

# **RUSSIAN MOBILE GAME MARKET**

## **NOT EASY BUT WORTH IT**





# AGENDA



WHY it's worth your effort

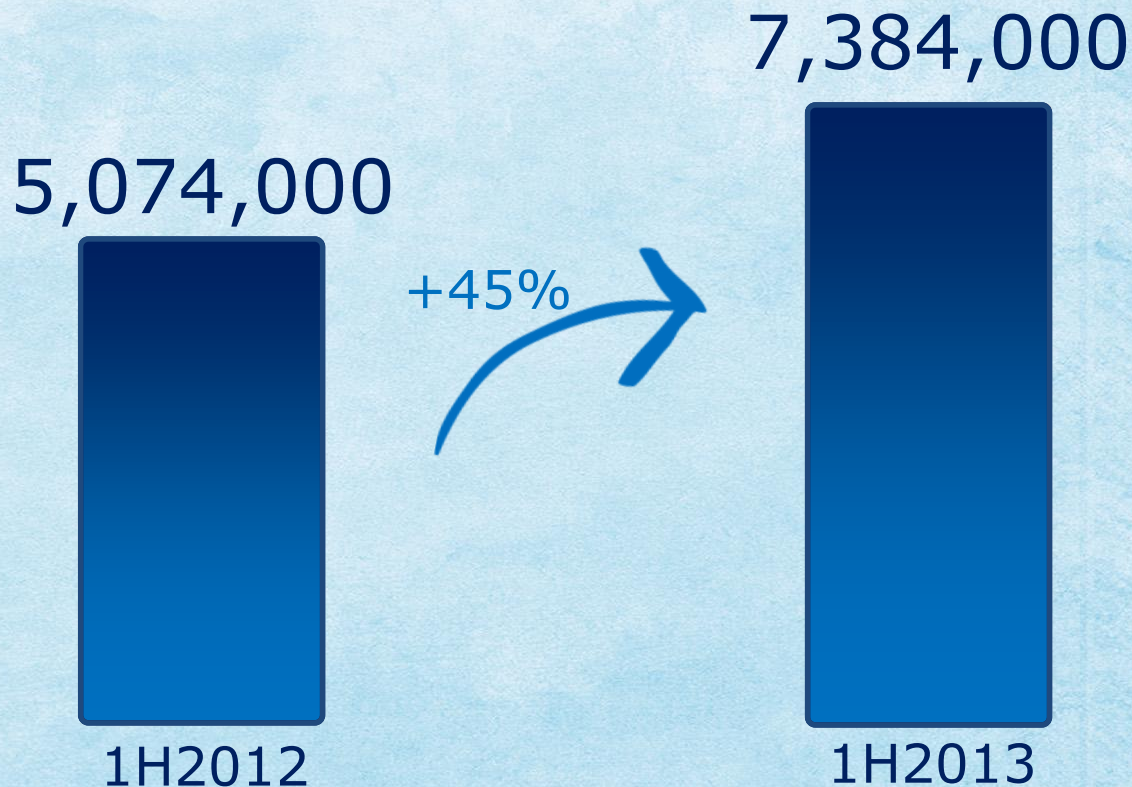
WHAT makes it difficult to enter

HOW to start getting money



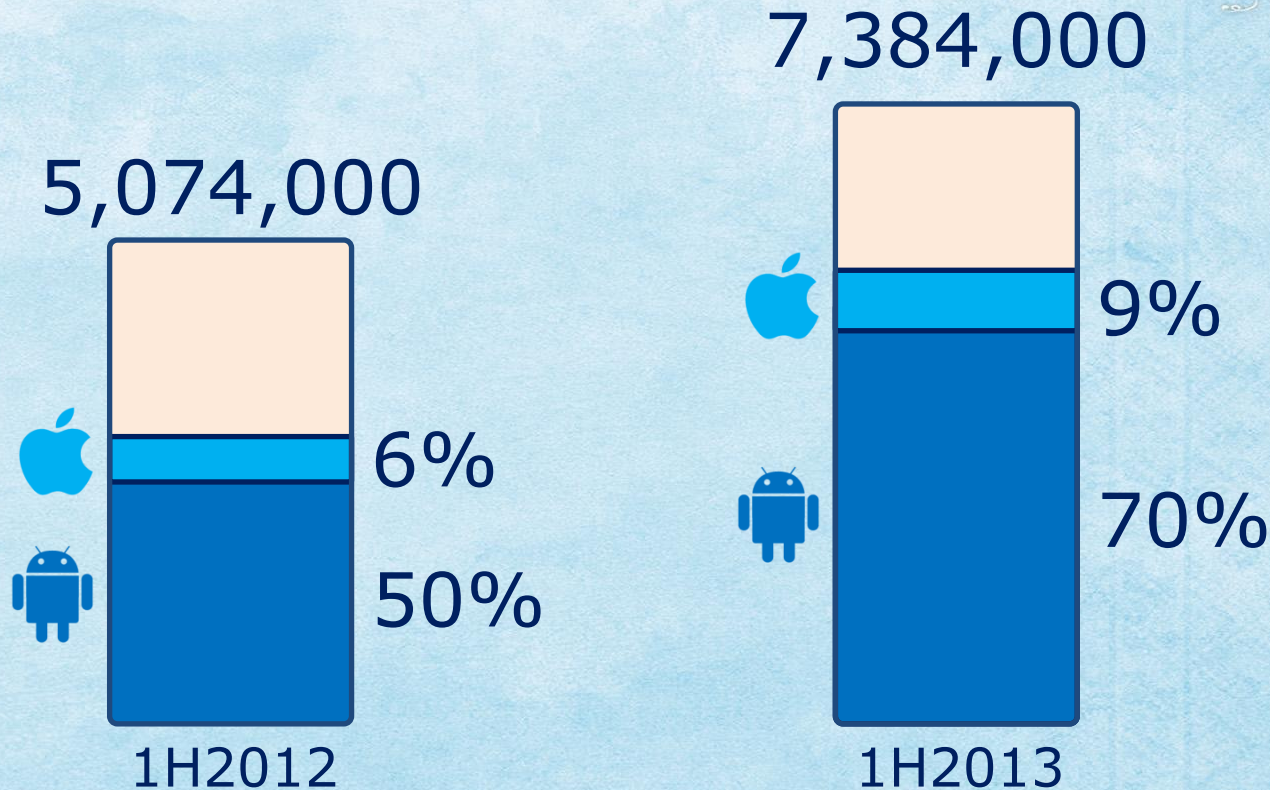


# SMARTPHONES IN RUSSIA





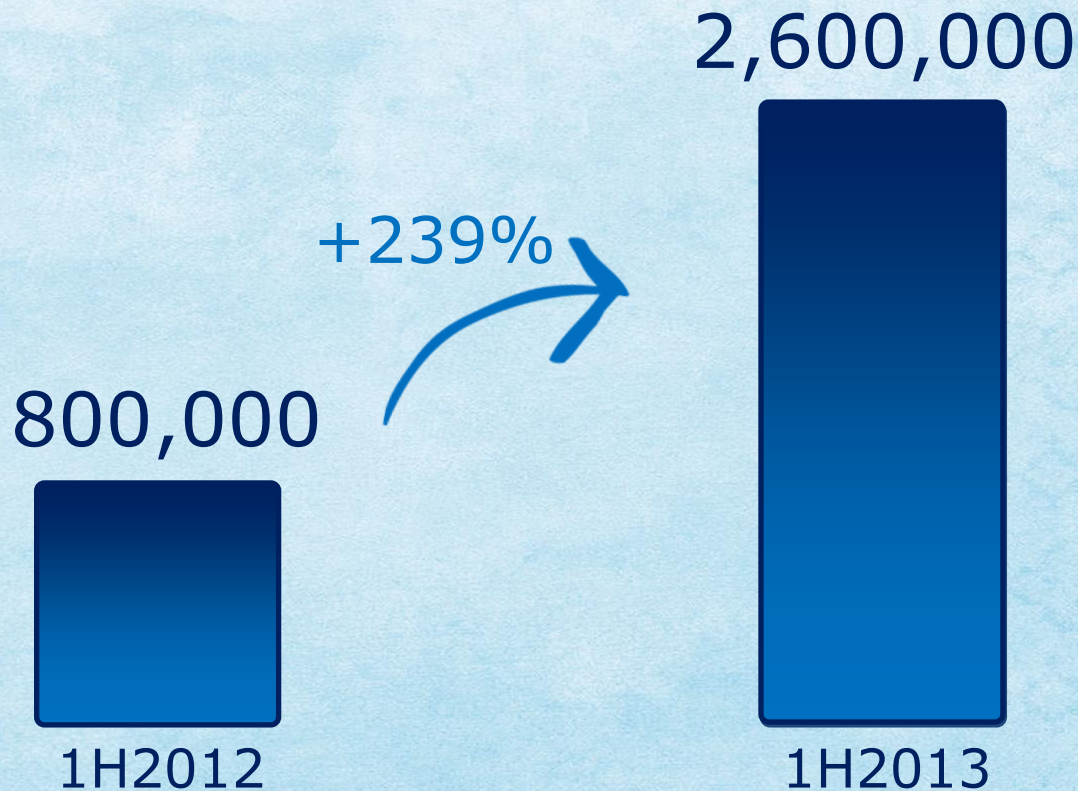
# SMARTPHONES IN RUSSIA





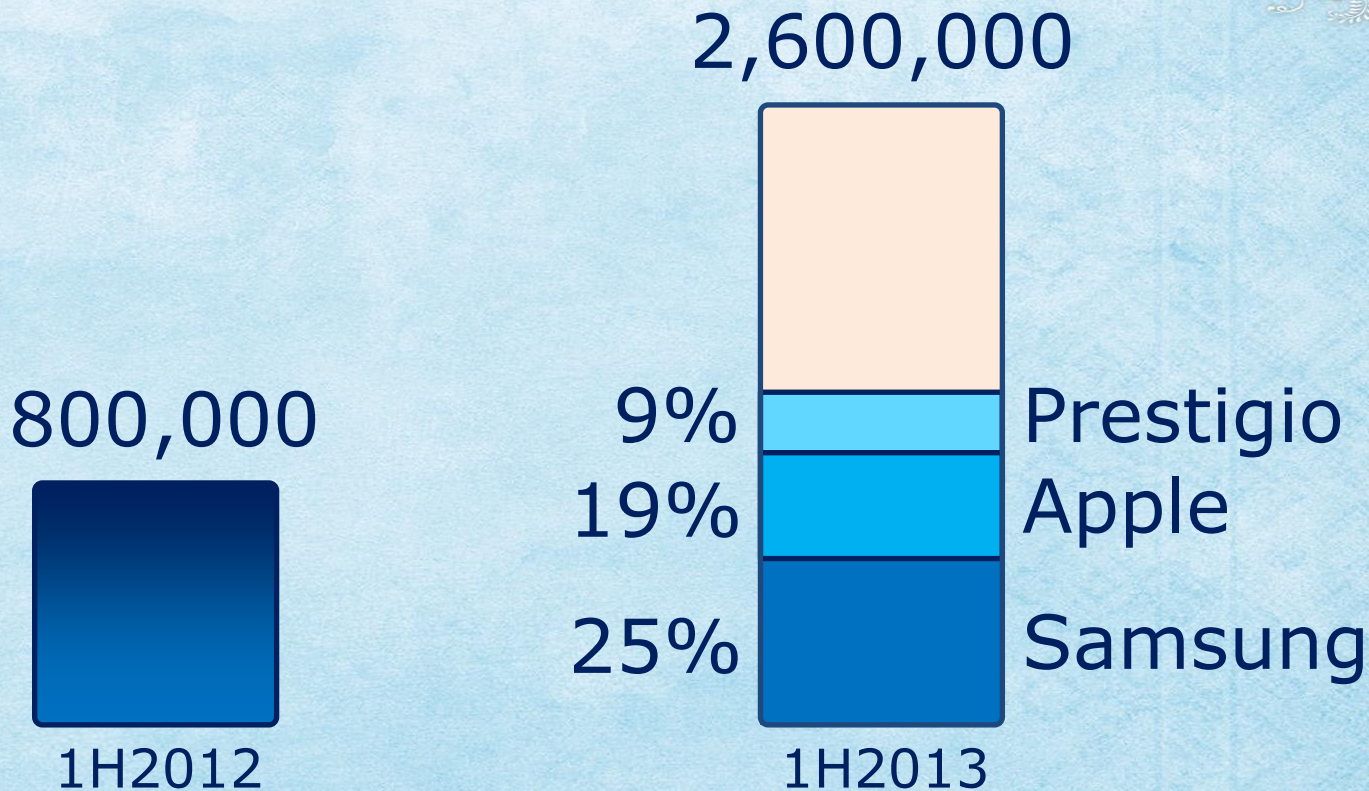


# TABLETS IN RUSSIA





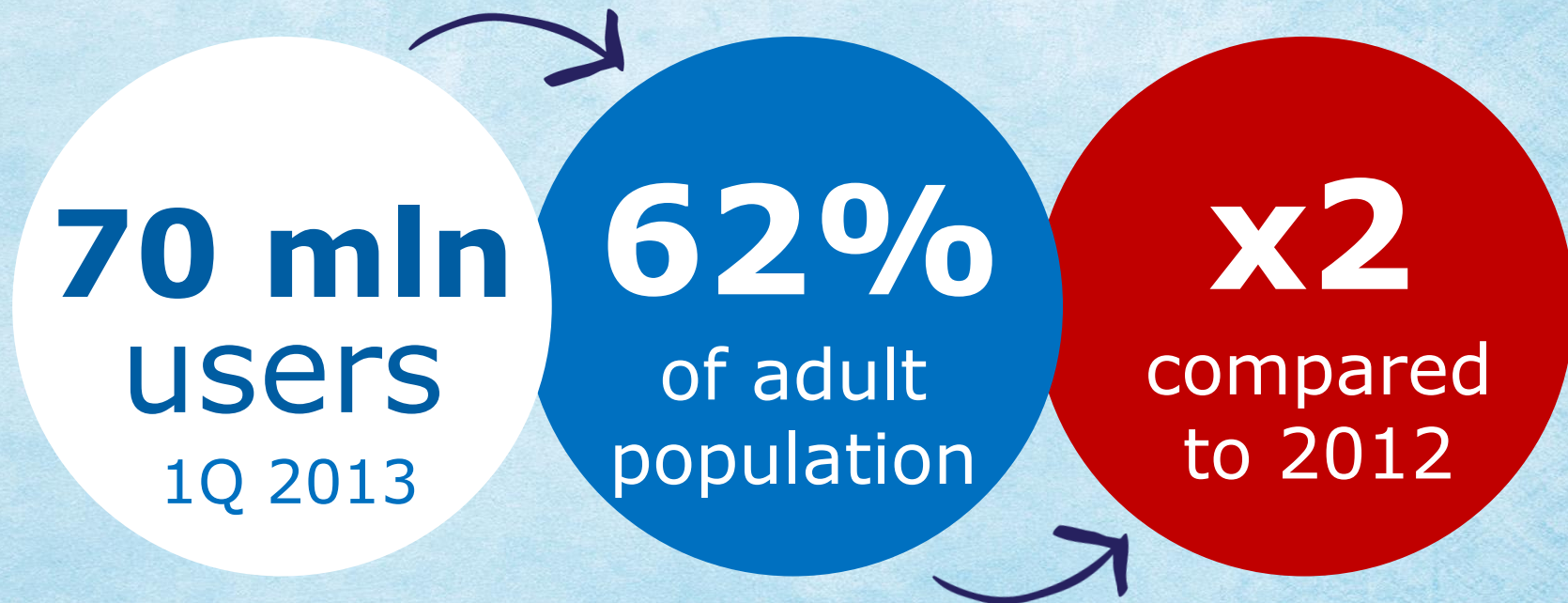
