

# Analysis and Lessons From The Global Free-to-Play Market

**Chris Akhavan**

President of Publishing, Glu Mobile

# My Background

**UCSC Grad**

**Yahoo!** - Yahoo! Shopping & Yahoo! Video

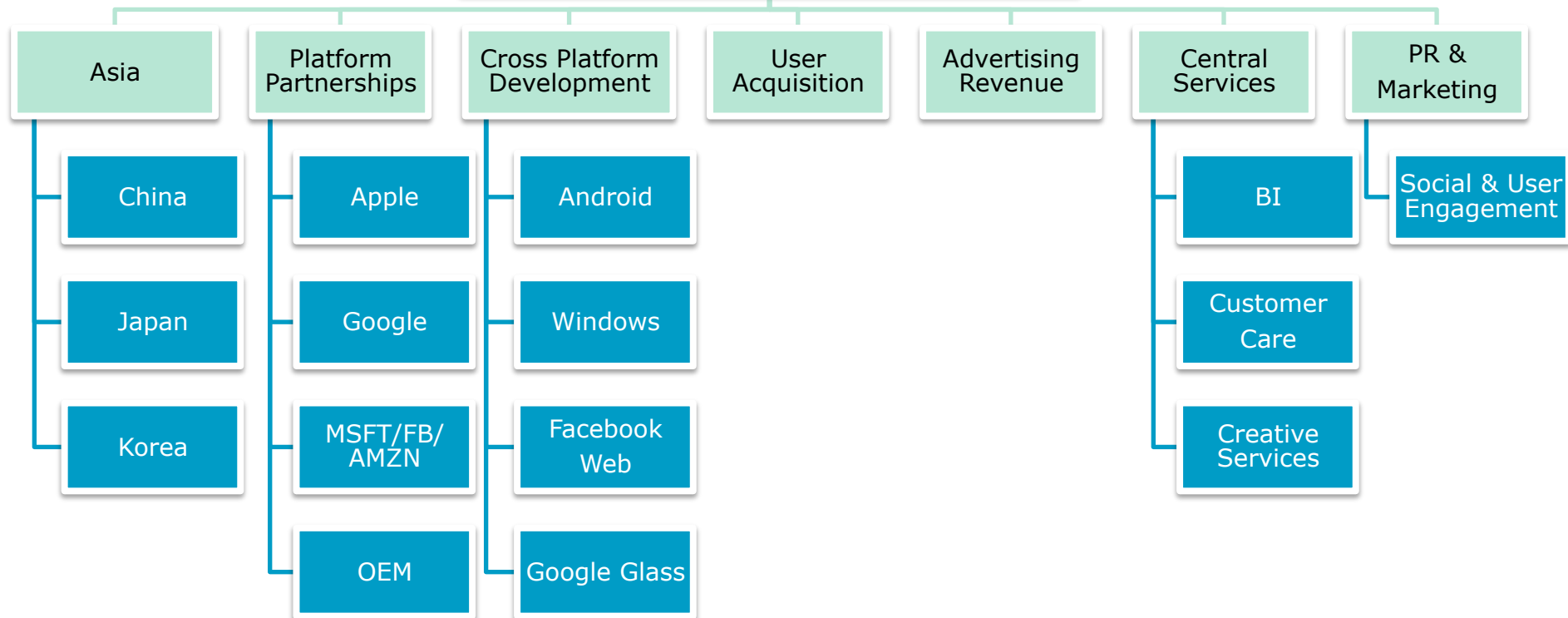
**RockYou!** - Facebook game developer & ad network

