

AAA Goes F2P

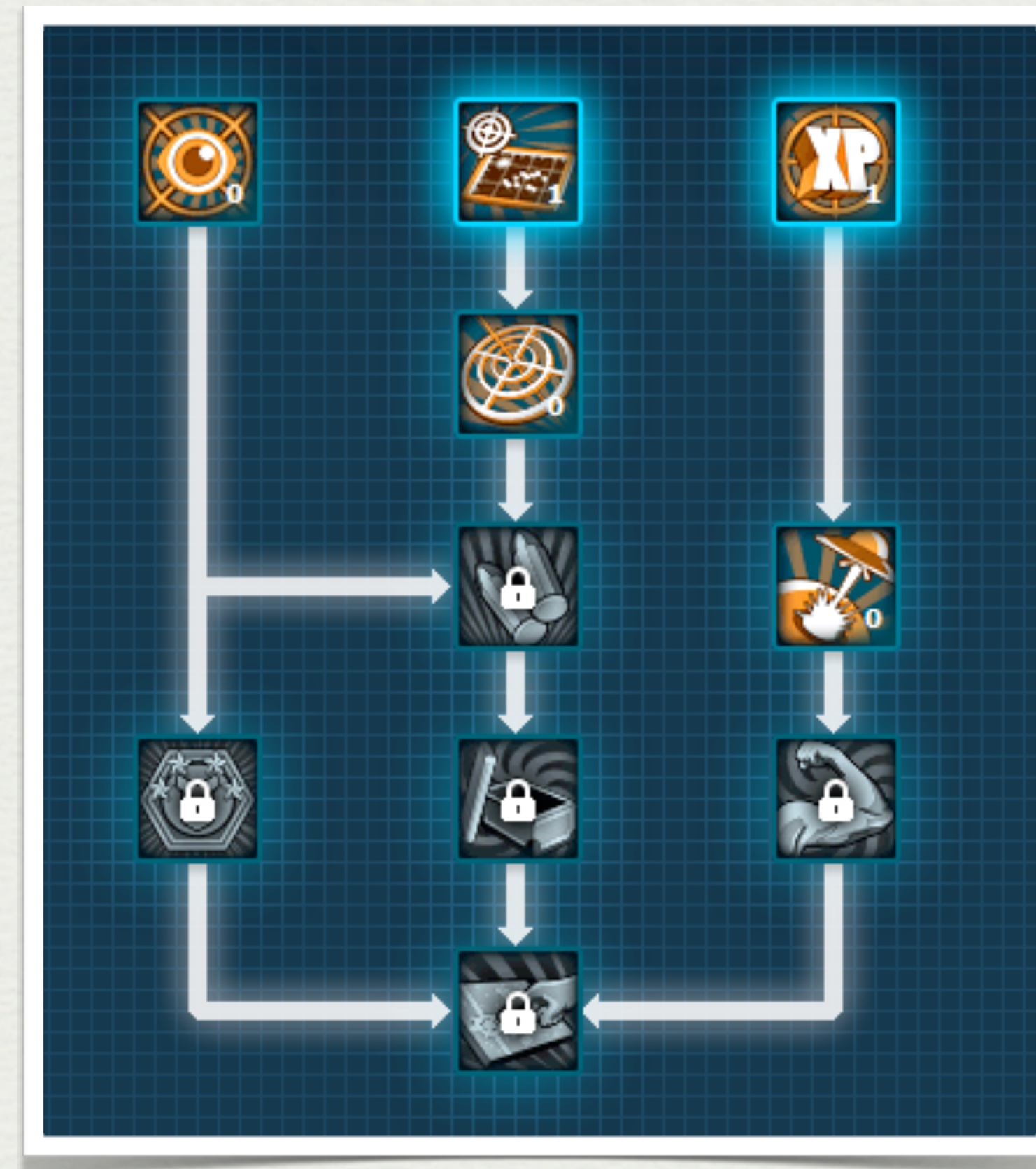
Same Skills, Different Mindset



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GDC Europe 2012*

Outline

- Travian Games
- My Story
