Cross- Platform Mobile Game Development: What, Why, and How Much?

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SMARTPHONE & TABLET GAMES
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Who we are

Founded in 2010, Game Insight is a fast growing gaming company with focus on both development and publishing of top-quality titles. Original IPs are created and developed by Game Insight's internal network of more than 300 developers, with external publishing opportunities for valued partner studios. The company is headquartered in Moscow, Russia with additional publishing offices in San Francisco, CA. Find more information on Game Insight at the official Web site: http://www.game-insight.com/
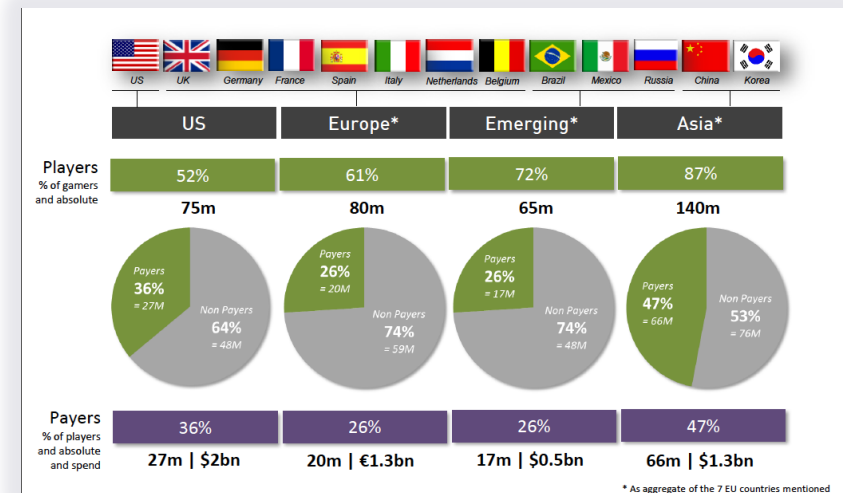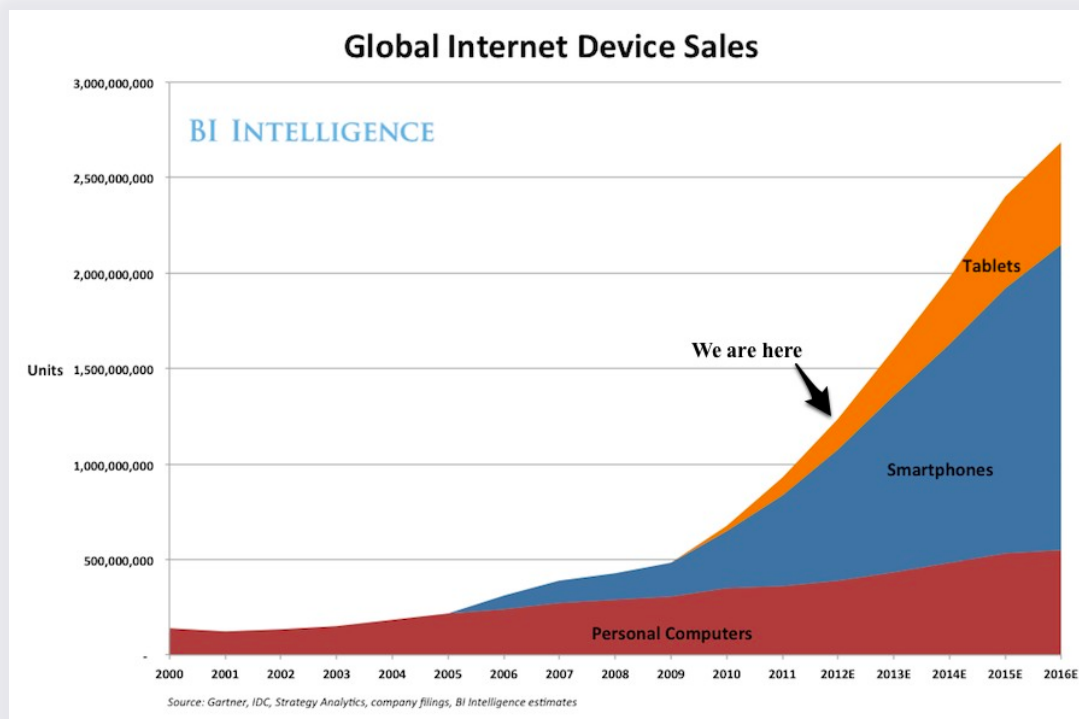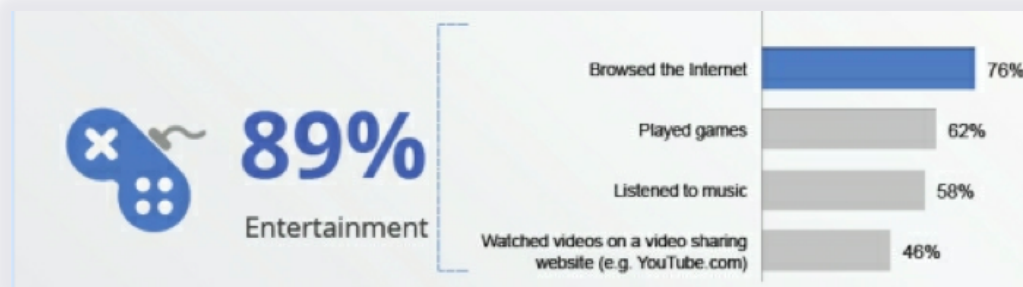
Our hit games