**Tapjoy** - Scaled company from 10 people to 300+

**Glu Mobile** - President of Publishing



## President of Publishing



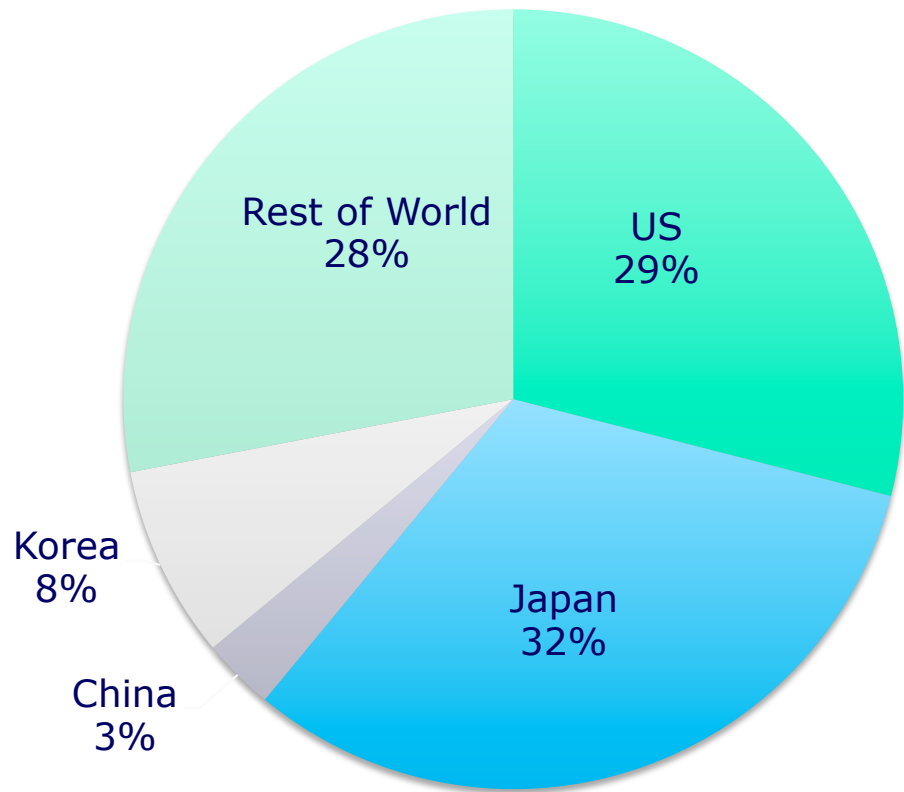
# Market Trends: What we looked at

- Geographical distribution of revenues
- Continued impact of social & multiplayer
- Regional revenues by gameplay type
- Regional revenues by genre

Among top 150 grossing App Store + Google Play games



# Global Revenues

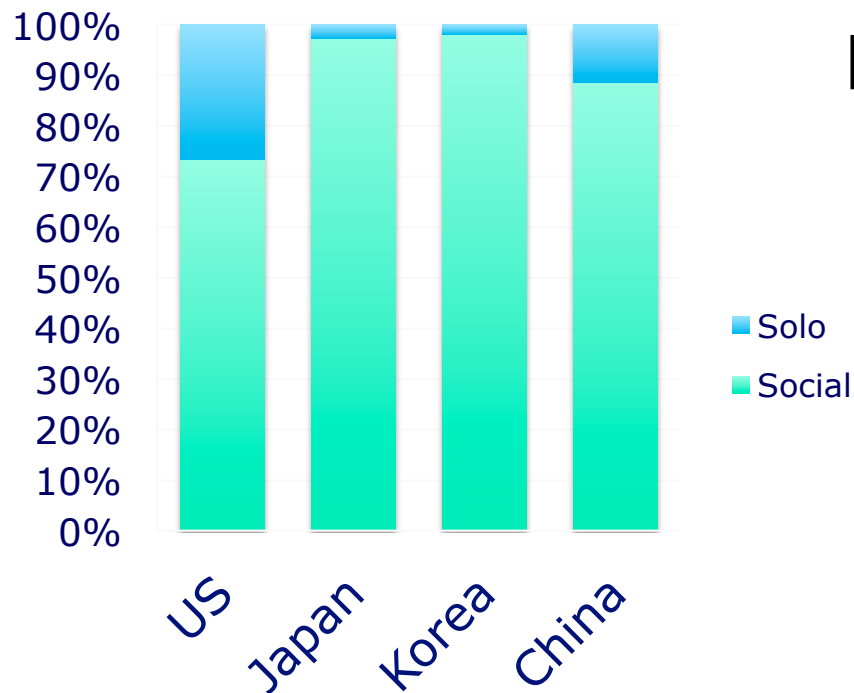


When looking at the top 150 grossing games globally...