# TABLETS IN RUSSIA







# MOBILE INTERNET





# TOP BY REVENUE (iOS)

1Q 2013, iPad

#	Country	Top Game
1	 United States	Clash of Clans
2	 United Kingdom	Clash of Clans
3	 China	视讯MT Online
4	 Australia	Clash of Clans
5	 Canada	Clash of Clans
6	 Russia	Clash of Clans
7	 Germany	Clash of Clans
8	 France	Clash of Clans
9	 Japan	Puzzle & Dragons
10	 Italy	Clash of Clans

Russia spent almost 20% more on iPad games than Germany





# DONWLOADS ON GOOGLE PLAY



Russia is #3  
country worldwide



# GAME REVENUE



#1

GROSSING GAME  
in Russia  
now earns



about  
\$14,000  
per day

\*iPhone and iPad





# GAME REVENUE

**10 TOP  
GROSSING  
GAMES**

**=**

**\$40,000  
DAILY**



# MYSTERIOUS RUSSIAN PLAYERS



Speak Russian only



Love complaining, need 24/7 support



Don't trust those who charge money  
*(that's why reviews matters)*





By Russia we mean

**250 mln**

Russian speaking  
people worldwide





# WHAT'S IMPORTANT: 1

## LOCALIZATION

- No mistakes are allowed
- It's not a translation
- GUI problems





# WHAT'S IMPORTANT: 2

## Marketing & PR

- Traffic
- Local media
- Featuring



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# WHAT'S IMPORTANT: 3

## B2B PARTNERSHIPS

- Social networks
- Local app store reps
- Local Android app stores
- Media
- Ad networks