- AAA Skills for F2P Games
- The F2P Mindset

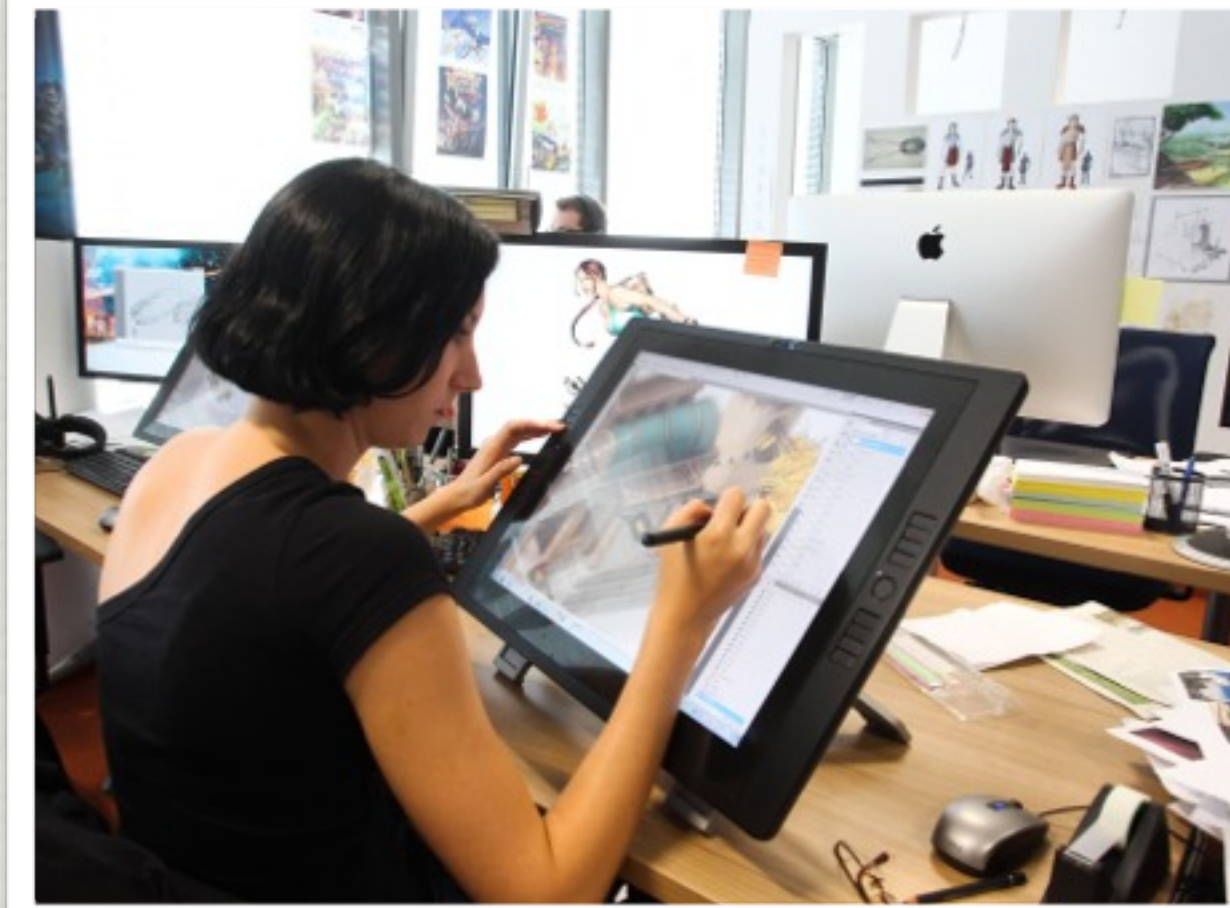




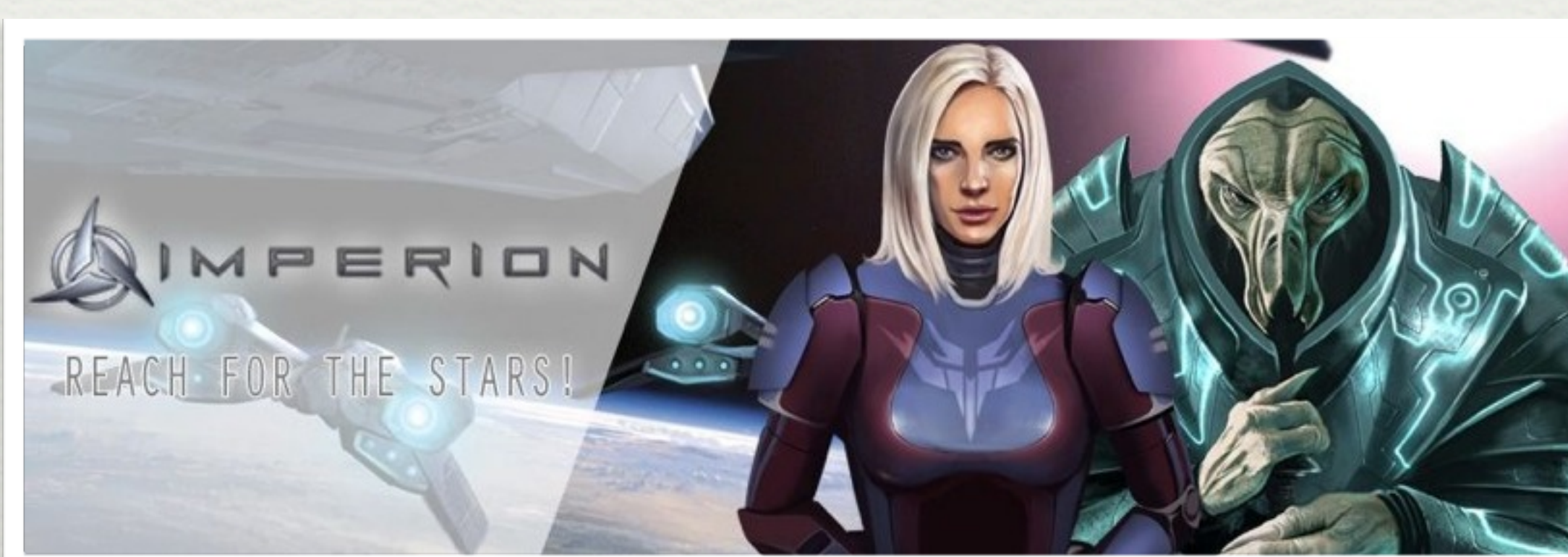
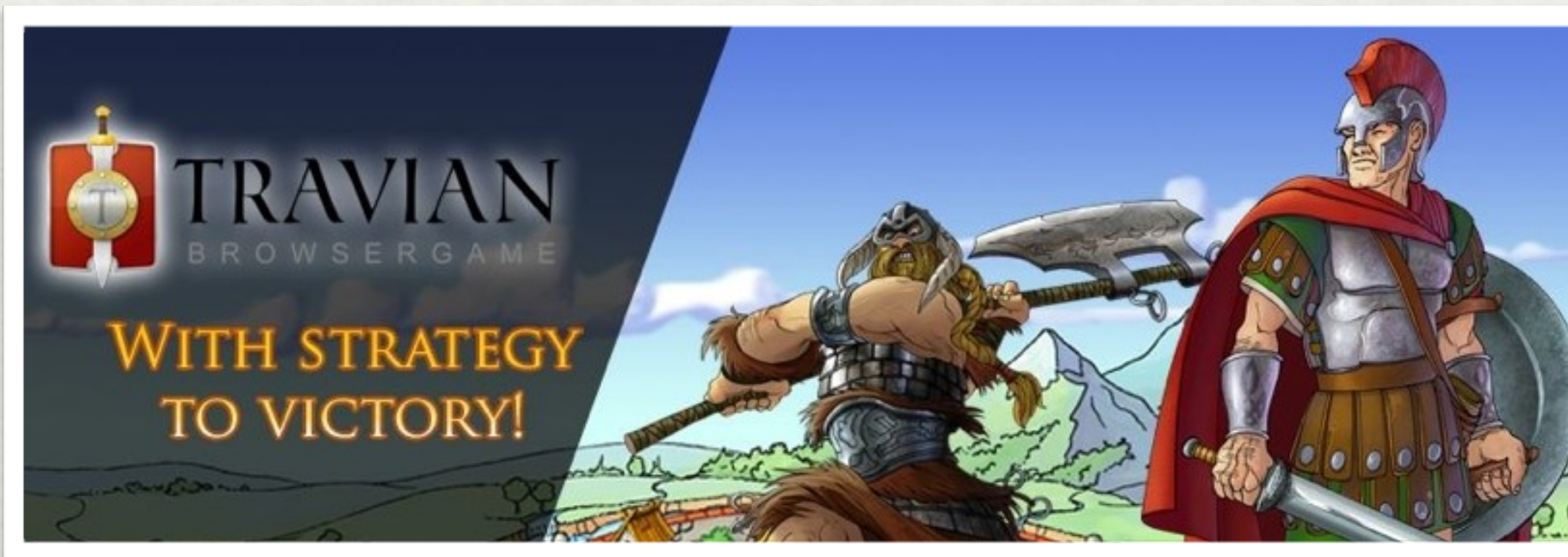
The Company