- Japan and US make up over 60% of revenues for top 150 grossing games



# Social is Everything



## Multiplayer is critical...

- In Western markets, around 75% of revenues come from games with social features
- 90%+ of revenues in Asia come from games with social features

# Power of social

## GREE: Adding guilds to your mobile MMORPG can boost daily revenue by 600%

*What Mike Lu learned from Modern War, Kingdom Age*



**Product:** [Dragon Realms](#)  
**Publisher:** [GREE](#)  
**Genre:** RPG

by [Matthew Diener](#)

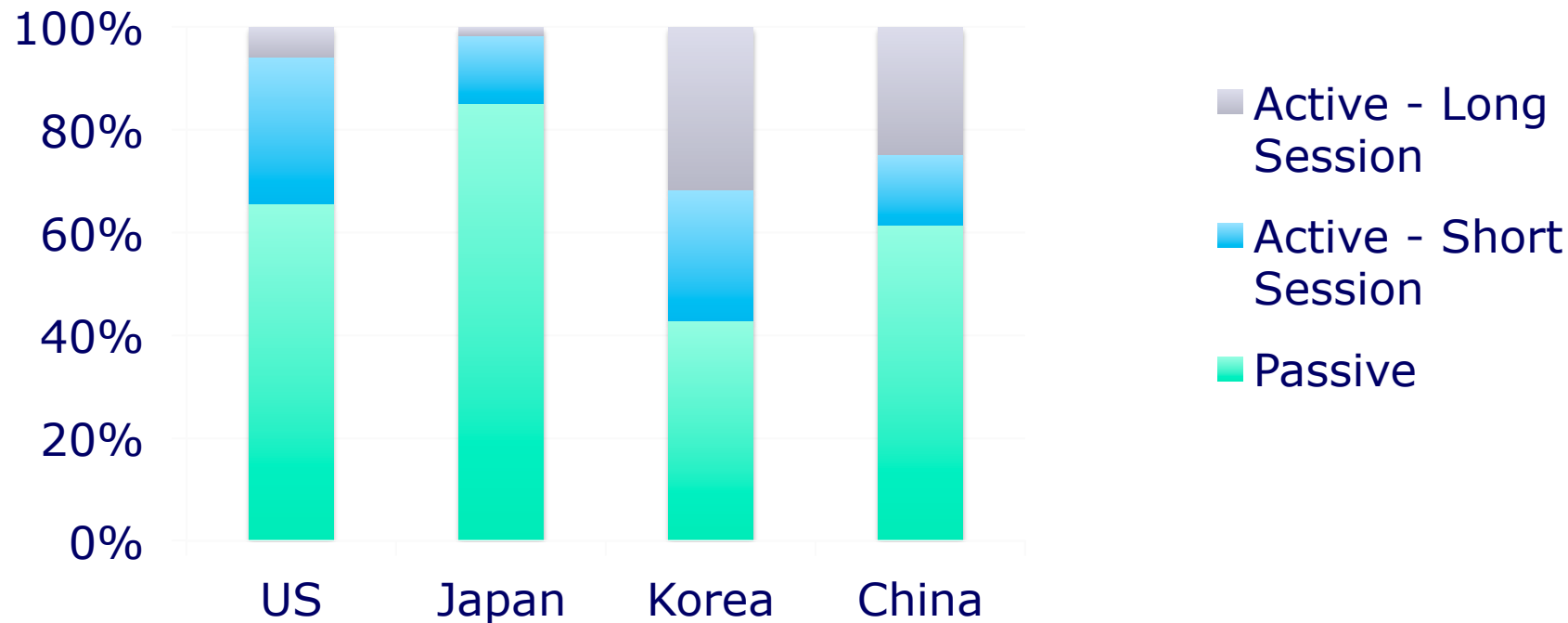
In terms of long-lasting successes, Funzio's *Kingdom Age* and *Modern War* are two tough acts for GREE to follow.

