

# ~~The Battle for the Fourth Screen~~

**Niccolo de Masi**  
CEO, Glu

**"THE NEXT BILLION"**



**SMARTPHONE & TABLET GAMES**  
SUMMIT

**GAME DEVELOPERS CONFERENCE**

SAN FRANCISCO, CA  
MARCH 17-21, 2014  
EXPO DATES: MARCH 19-21

**2014**

# My Background

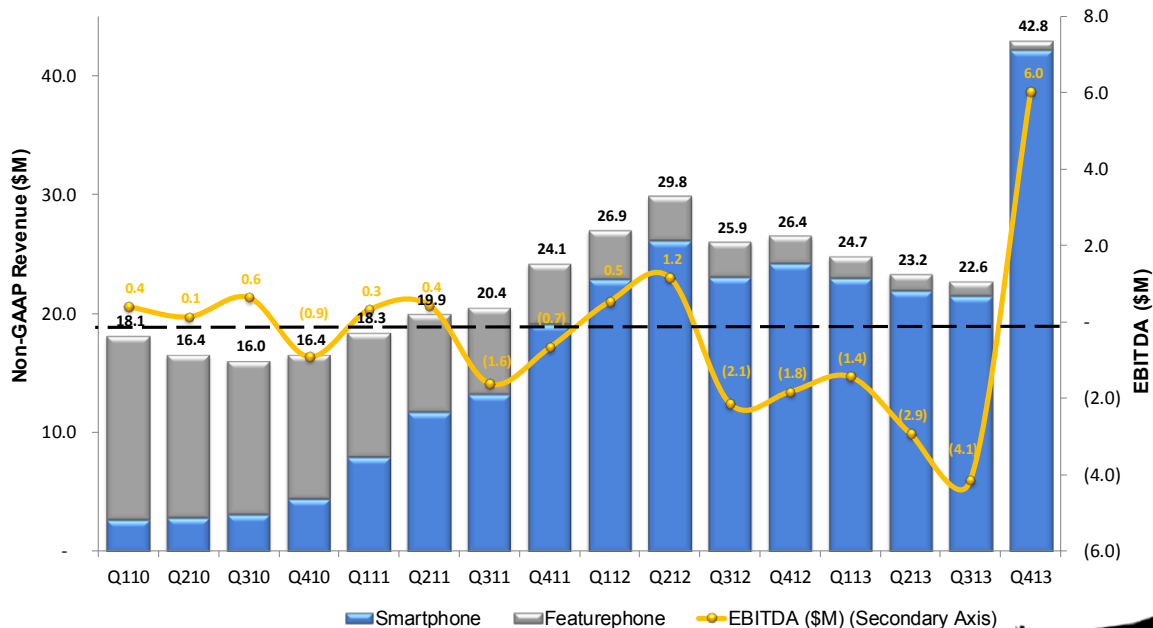
- 17<sup>th</sup> quarter as Glu CEO
- 3-time mobile media CEO
- 2<sup>nd</sup> public company
- Platform transitions in each



**monstermob**  
Group plc



HANDS-ON  
MOBILE™



# Action-Centric Portfolio

Franchise	Releases	Current/Next Installment	Cum. Installs
	   	CK3	102M+
	 		62M+
	 		29M+
	   		111M+



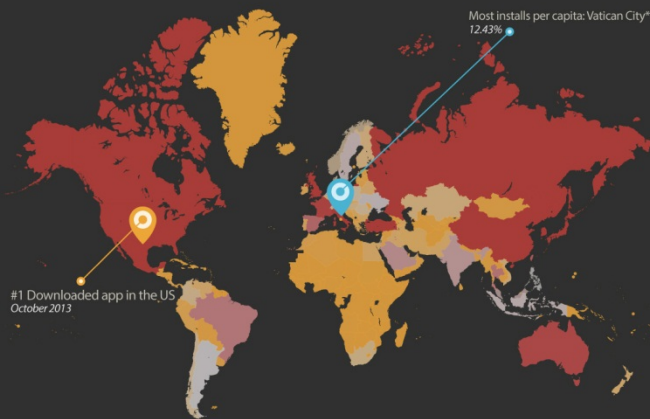


# Deer Hunter 2014

## by the numbers

### Installs by location

71 million installs  
in 192 countries



Deer Hunter 2014 recorded a peak of over 4 million daily active users.