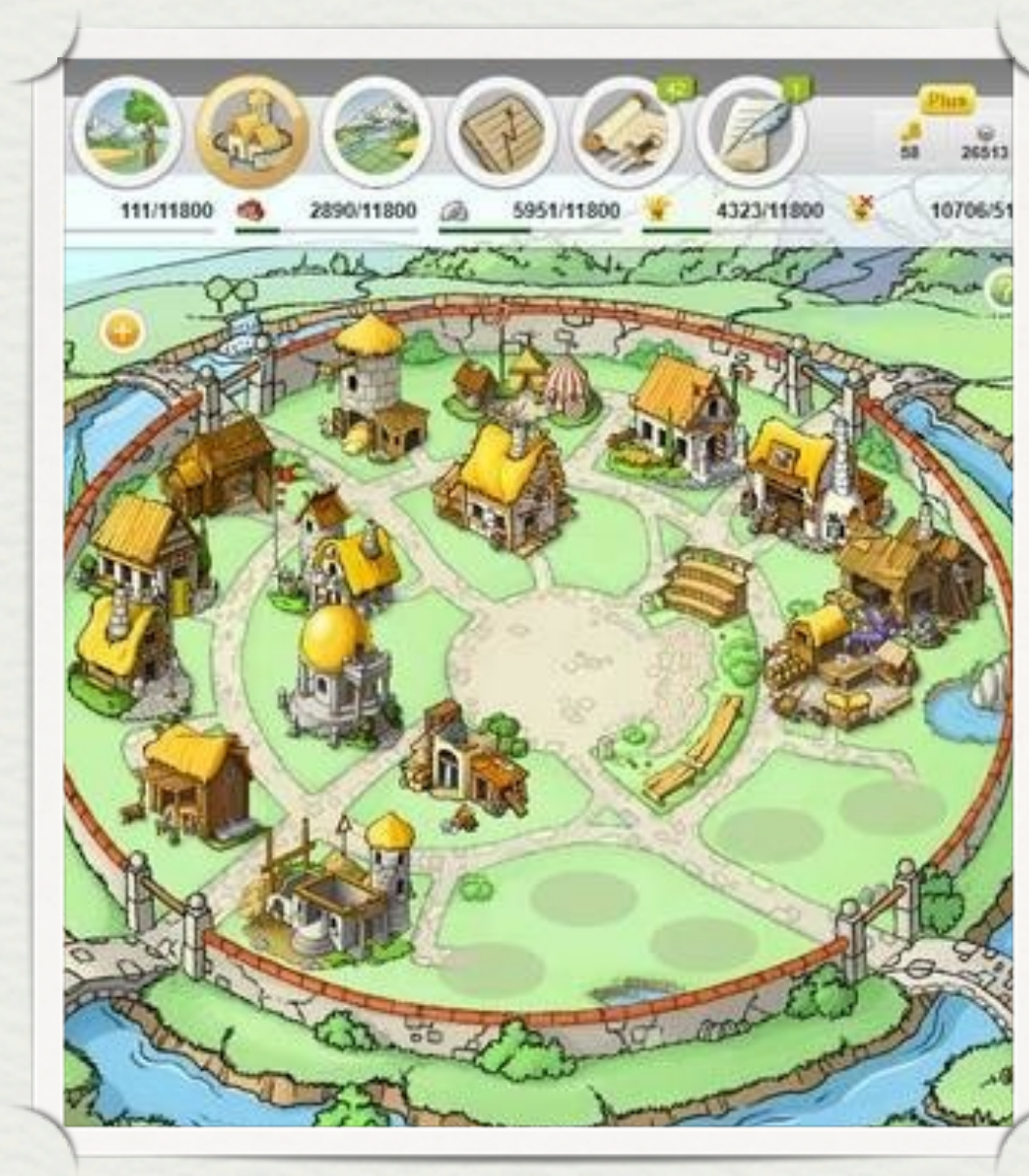
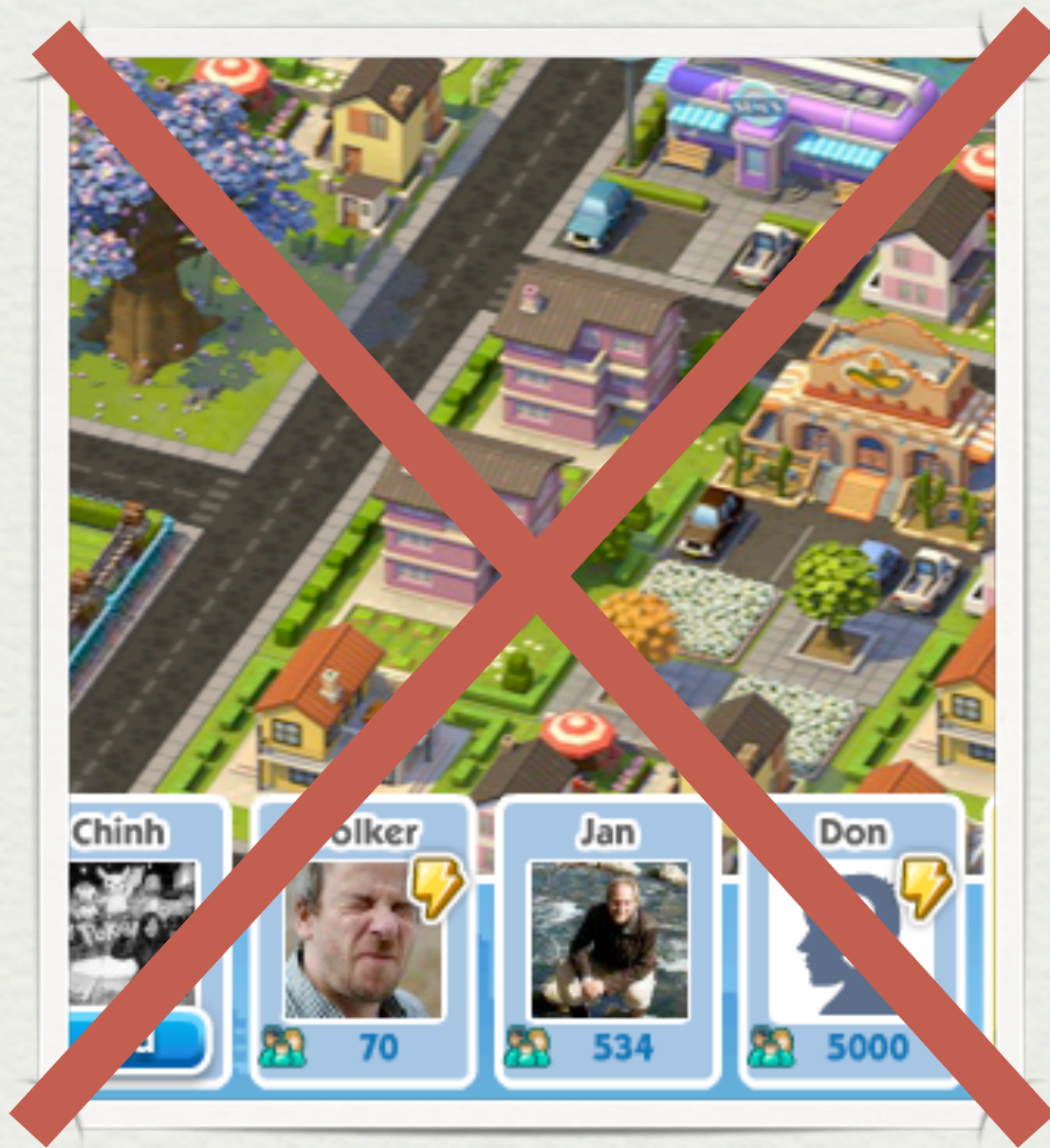
- Free to play browser games
- Based in Munich
- Founded in 2005