The combined three and a half years the two titles spent on the App Store, however, provided a mountain of data for the Japanese social gaming giant to draw upon when developing a new project.

*Dragon Realms* is that new project, released under the GREE banner after [the firm brought Funzio into the fold in 2012](#). We caught up with the VP of Product behind *Dragon Realms* - Mike Lu - to discuss what it takes to launch a successful mobile MMORPG.

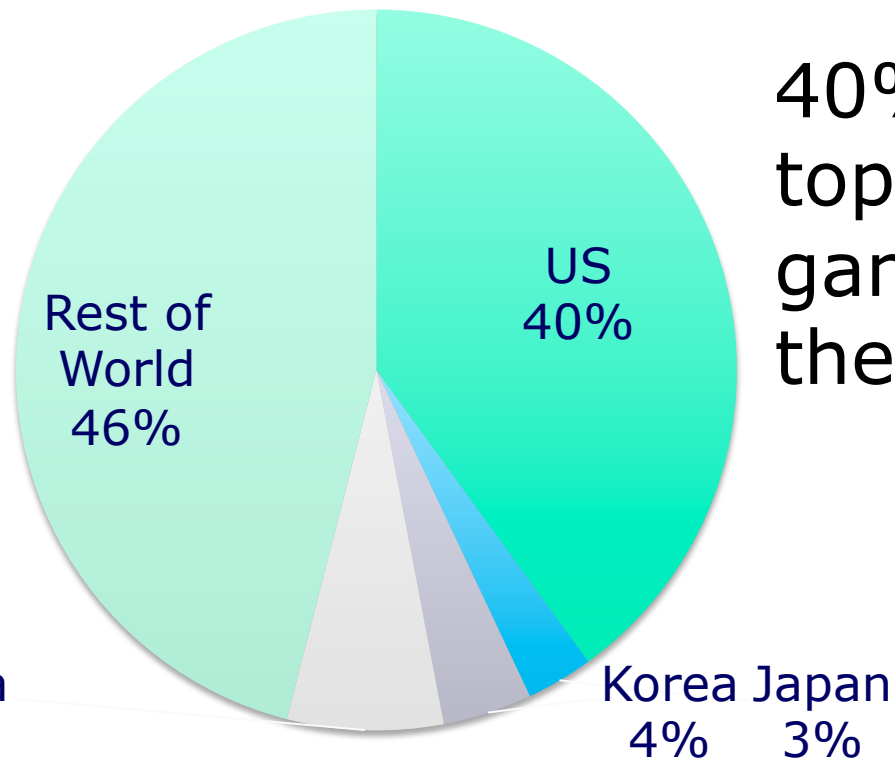


# Gameplay Type by Country





# Strategy Games Popular in the US

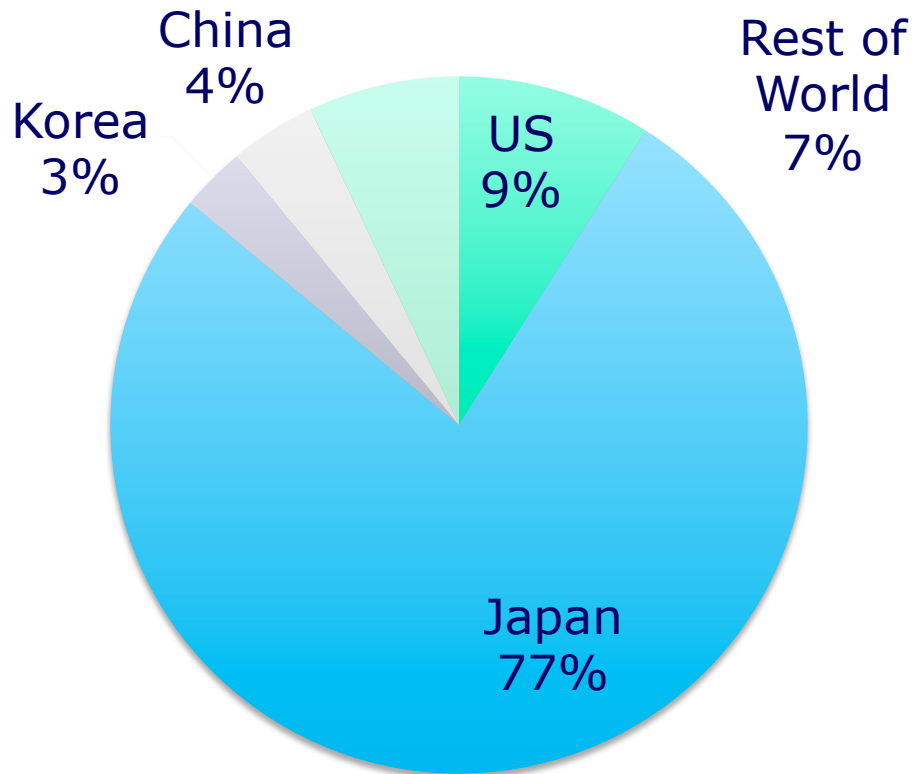


40% of revenue for top grossing strategy games comes from the US market

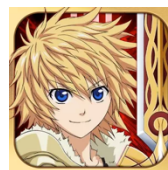




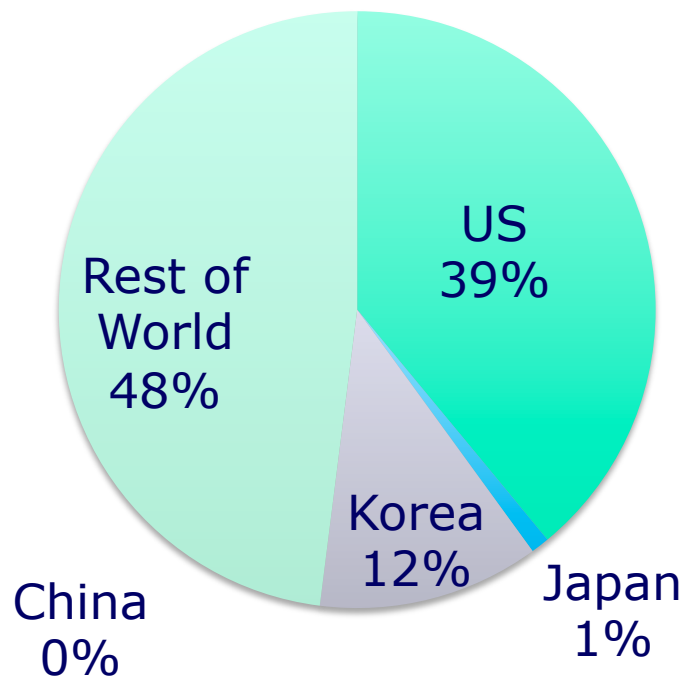
# Japan Owns Card Battle



Over 75% of card battle revenue comes from Japan, but US now represents just under 10%



