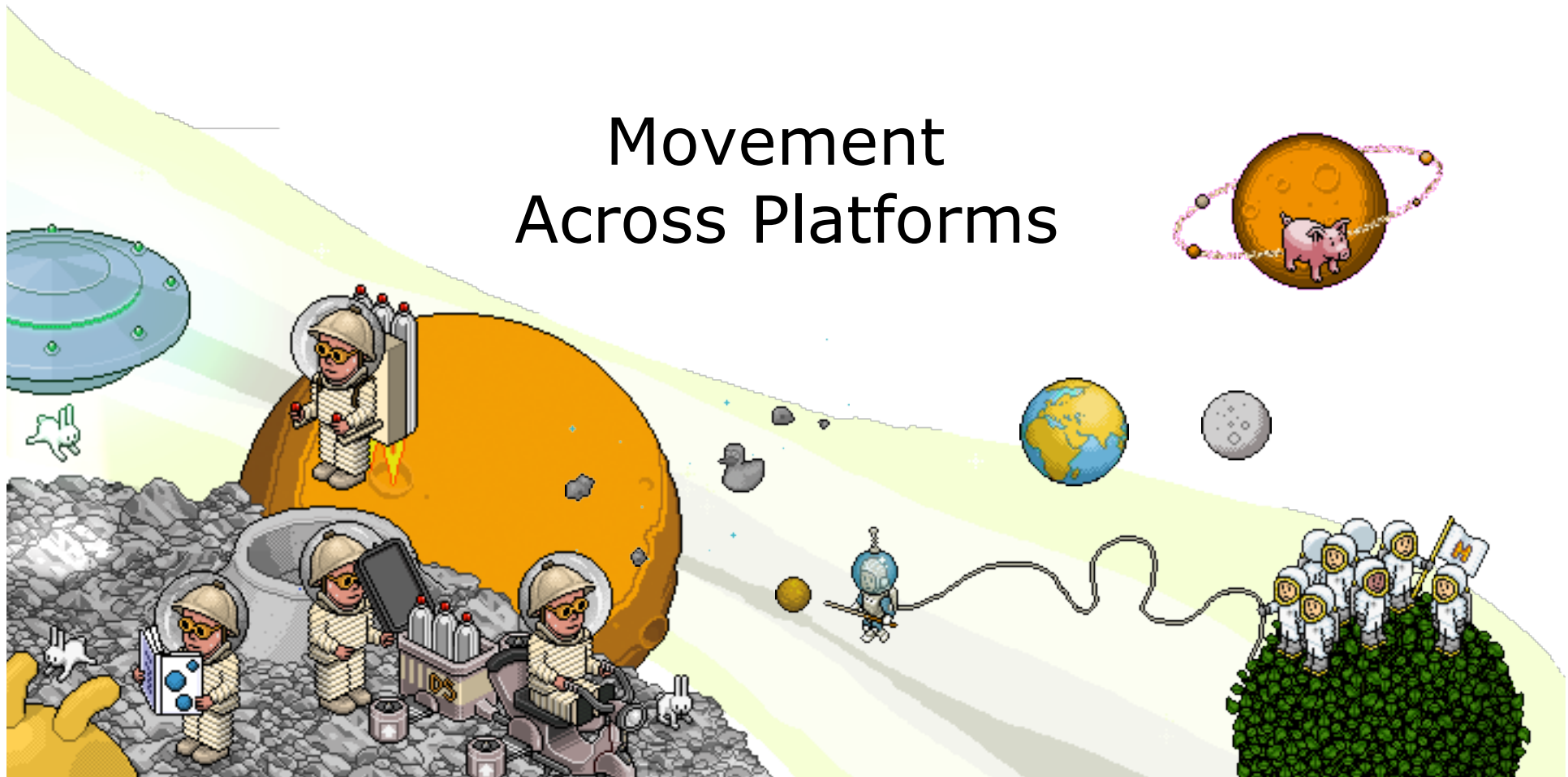
Attention span



The “Look at Me” mechanic



Movement Across Platforms



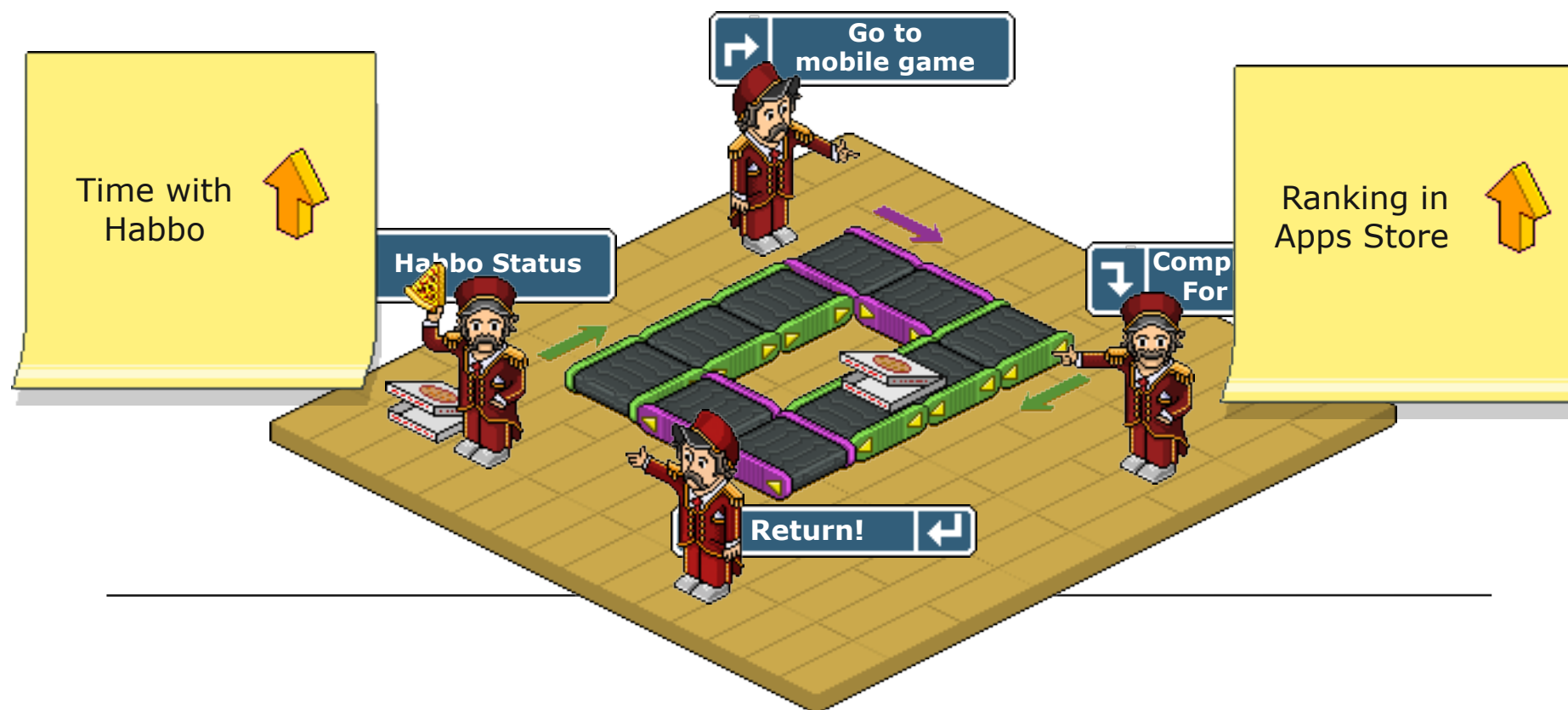
Core Platform

Design to extend time

- 10 to 15 days can be a critical extension
- Badge or display of prowess drives behavior
- Groups in Habbo provide for common interests