Over 200 employees



What I won't talk about





My Story

From AAA to F2P

2002



University

SID MEIER'S
CIVILIZATION IV



The Ancient Mediterranean

2005

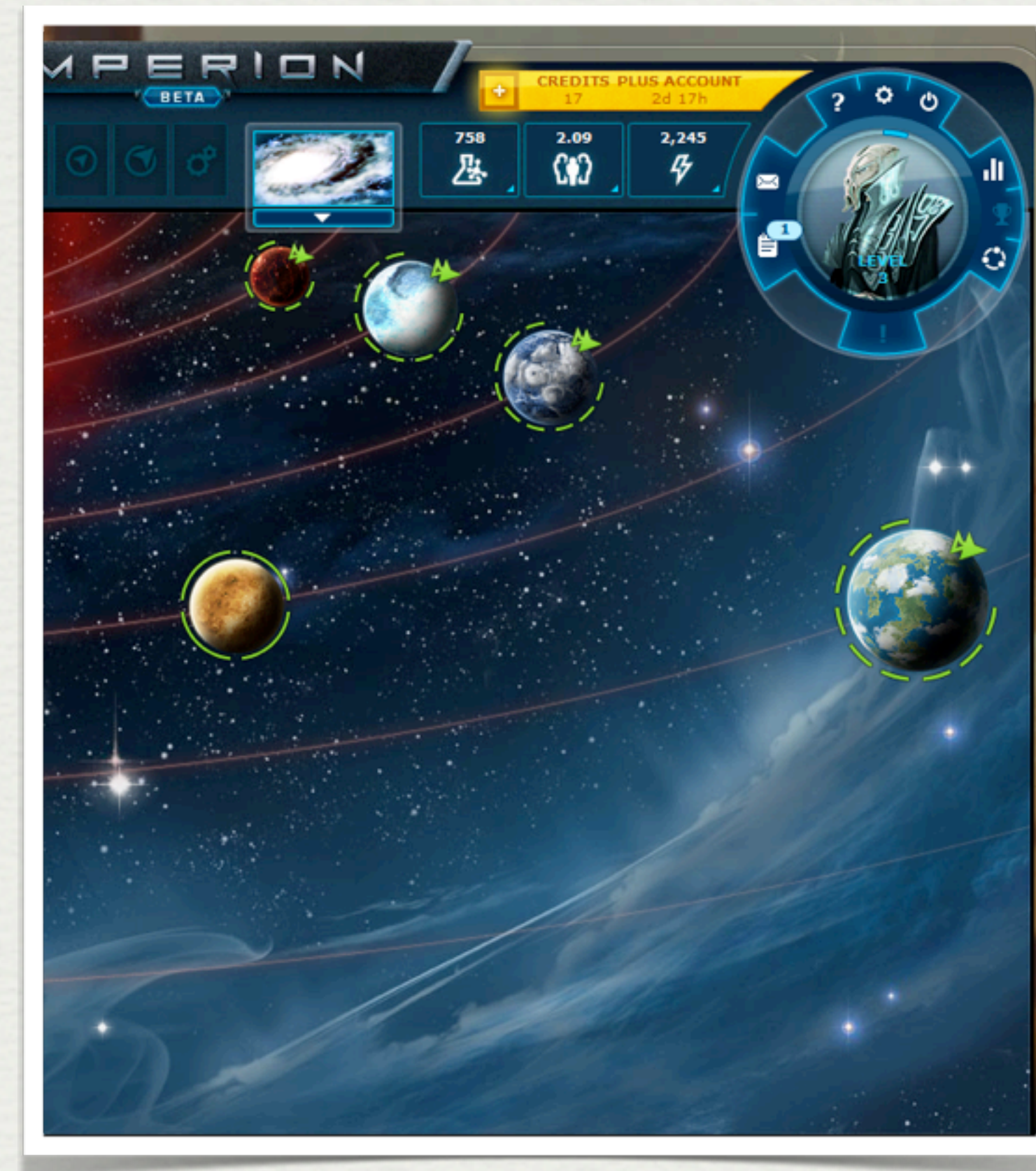
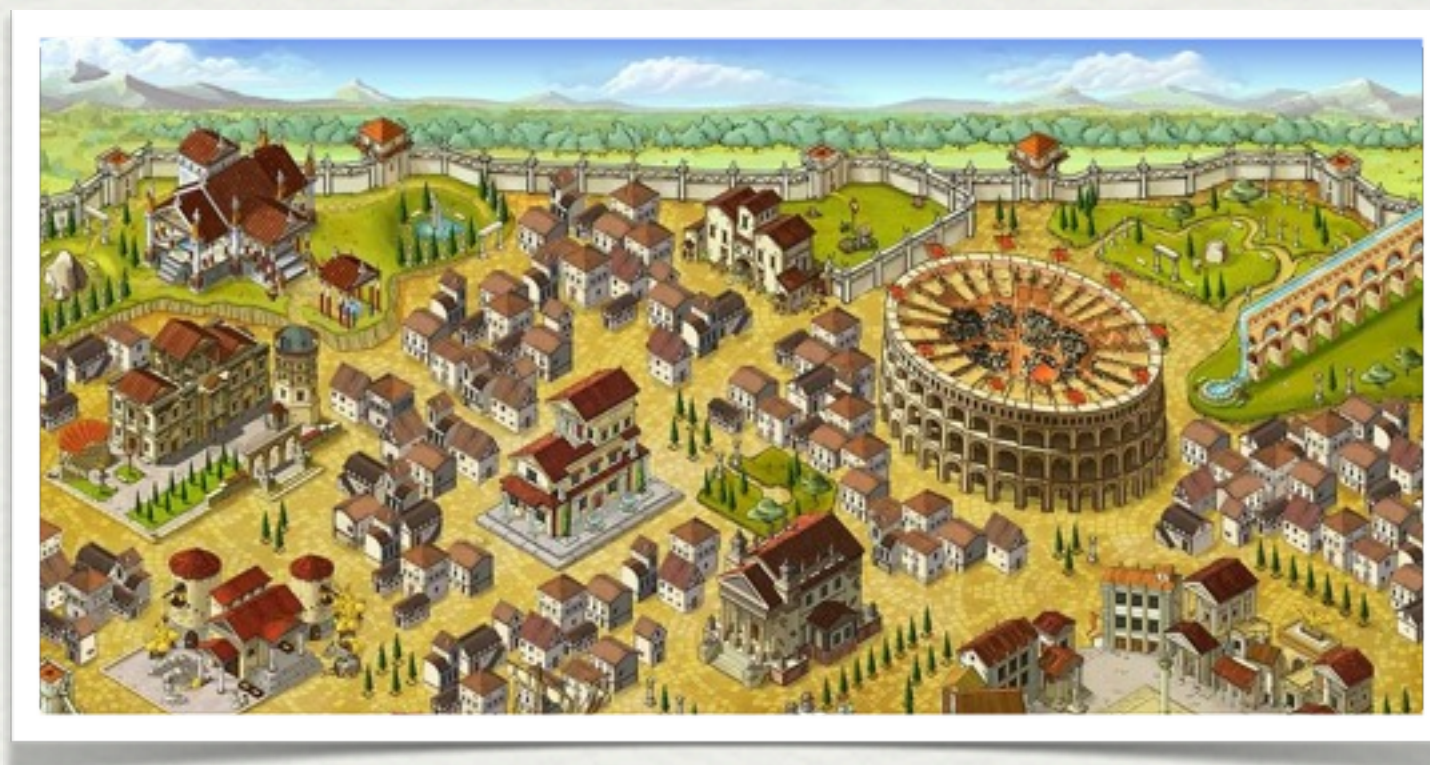


War Studies

2006



2009



Why Free to Play?

- Isn't AAA the holy grail?
- Aren't browser games boring?
- I had my doubts... but I was curious.

This is why!

- Browser games are a challenge!
- Complex systems of player interaction
- Truly player-shaped worlds
- Conversation with the players