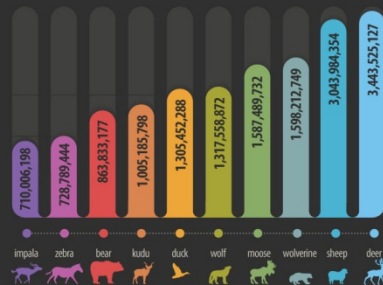


Data through Jan. 29th. Download numbers sourced through App Annie.  
\*Percentage refers to the number of installs occurring in Vatican City divided by population

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### Most shot animals

15,604,037,739 animals  
total kills



The US white tail deer population is estimated at 30 million.  
Deer Hunter players have hunted 114 times more deer!



### Time spent playing

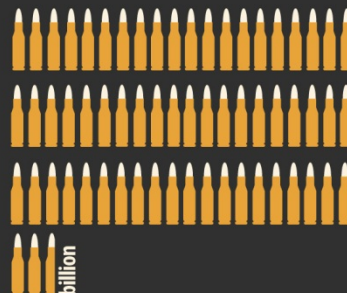
28,790 years spent  
hunting in Deer Hunter 2014



These years redirected could have constructed the Empire State Building 36 times.

### Shots fired

62,969,279,807  
shots fired



The same number of .30-06 hunting cartridges laid end-to-end would circle the Earth almost 99 times!

