

BADLAND Postmortem

Building on App Store Launch Success

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CEO / Coder / Co-founder
Frogmind

Outline

- Recap from GDC Europe 2013:
 - Frogmind & the launch of BADLAND
- Post-launch strategies for keeping steady download curve
- Other mobile platform experiences
 - Google Play, Amazon Appstore, BlackBerry, Humble Bundle

FROGMIND

Frogmind

- Founded in April, 2012 by two ex-RedLynx (Trials series) developers
- Based in Helsinki, Finland
- Goal: develop the coolest touch based game by staying 100% independent (KISS)

Frogmind

- With
 - No previous experience in running a game studio/company
 - No press contacts
 - No platform contacts (no Apple contact)
 - No marketing experience

Frogmind

- But with
 - 2x5 years of actual game development experience
 - Lots of indie spirit
 - Tips from fellow Finnish indie devs
 - Strong belief that good games will sell well enough without a marketing budget
 - But with your own indie marketing

FROGMIND

is

**two industry veterans who decided
after their latest and most successful game projects**

**(Trials Evolution, XBOX 360, Metascore 90
Motoheroz, Wii/iOS, Metascore 82)**

**that now is the perfect
time to go indie**

Our first game will be announced here in:

June 2012

18D 22:30:29



BADLAND

FROM
FROGMIND

July 2012

Jul
27
2012

Gaming experience and what we think about it

4 Responses »

Both of us here at Frogmind have a long history of gaming starting from the late 80's. We have played thousands of different games starting from Commodore 64 all the way to the new iPad. In the process we have learned what are the elements we like and dislike in games and in game business.

We think that games should be developed by constantly thinking from the perspective of the player. The player eventually playing your game is the king. He/she is the person whose enjoyment is in the hands of your game. Thus, the end-user experience is the most important goal in our games and we want it to be

We think we are able to achieve this as we are active gamers ourselves. We are or us too. We want to enjoy it as much as you will do.

BADLAND is an atmospheric side-scrolling action adventure available in App Store for iPad, iPhone and iPod Touch.



Follow BADLAND



July 2012

BADLAND

[HOME](#)[BLOG](#)[ABOUT](#)

Aug
24
2012

BADLAND's visual inspirations – Part 2

2 Responses »

Let's continue this hugely popular series concerning BADLAND's visual inspirers :)

This time I'm going to show you some old masters that has inspired BADLAND's colorful look. I'm a big fan of American art movement called The Hudson River School. It was a mid-19th century group composed by landscape painters. Rather than tell you all about that movement, I'm just going to present some of my favorite works from those influential artist.

Thomas Cole:

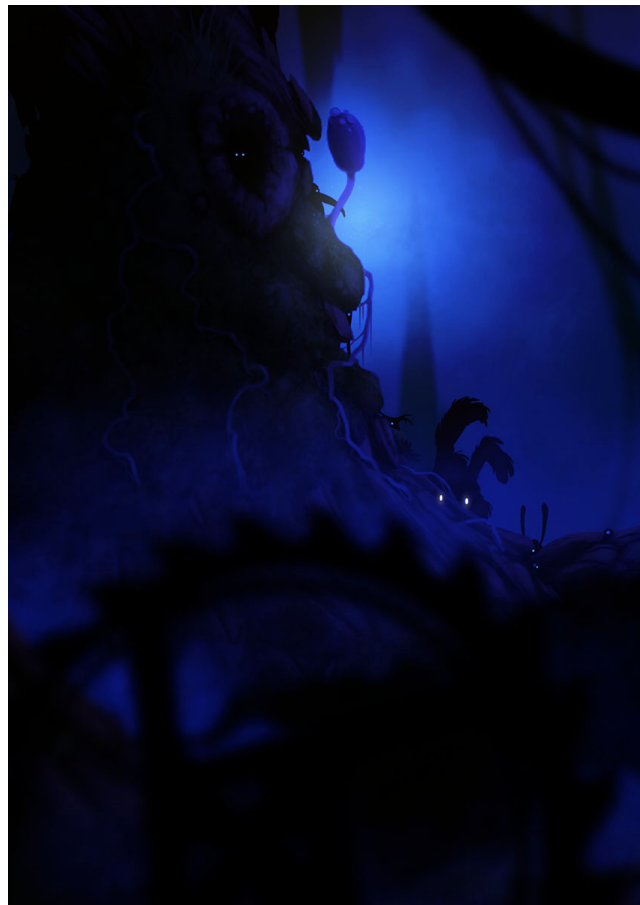
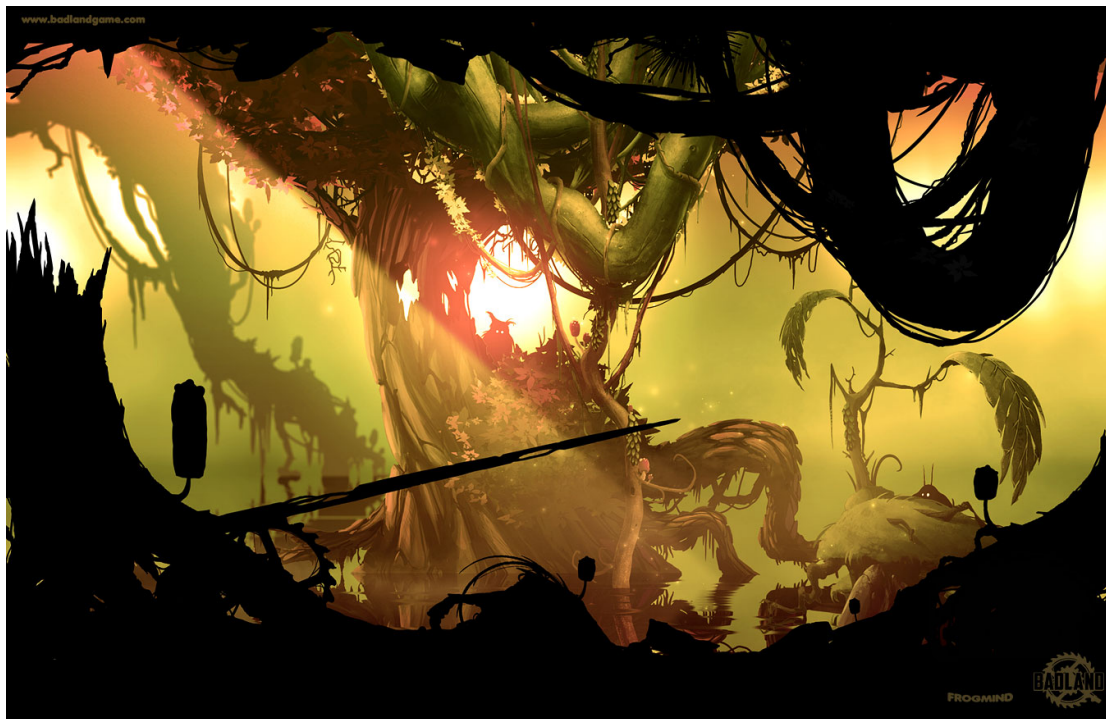
August 2012

BADLAND is an atmospheric side-scrolling action adventure available in App Store for iPad, iPhone and iPod Touch.

 Download on the
App Store

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BADLAND - First gameplay footage



FrogmindGames · 7 videos

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163

85,500

405

14

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October 2012

Published on Oct 9, 2012

BADLAND available now in App Store worldwide for iPad



toucharcade

Keeping you in touch with the latest in iOS gaming

[Main](#)[Reviews](#)[Forum](#)

[Download](#) the official TouchArcade App
Track the latest news, reviews and sale

Check Out 'Badland,' An Upcoming iOS Game

posted October 9th, 2012 11:45 AM EDT by Brad N
[Games](#), [iPhone games](#), [iPod touch games](#), [News](#), [iOS](#)

You've got to stop what you're doing and check *Badland* out. It's a side-scrolling action adventure game that puts you in control of a small flying creature on a quest that will see it discovering what's going down in its forest. The game's

October 2012

BADLAND delivers brutal, beautiful sidescrolling to iOS

New project from ex-RedLynx

2:00 AM on 10.11.2012



BADLAND - First gameplay footage



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FOR A DECADE

[Home](#) > [News](#) > Former Trials Evolution devs release first gameplay footage of Badland

Former Trials Evolution devs release first gameplay footage of Badland



October 2012



November 2012

Jan
15
2013

First multiplayer gameplay video of BADLAND!