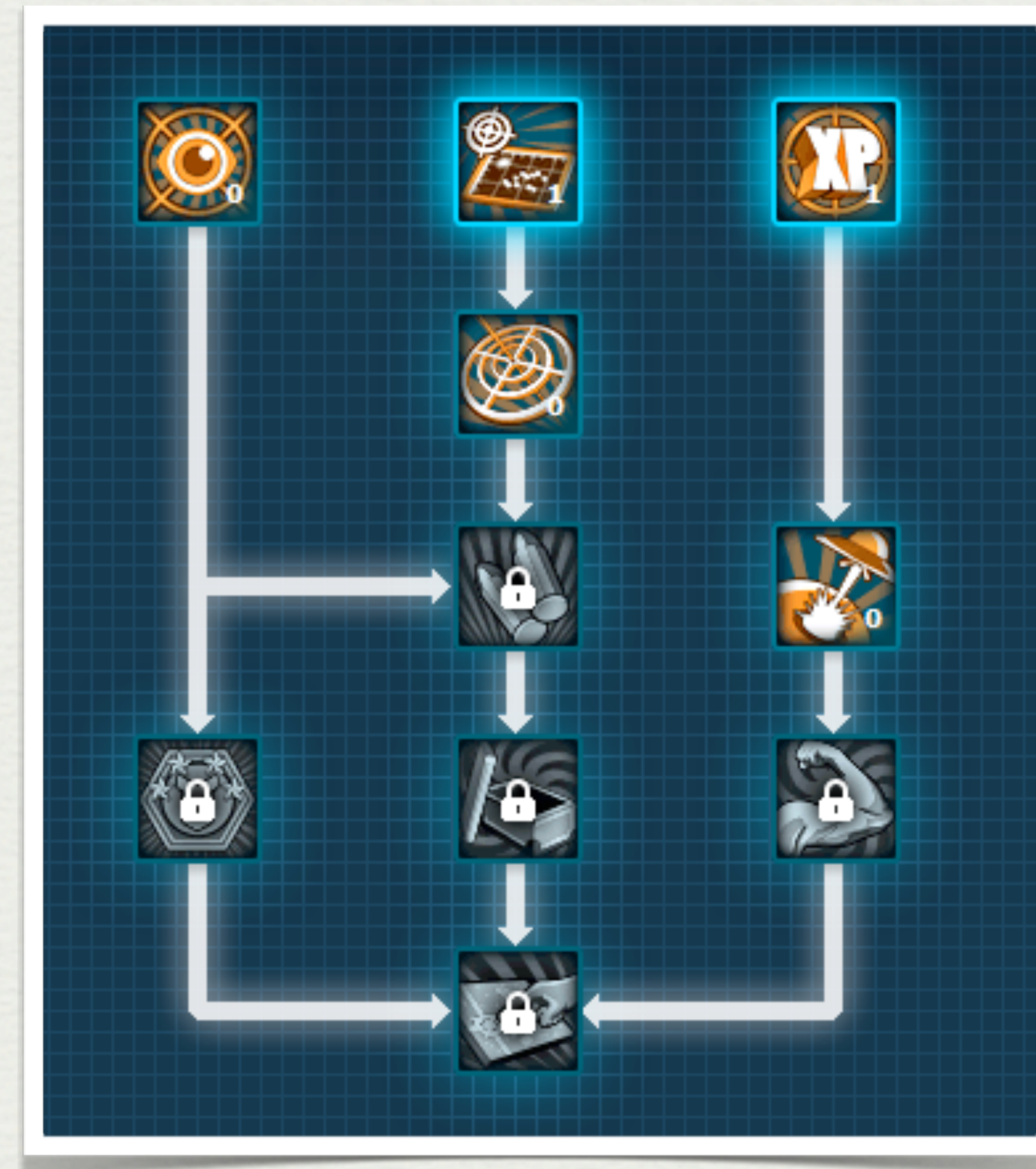
AAA Skills for F2P Game Design

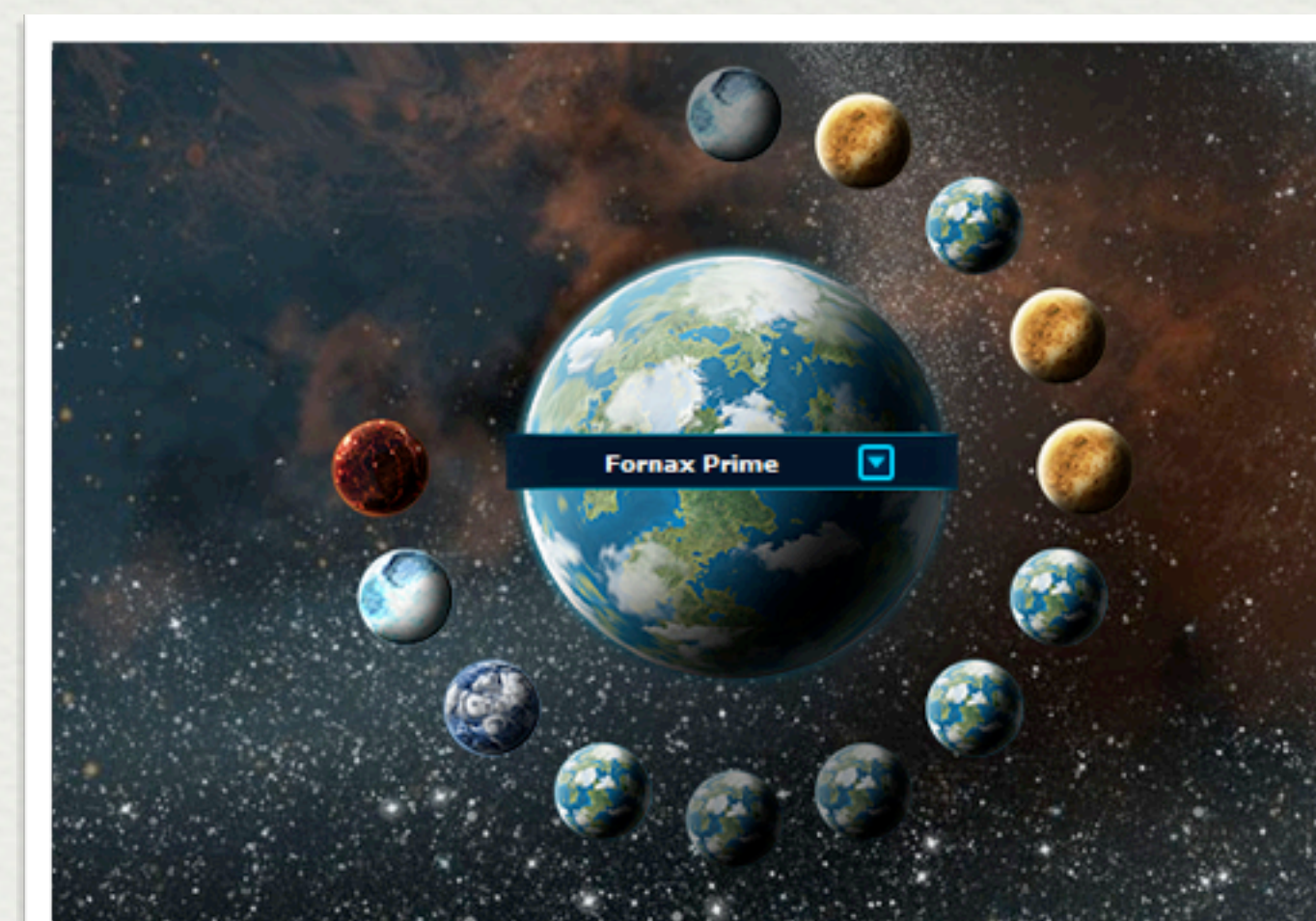
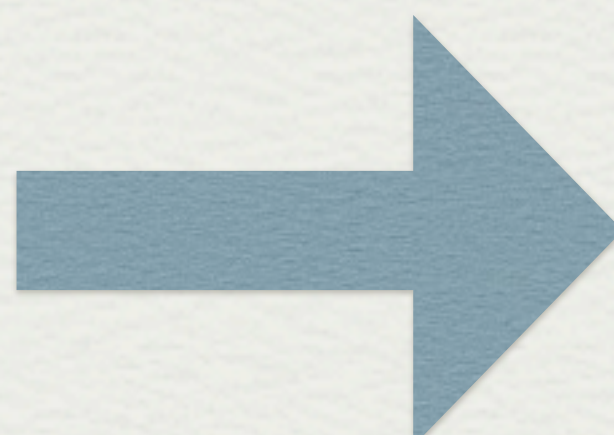
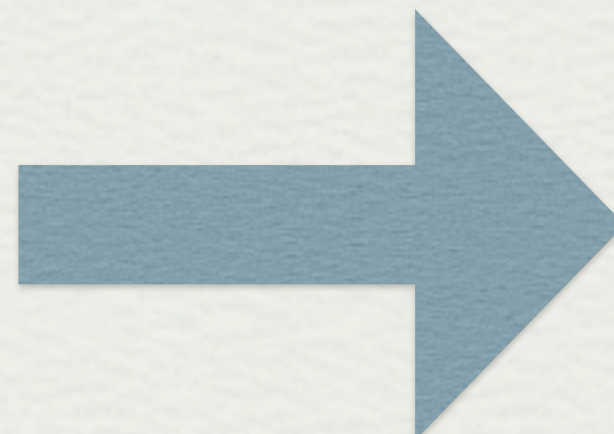
Game Mechanics
Balancing
User Interface

Game Mechanics

*Create great game mechanics
or fail!*

- Graphics don't sell browser games
- Use your AAA experience of game mechanics, adapt them