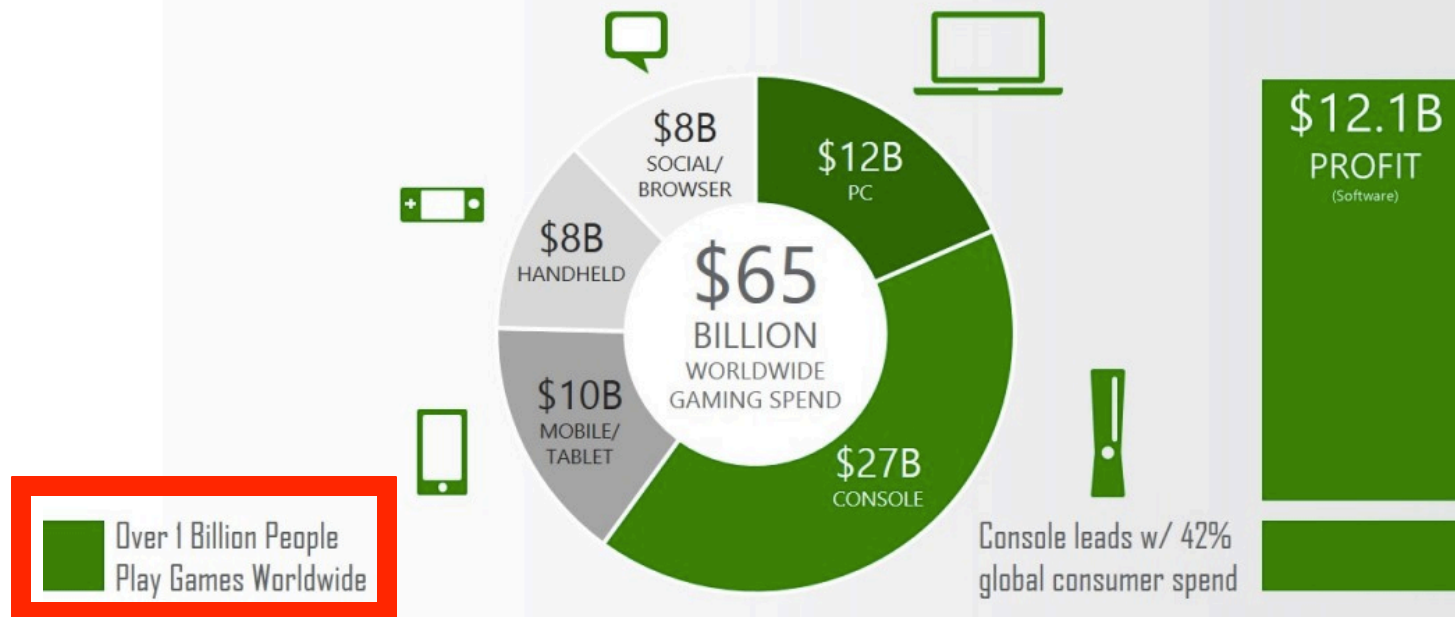


x 99



# Market Booming

More people are playing video games than ever before



SOURCE: NPD, GfK, IDG, Public Financial Disclosures, MSFT Estimates

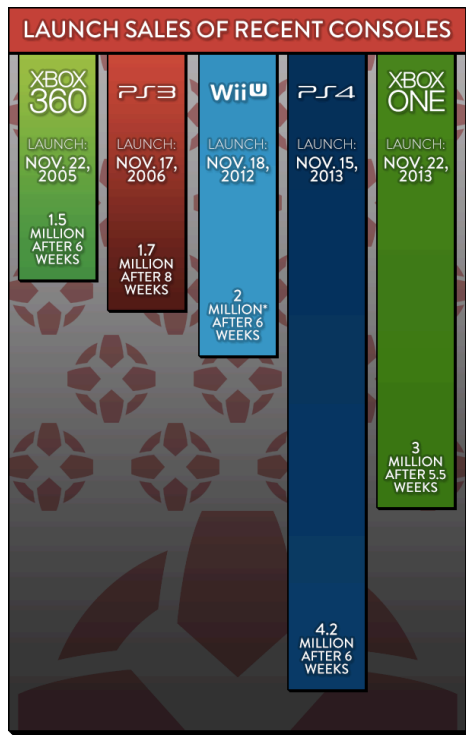