Behavior Loop





Techniques



Lost Monkey

by HABBO



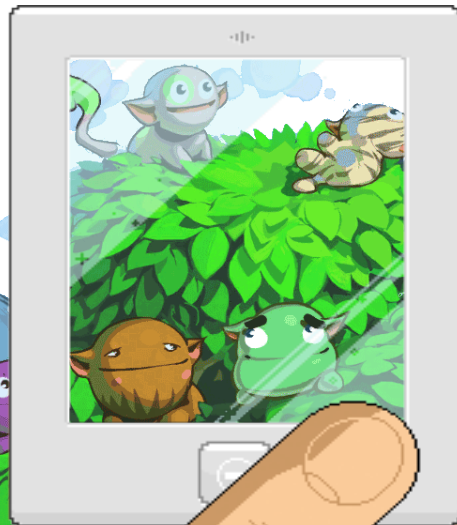
Lost Monkey

- Used Pet Mechanic
- Mini-game format

Bring the Lost
Monkey back
To Habbo



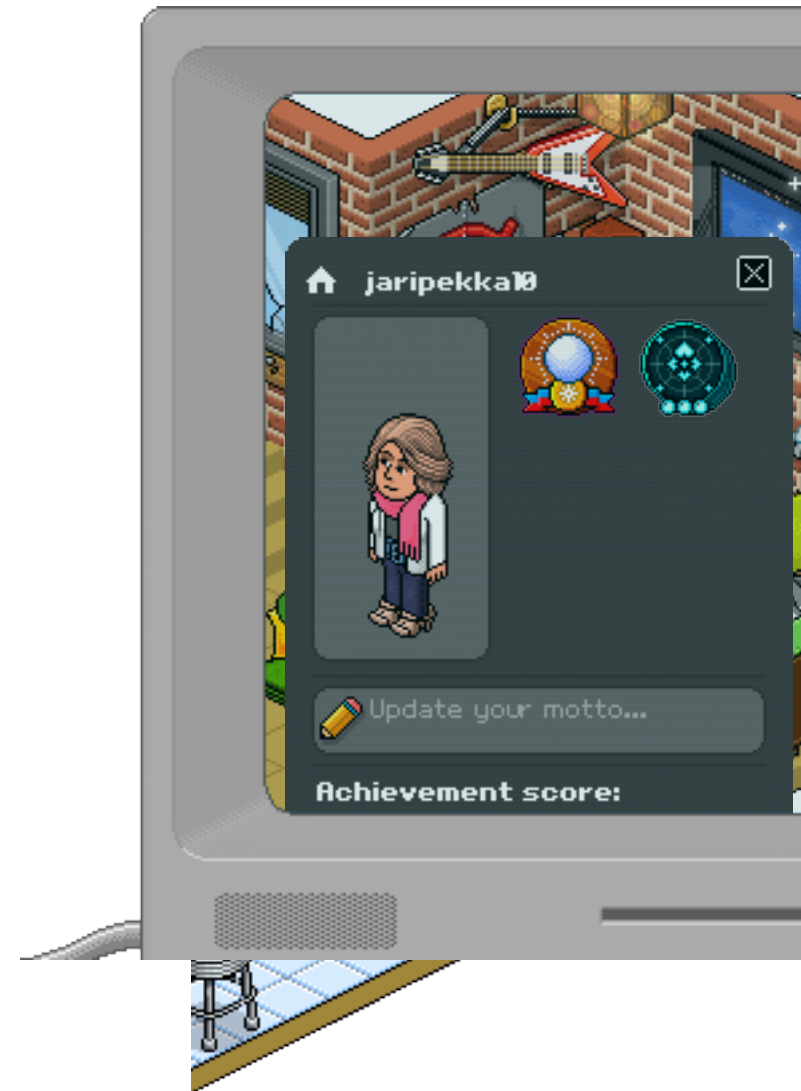
NIKO



Niko

- Badge display
- Adventure game

Rescue Niko's
Friends
for Badges





Bring back the monkey

- Tight integration fiction
- Majority users Habbo
- Strong in Europe (#1's)
- 25% completion