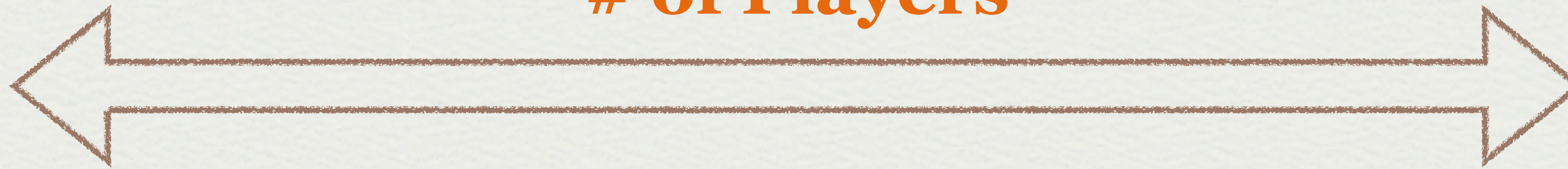




Balancing

of Players

100



100,000

Game Length

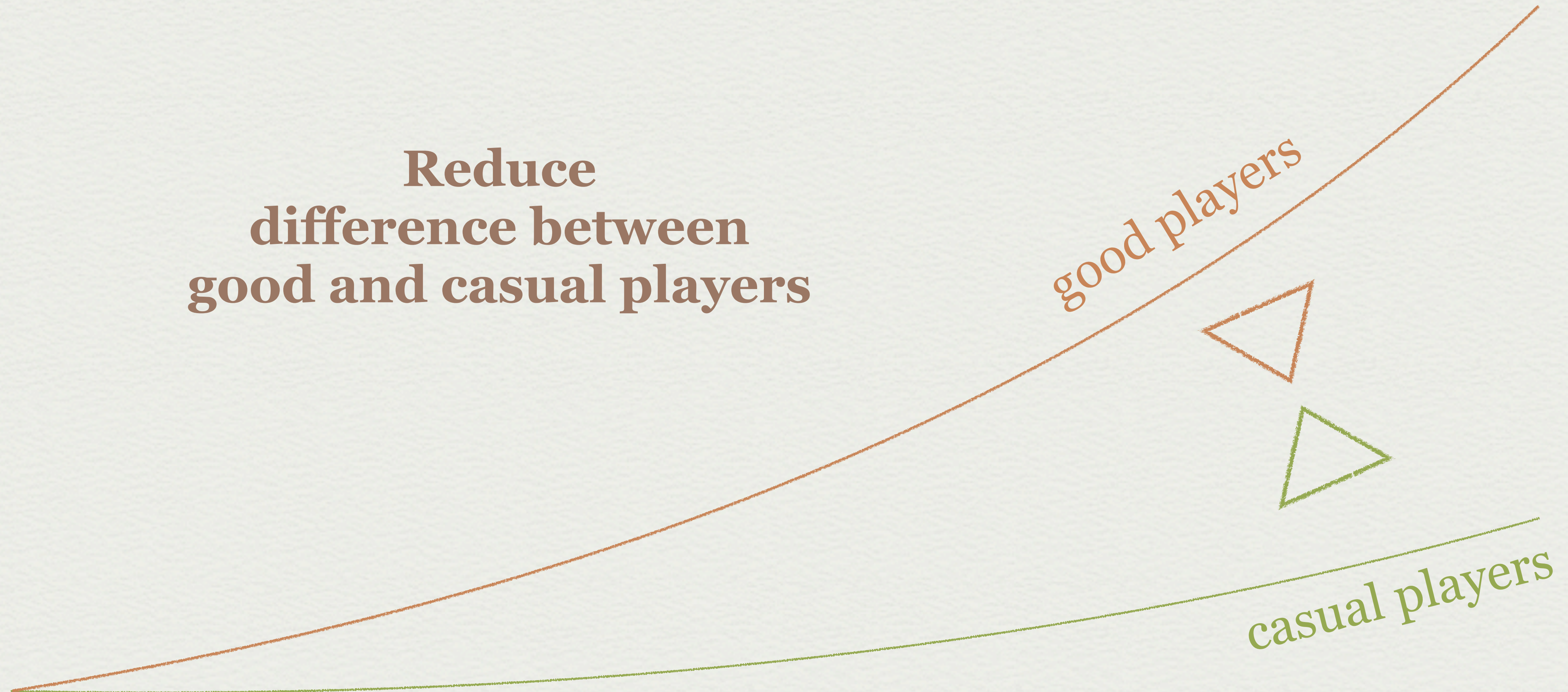
Start



1 year

Balancing

**Reduce
difference between
good and casual players**



User Interface



Civilization V

VS



Travian 4

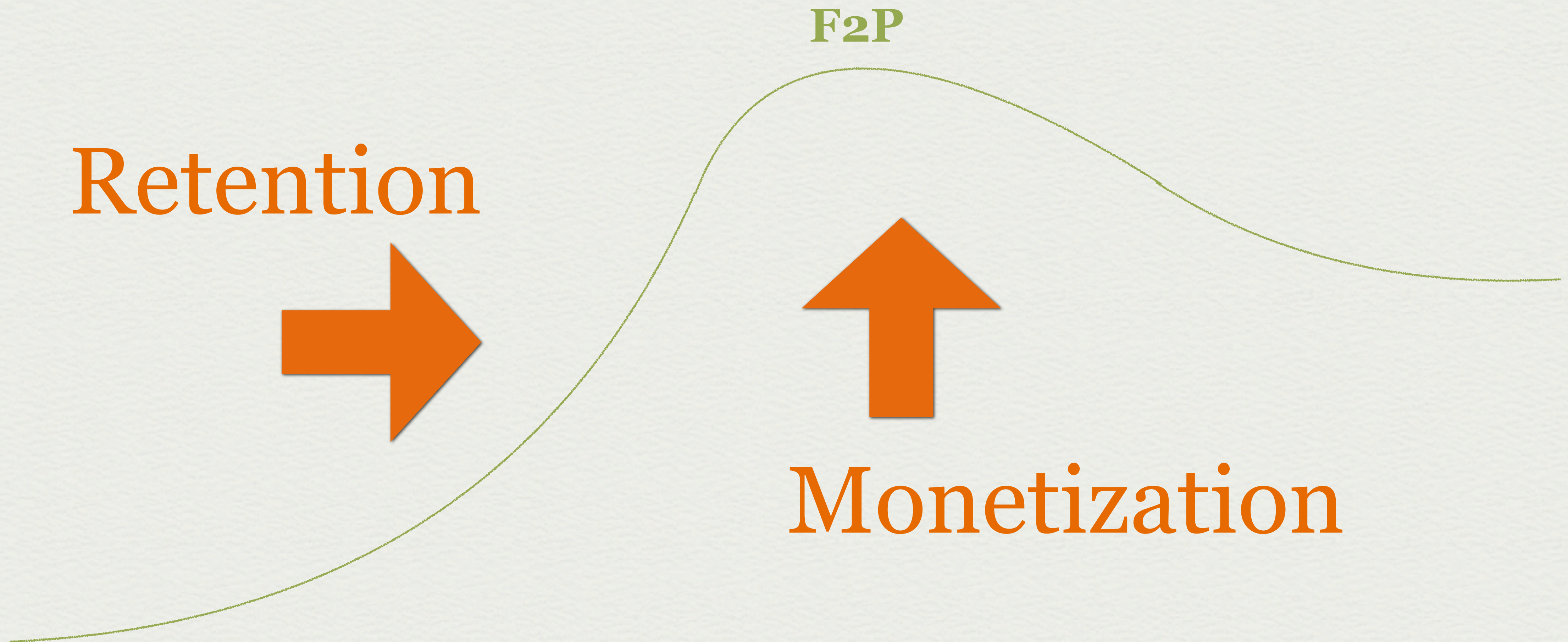
The F2P Mindset

Different Goals in F2P
The Three Minute Hook
Addictive Gameplay
Multiplayer Focus