# Resource Management Less Popular in Asia



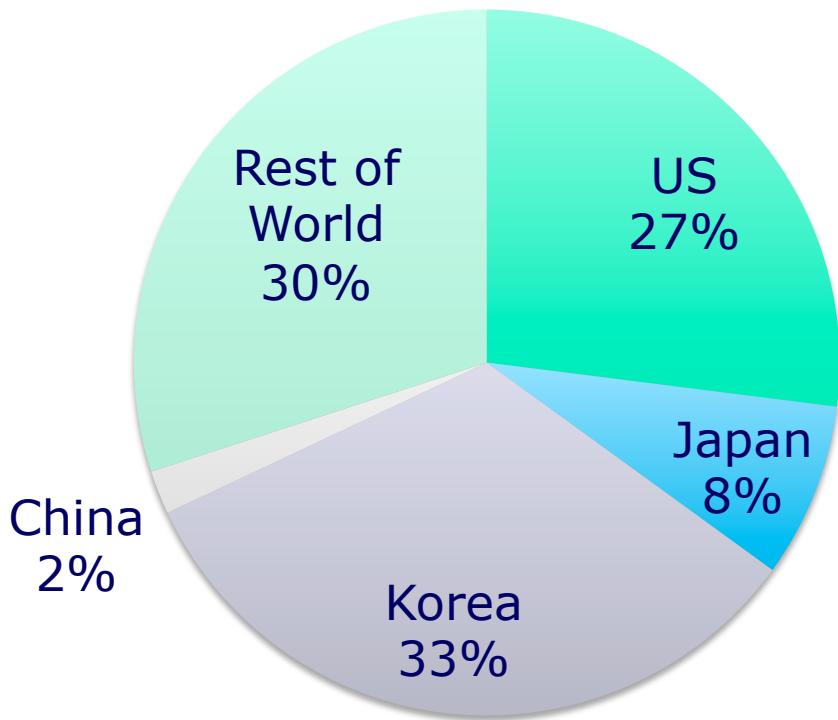
US makes up nearly 40% of revenue for resource mgmt games





# Action for Broad Global Appeal

60% of action game revenue comes from US and Korea



# Mobile distribution tips

Launch on iOS and Android simultaneously to maximize word of mouth



-  **Jhon Fredy Android???**  
Like · Reply · 5 · January 2 at 12:53pm via mobile
-  **Daniel Sykora Android please**  
Like · Reply · 5 · January 2 at 12:50pm
-  **MōMāmēd IbrāMīm** What about android  
Like · Reply · 3 · January 2 at 1:17pm via mobile
-  **John SwiftBird** When will it be available on google play? And android???  
Like · Reply · 2 · January 2 at 2:29pm via mobile · Edited
-  **Bartuszek Úr** ANDROID PLEASE  
Like · Reply · January 2 at 7:49pm via mobile
-  **Michael Dalton** Yes I been awaiting Droid release it at 12 are die lol  
Like · Reply · January 2 at 7:25pm via mobile
-  **Pakorn Kerdlap** android please  
Like · Reply · 1 · January 2 at 6:42pm
-  **Marvel Don** Java plzz  
Like · Reply · 1 · January 2 at 1:12pm
-  **Martin Wiech** android left out???  
Like · Reply · January 5 at 2:59pm
-  **Yen Yan** How to get Mage? Searched it for long from internet but not find the anser. Where is the Lvar Mountain???Will stop playing if still stuck into it...  
Like · Reply · January 3 at 8:03pm
-  **Вадим Сластухов** Android Please!!!!  
Like · Reply · January 3 at 4:45pm via mobile
-  **Delroy Buchanan** Calm our minds when is Android coming out?  
Like · Reply · January 3 at 12:52pm
-  **João Batista** Android!!!!!!  
Like · Reply · January 3 at 3:17am via mobile
-  **Shaezad Shaikh** Android please glu  
Like · Reply · January 2 at 11:29pm via mobile

# Mobile distribution tips

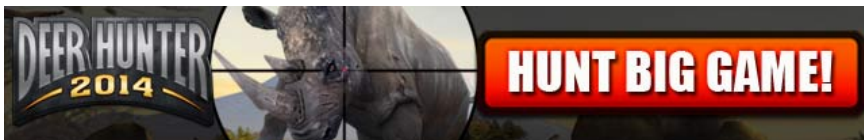
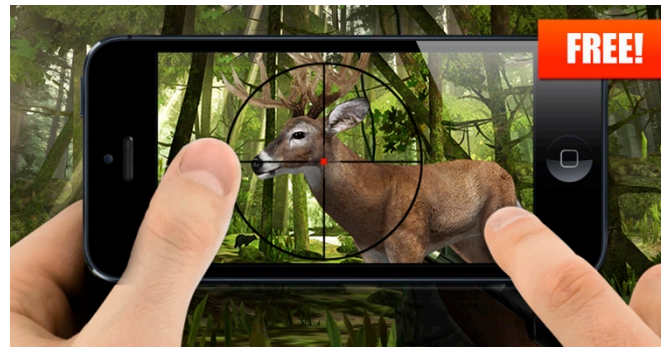
Obsessively optimize app store creative (app icon and screenshots)