2 Responses »

We are happy to announce that BADLAND will feature local multiplayer for up to four players playing in the same device! Here's a quick video showing it in action in a noon level:

BADLAND - First multiplayer footage



January 2013

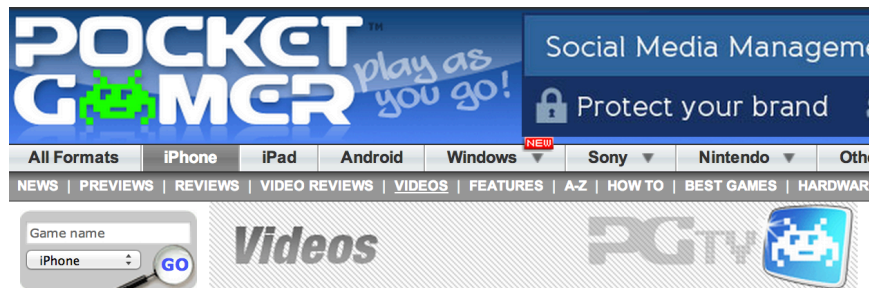


[Download](#) the official TouchArcade App. Now on the App Store. Track the latest news, reviews and sales on the hottest games.

'Badland' Set to Hit in March, Check Out Its Local Multiplayer Mode in this New Trailer

posted January 15th, 2013 7:05 PM EDT by Jared Nelson in [News](#), [Upcoming Games](#)

It's been a while since we heard anything on *Badland*, an upcoming side-scrolling action adventure game from two-man Finnish studio [Frogmind](#). We first saw *Badland* in action [back in October](#), and thought it had a striking visual style that popped right off of the screen. Today, Frogmind have released a new video showcasing the game's local multiplayer mode which features up to four players each utilizing a corner of an iPad screen in a race to the finish line.



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[Swipe Magazine](#)

Videos

IPHONE VIDEO

15 January 2013 | [Send to a friend](#)

First multiplayer gameplay footage of scrumptious side-scroller Badland

Game name: [Badland](#) | Video type: Embedded | Developer: [Frogmind Games](#) | Publisher: [Frogmind Games](#) | Format: iPhone | Genre: Adventure



Out this March.



What's this?



February 2013



BADLAND - Gameplay Trailer #2





FrogmindGames · 7 videos

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163

24,452

 60  3

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About

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March 2013

Published on Mar 14, 2013



April 4, 2013

Post-launch

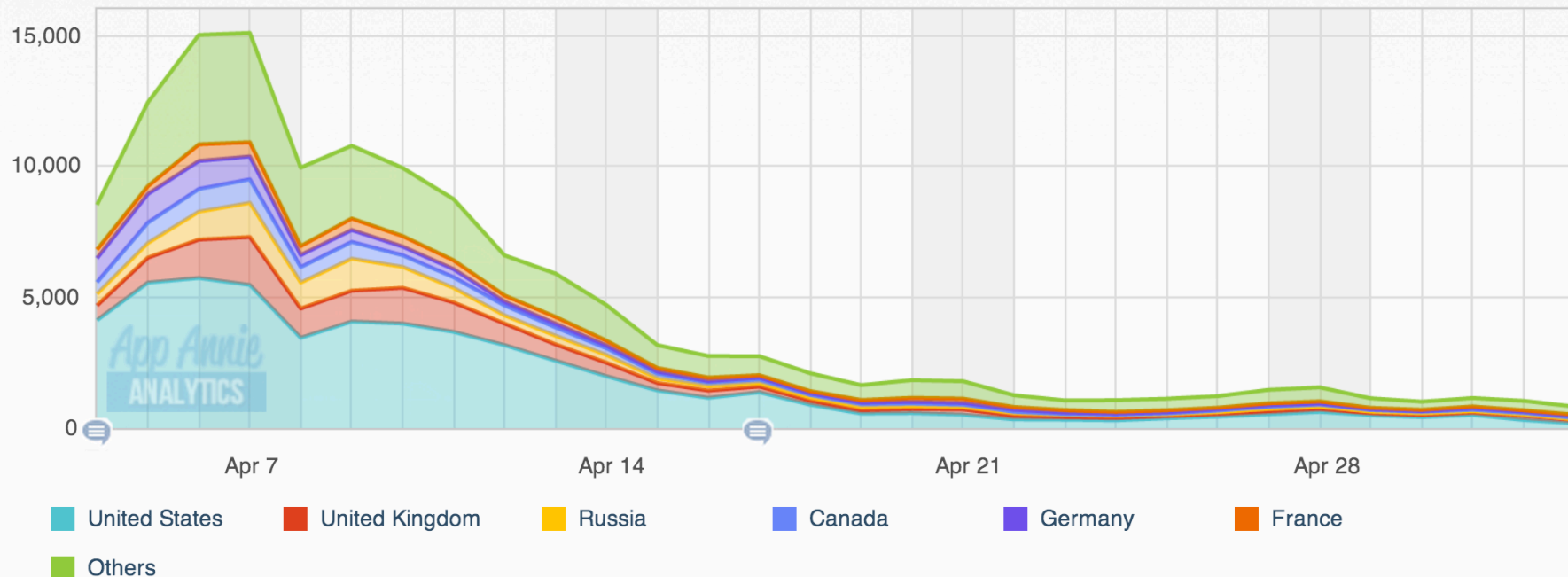
- 100 000 downloads (for \$3.99) in the first week and then quickly down

First month downloads

🔍 Scale 🔍 Reset

Downloads Promotions Refunds Updates

📄 Download CSV



"What now?"