Revenue over Time

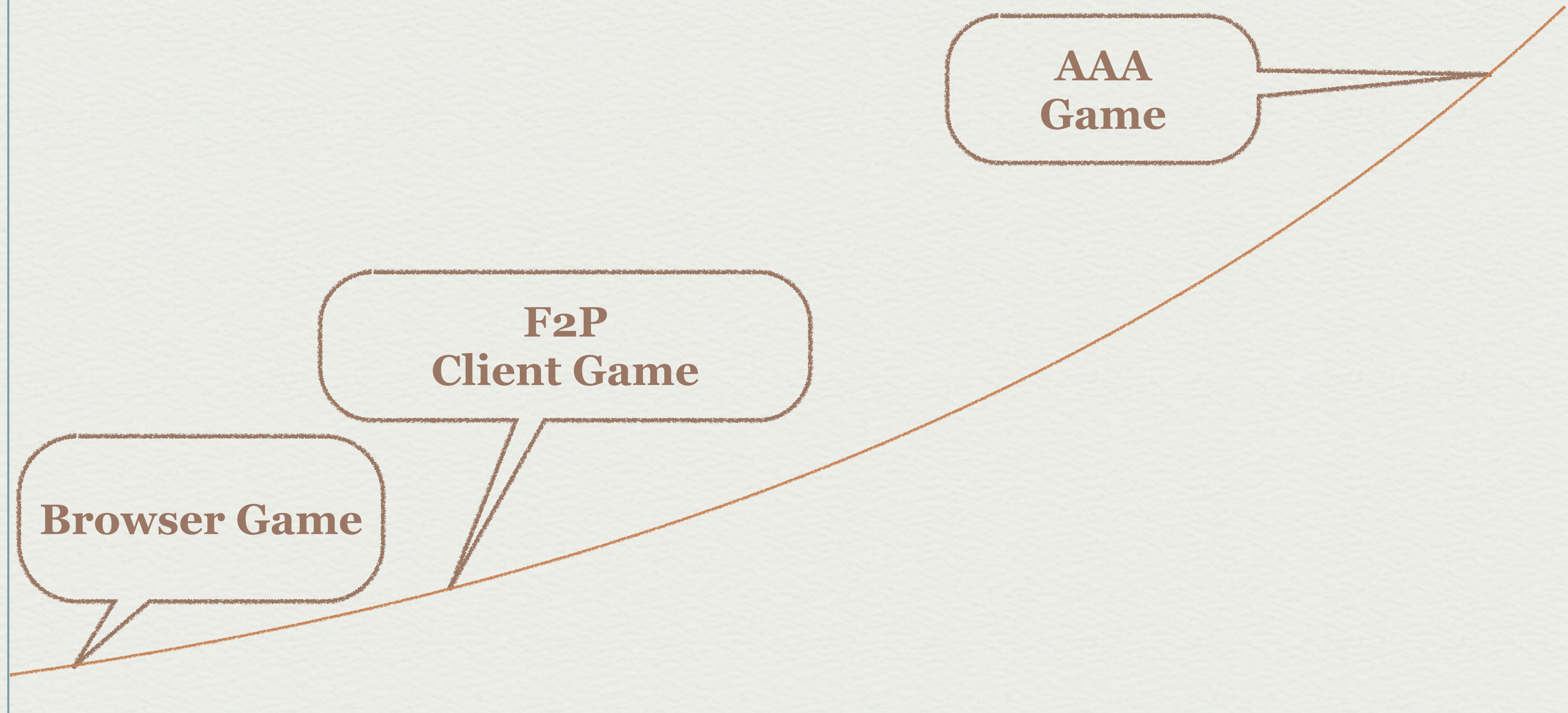


The F2P Goals



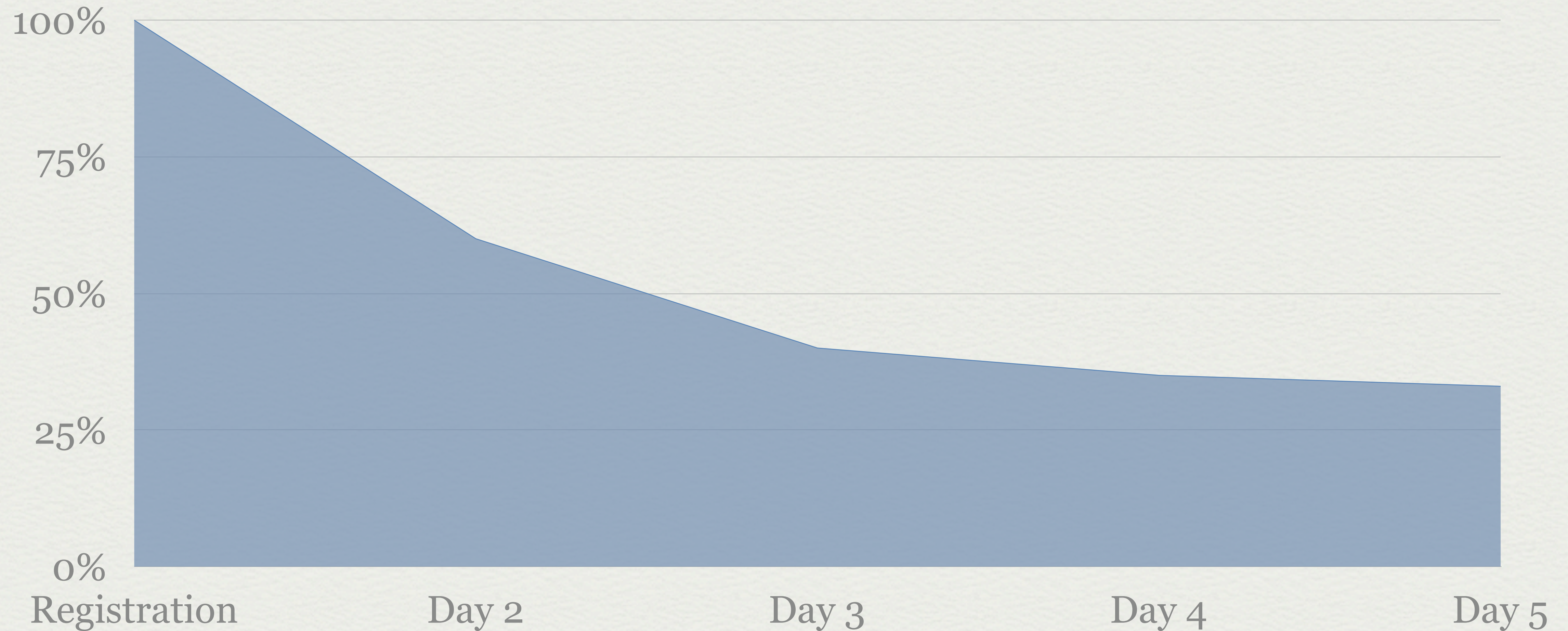
Player Goodwill

Investment / Barrier of Entry



Willingness to give the game a chance

Players Left After Registration



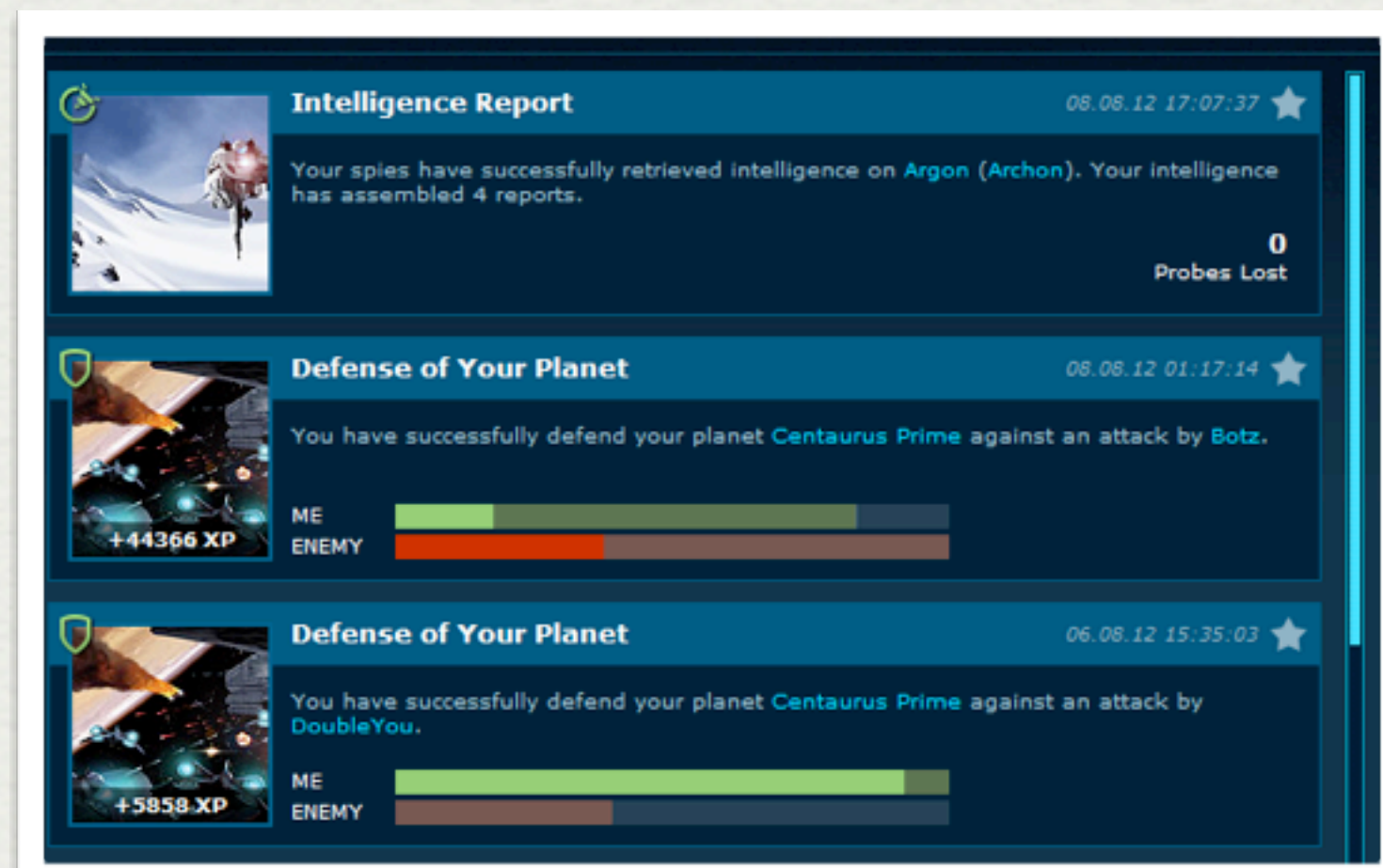
Three Minute Hook

- Capture the player within the first few minutes!
- Explain the core gameplay loop, then expand slowly.
- Make the player love the experience.
- Polish, polish, polish!
- Test it on real people.



Addictive Gameplay

- Give the player a toolset in a sandbox.



- Make him constantly want to come back to the game when he's offline.

Player Activity

- Be sure the player has something to do when he comes back!