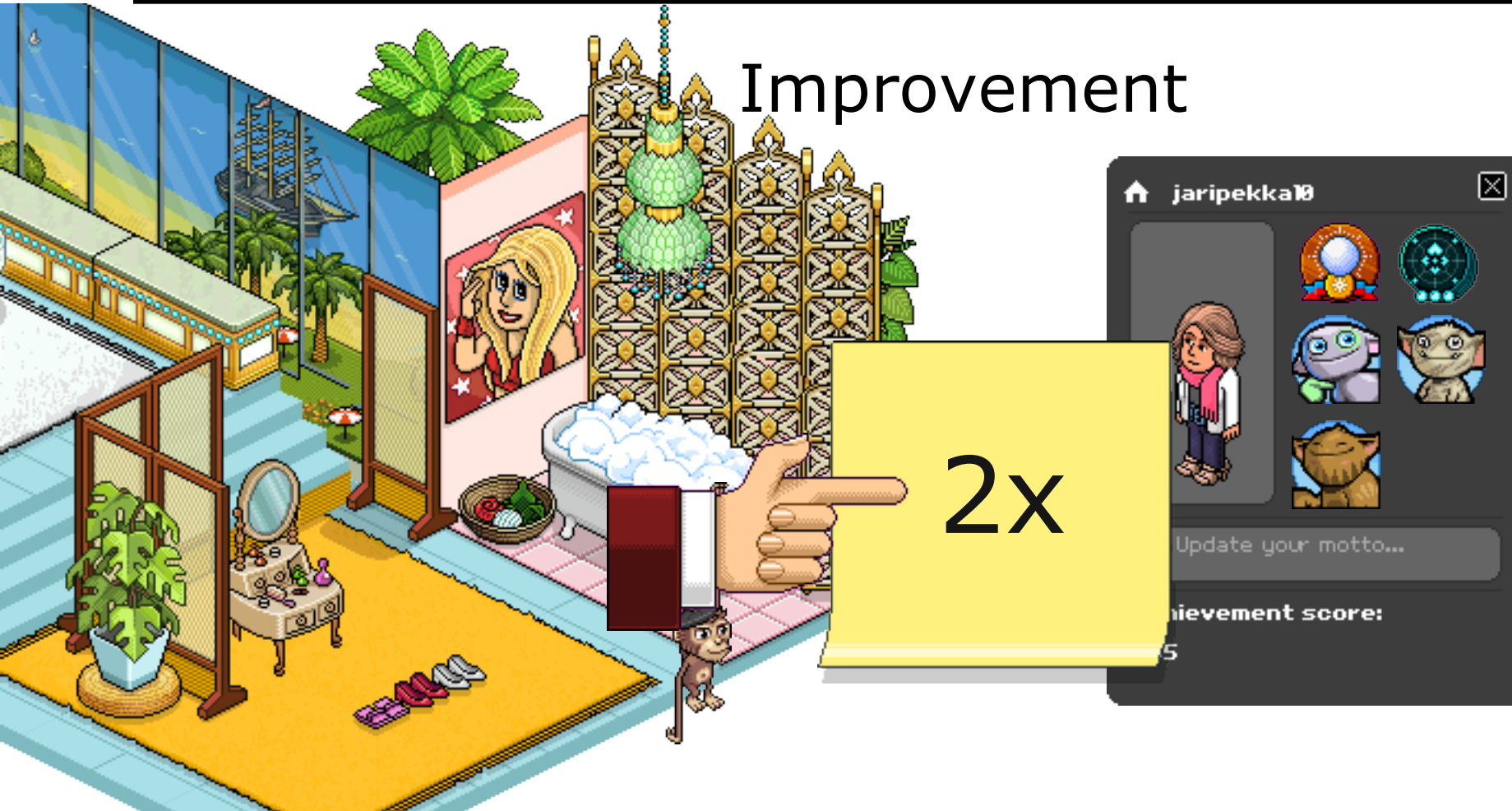
Get badges & status

- Loose integration
- 50% users beyond Habbo
- US, China, EU
- 12% completion

Lessons & The Future



Improvement



Future

- Retention tool – we aren't a mobile studio
- Pocket Habbo – increase enagement
- Better games get better lift – partner



The end