Why mobile

★ Premium and IAP revenue will grow to $6.7 billion in 2012 from $4.5 billion in 2011

★ Mobile game market is expected to increase to $17.6B in 2015

Why freemium

★ 68% of app revenue

★ 3.5% to 10users will convert to paying users

★ $14 average spent per transaction

★ $62 IAP is made by 23% of users

89% Entertainment

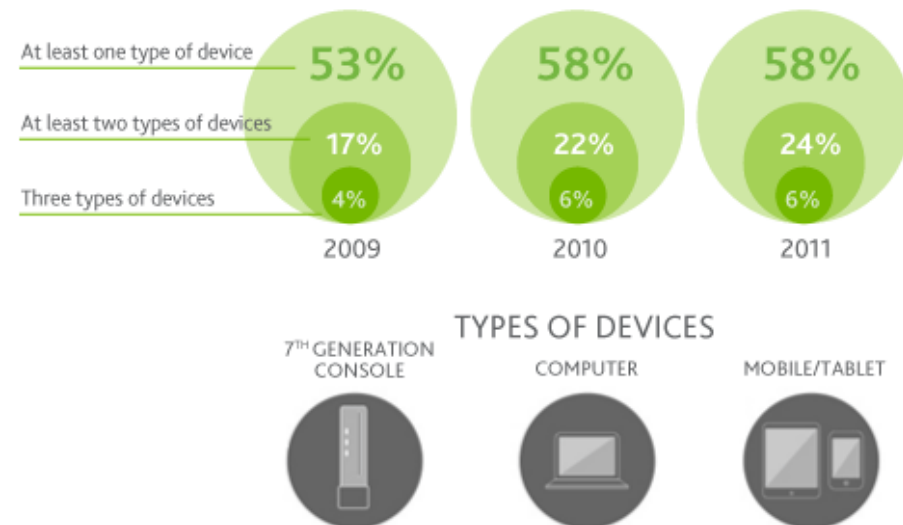|	
Browsed the Internet	76%
Played games	62%
Listened to music	58%
Watched videos on a video sharing website (e.g. YouTube.com)	46%

Source: TechCrunch

Why cross-platform

★ Freedom from domination of an individual platform

★ No "discovery issue"

★ Low "entry" cost for new developers

★ Better quality of "UE"

★ No audience fragmentation

★ Possible solution for "fragmentation" issue

Cross-Platform Gaming on the Rise

Percentage of Consumers by Number of Platforms Played: Ages 13+
Q4 2009, Q4 2010 and Q4 2011

	2009	2010	2011
At least one type of device	53%	58%	58%
At least two types of devices	17%	22%	24%
Three types of devices	4%	6%	6%

TYPES OF DEVICES

7TH GENERATION CONSOLE   COMPUTER   MOBILE/TABLET

Source: Nielsen

nielsen

It is challenging

★ HTML5 is not "perfect" yet

★ It is too slow

★ Monetization is too low for majority small developers to stay in business

★ Development takes on average from 6-12 months

★ What works for multiplayer games, doesn't work for stand alone games with limited social features

★ Lack of professional developers
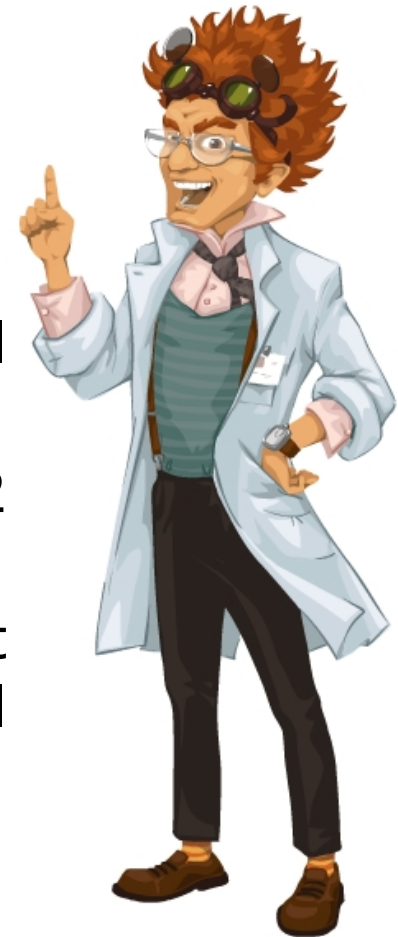
It is challenging

★ USA

★ China

★ Japan

★ United Kingdom

★ France

★ Germany

★ Canada

★ Australia

★ Italy

★ France

★ South Korea

★ Hong Kong

★ Taiwan

★ United States

★ Singapore

★ Sweden

★ Israel

★ Denmark

★ Netherlands

★ Norway

Games still need to be localized and customized – but it is more expensive with cross platform ones

Our experience

★ 2 years

★ 80+ developers

★ Huge development budget

★ Over 10 revenue generating mobile titles using the same resources

It is still worth it

★ If your heart is in creating great game

★ You have time

★ You have resources

★ You are creating game with exceptional "user experience"

★ It is MMO (MMORPG) cross platform product

★ Don't keep it "simple"

Make your choice

Thank you!

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