# Next Billion Living Rooms

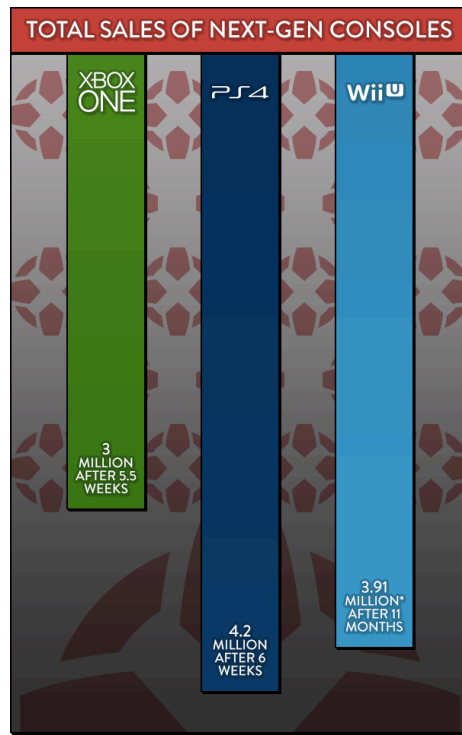
260M –  
last generation  
consoles units



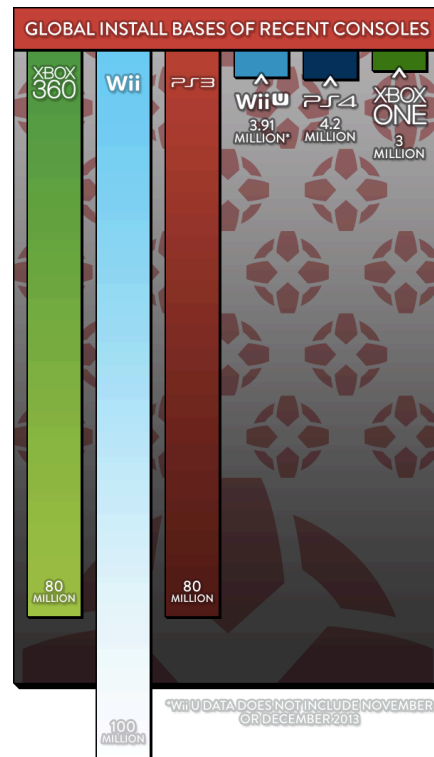
# Steady Console Audience



\*1.59 MILLION CONFIRMED FOR US & JAPAN, 500K ESTIMATED FOR EUROPE.