# WHAT'S IMPORTANT: 4

## B2C COMMUNICATION

- Tech support in Russian
- Community management
- Local social networks



# A RUSSIAN WISDOM

Instead of doing  
something yourself  
find someone  
who will do it for you







Russia is a home market

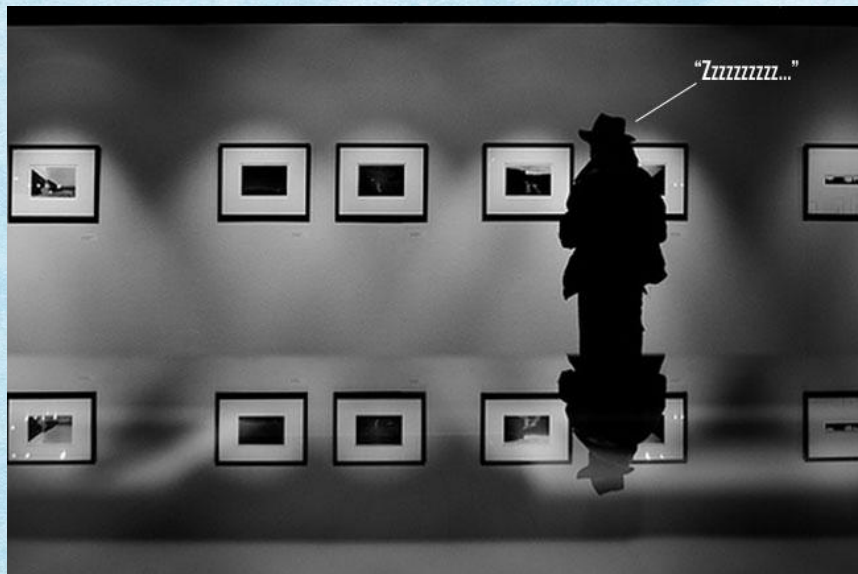
Experienced in game publishing

Has strong B2B connections

Brand is well-known to players



# YOU CAN BE A TOURIST...

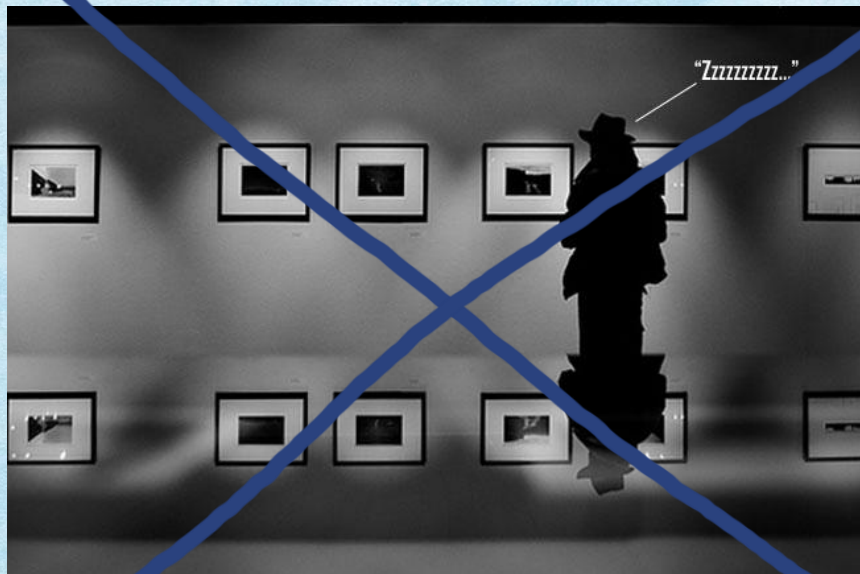


and go to  
museums  
by yourself





# OR YOU CAN BE A TRAVELER!



And have real fun with locals!

# It's up to you!



From  
Russia  
with love!