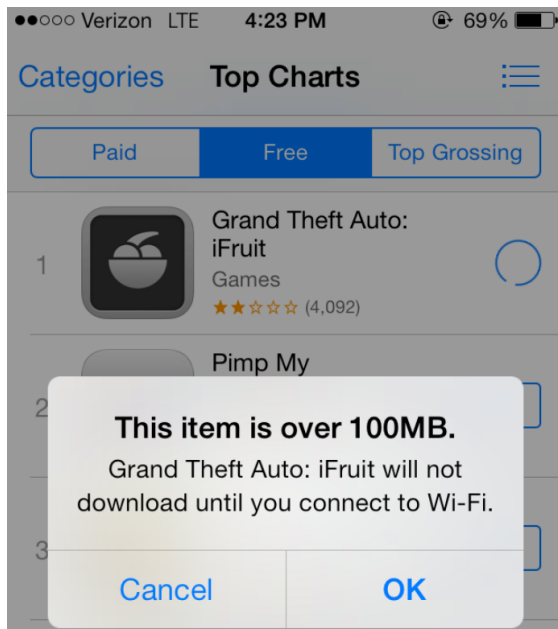
# Mobile distribution tips

Refresh advertising creative at least every 5 days



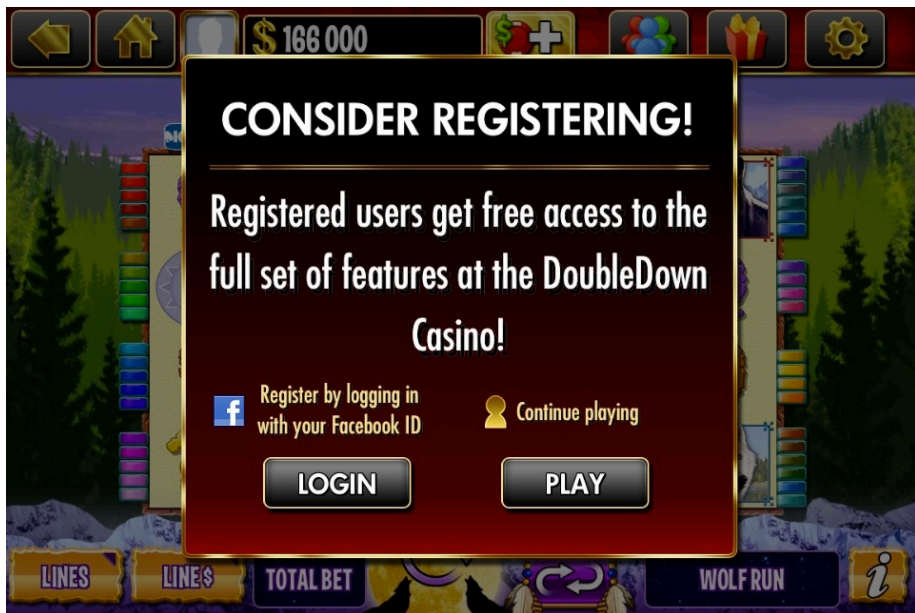
# Mobile distribution tips

Keep the download as small as possible



# Mobile distribution tips

Hook 'em before you ask them to register, connect with Facebook, etc.



# Mobile distribution tips

Read as many reviews, forum posts, and social comments as possible





# Mobile distribution tips

Offer increasing incentives for users to return daily





# Mobile distribution tips

Enable frequent, 30 second experiences



# Thank you!