\*Wii U DATA DOES NOT INCLUDE NOVEMBER OR DECEMBER 2013

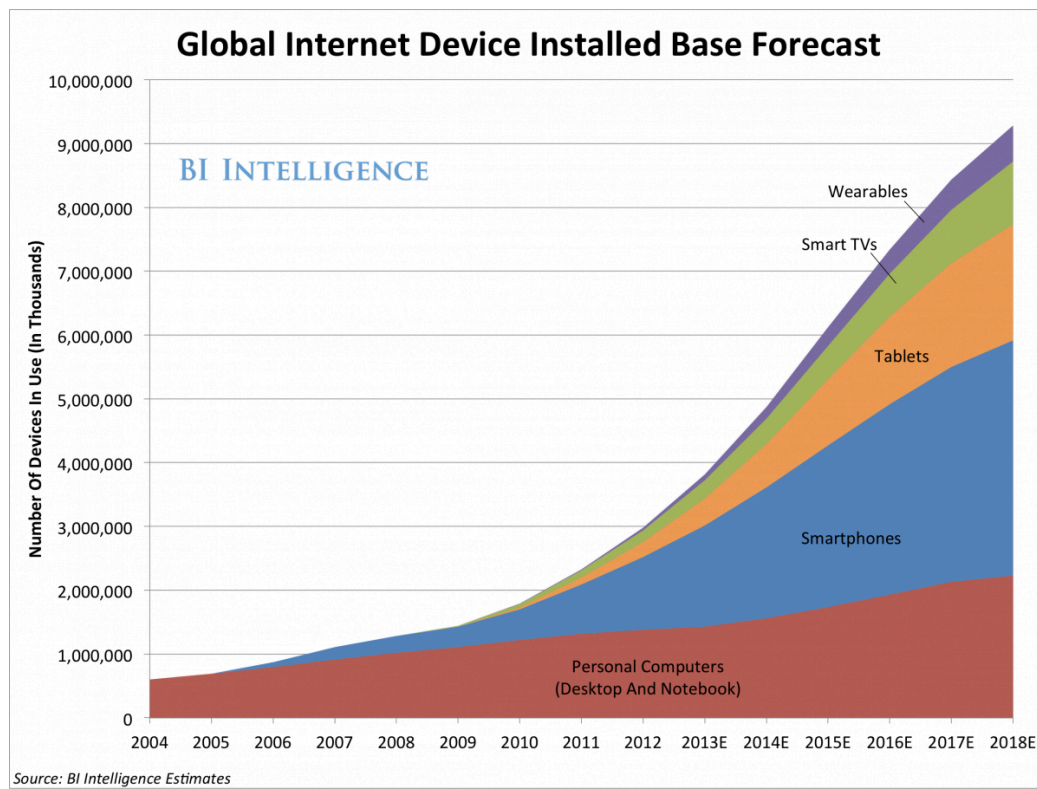


\*Wii U DATA DOES NOT INCLUDE NOVEMBER OR DECEMBER 2013



# Stronger Mobile Momentum

5 Billion  
smartphones  
& tablets by  
2017



# Land Grab

87 million  
current-gen  
consoles sold by  
End of 2016



# Competing for the Next Billion

Console			
Smart TV			
Independent Hardware			
Cable			
Convergent Tech			



# F2P: Endpoint Business Model

1. 75% of Top Grossing apps
2. Marketing is in-built
3. Product becomes service



# F2P – Unstoppable

Long  
Term  
**Brand  
Equity**



Medium  
Term  
**User  
Base**



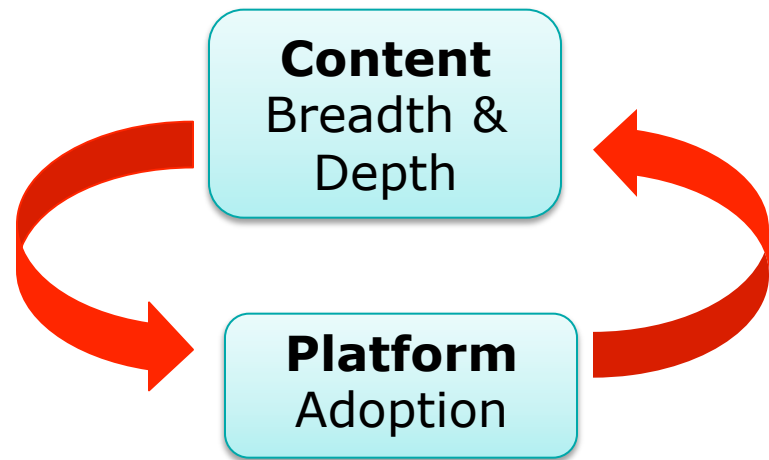
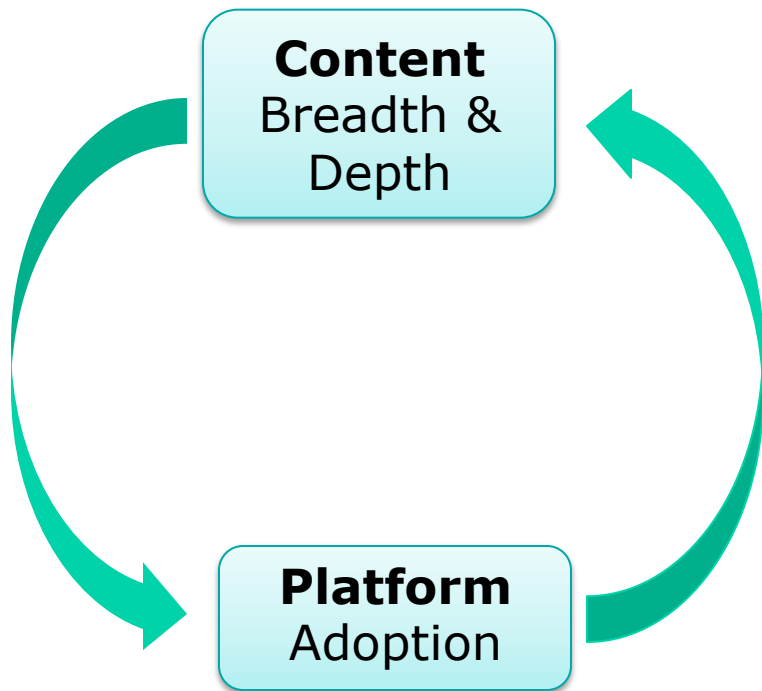
Short  
Term  
**Revenue**