- People spend money to not feel guilty about logging off. :-)



Multiplayer Focus



Give up a game

= **EASY**

Give up friends

= **HARD**

Multiplayer = Retention

- Multiplayer is the #1 reason for player retention!
- Let them communicate without typing in text.
- Give the players intrinsic reasons to interact in meaningful ways.



Intrinsic Reasons for Interaction

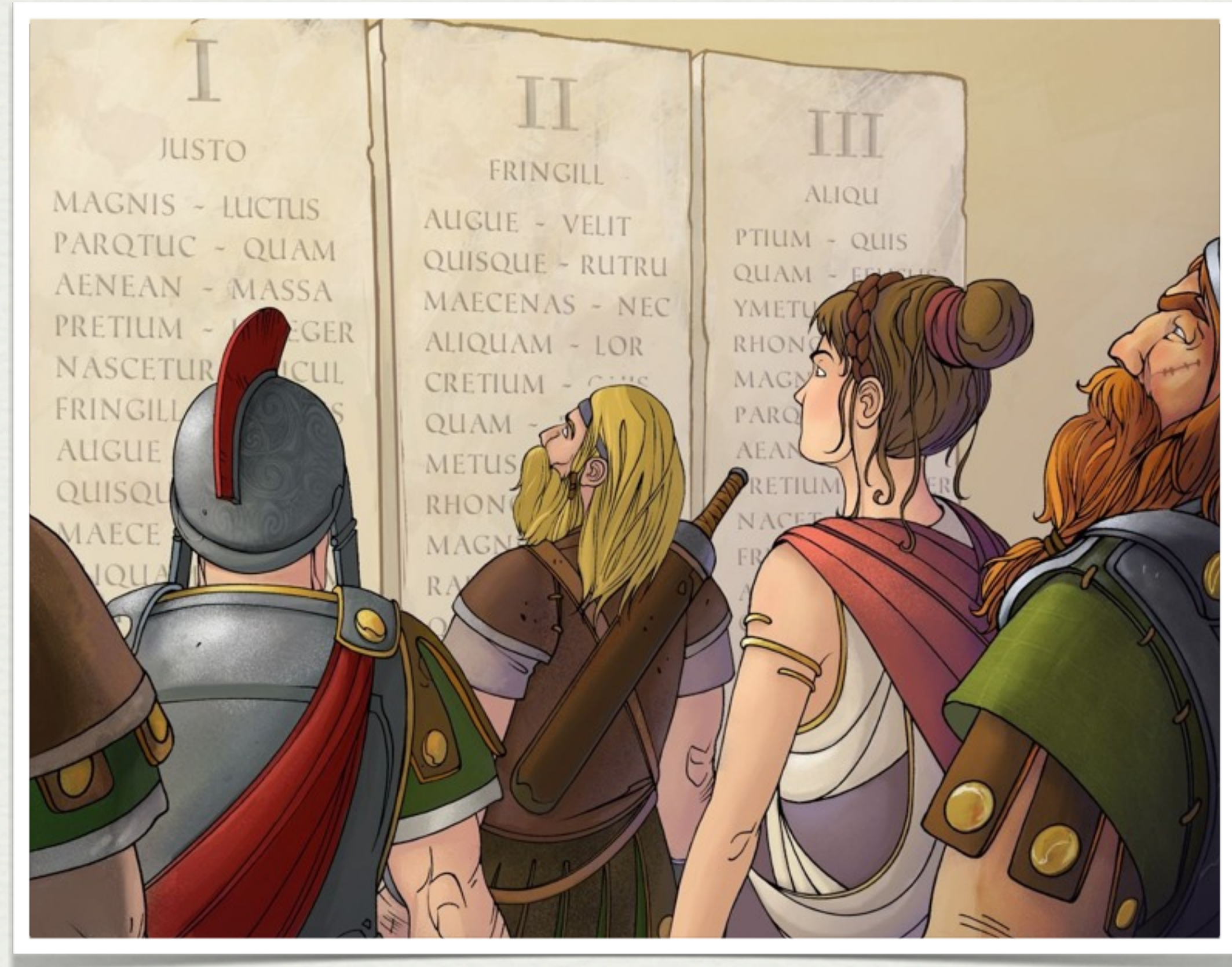
- Conquest
- Interdependence
- Trade
- Cooperation
- Shared victory
- NOT "invite a friend or pay money"



Multiplayer = Monetization

Factors for purchasing decision

- Direct competition
- Advantages over enemies
- Time compensation
- Revenge and generosity





Thank You!

Q&A Session