**Winning  
Model**



# Virtuous Circle or Death Spiral



# Simplicity over Complexity



# Not the Next Billion



BananaQ8.com

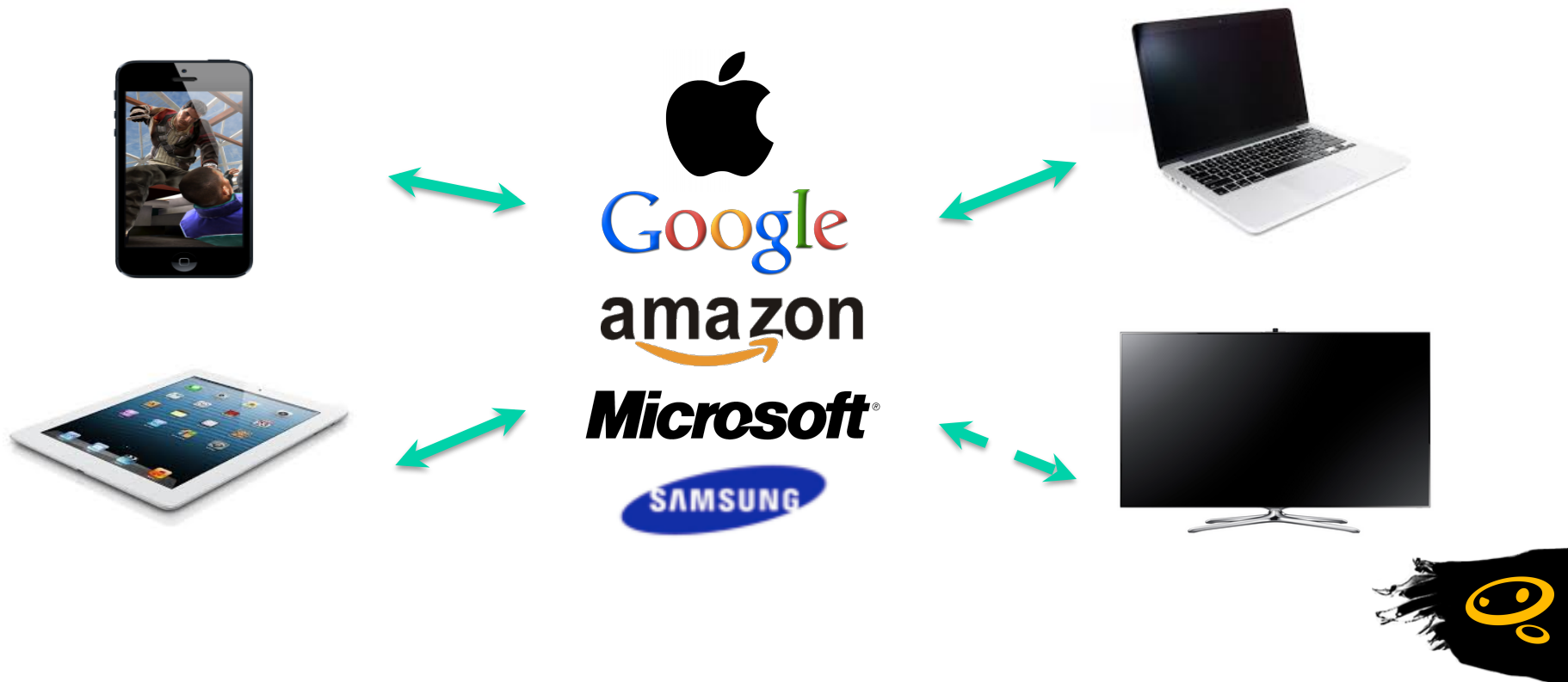


# Accessibility Not Complexity





# Unified Ecosystems



# Focus on the Next Billion

1. Platforms that dominate the Next Billion
2. Winning business model

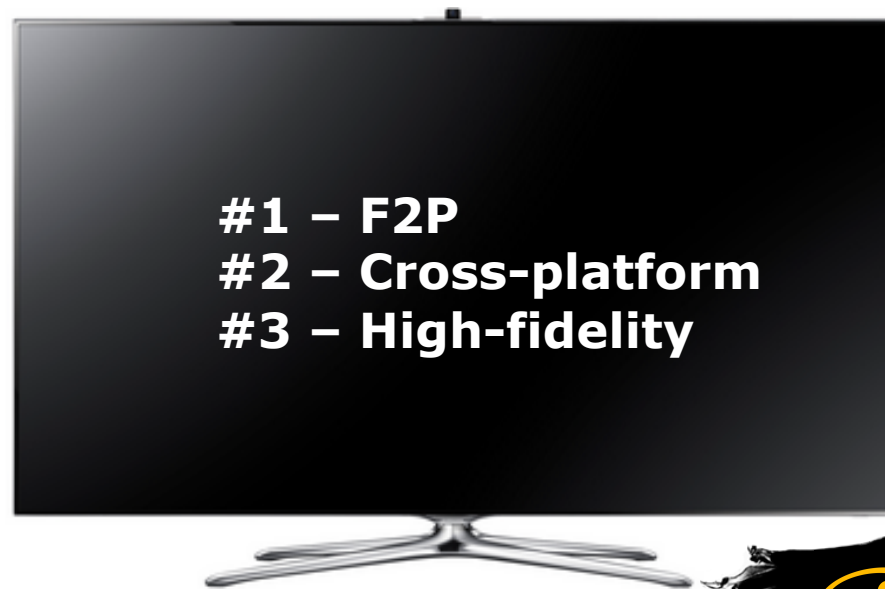


# Glu's Predictions

## Platform Winners



## Content Winners



# THANK YOU!



## Questions?