- We got enough revenue to be able to continue making games (woohoo! Mission Accomplished)
- Options:
 - Keep developing the current game
 - Start developing a sequel
 - Start developing a totally new game

Why not do all the options at once?

- We were still two guys
- Even hiring one employee felt challenging and risky
- What if the launch week success was it and then nothing?
- Felt too risky

Decision: Keep developing BADLAND

Why?

- We love the world of BADLAND
 - So many ideas left to explore
- We want everyone to be able to play it
 - Porting to other platforms
- Let's make BADLAND as big as we can

Updates, updates, updates

- New content in monthly updates
- BADLAND was designed to be able to provide new singleplayer and multiplayer content

The impact of updates

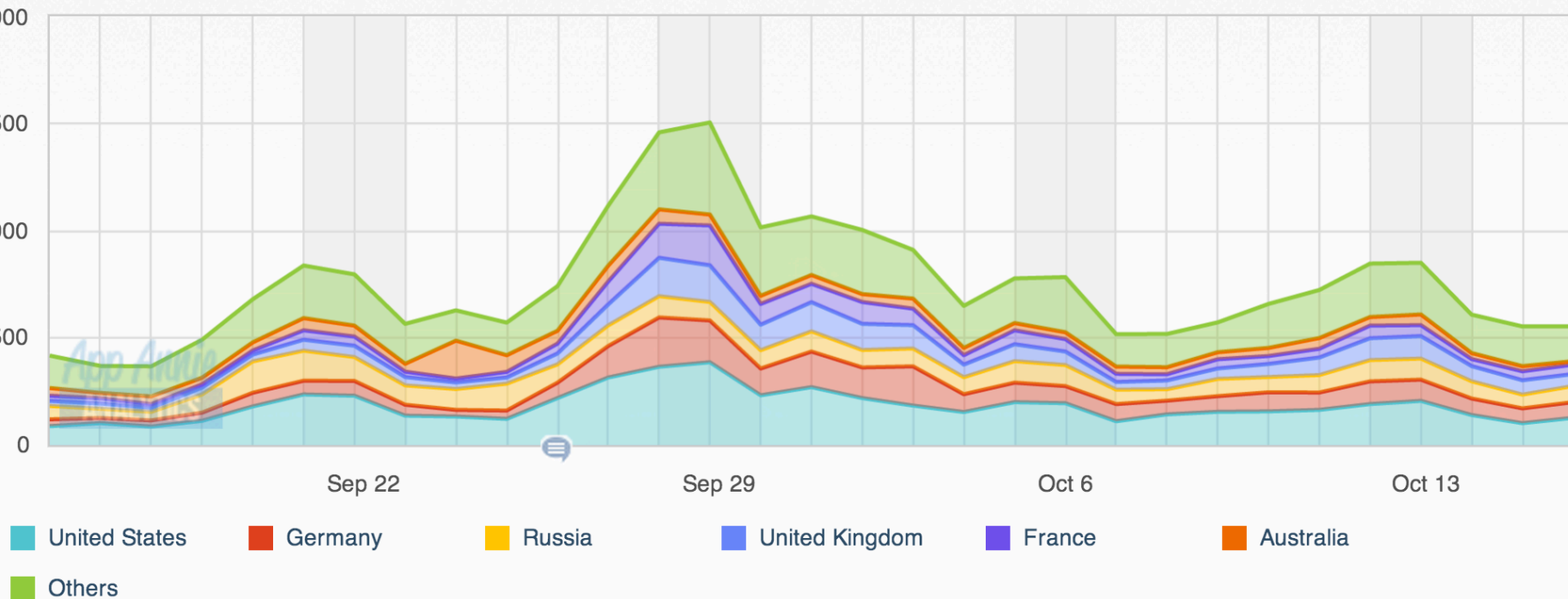
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The impact of updates

Scale

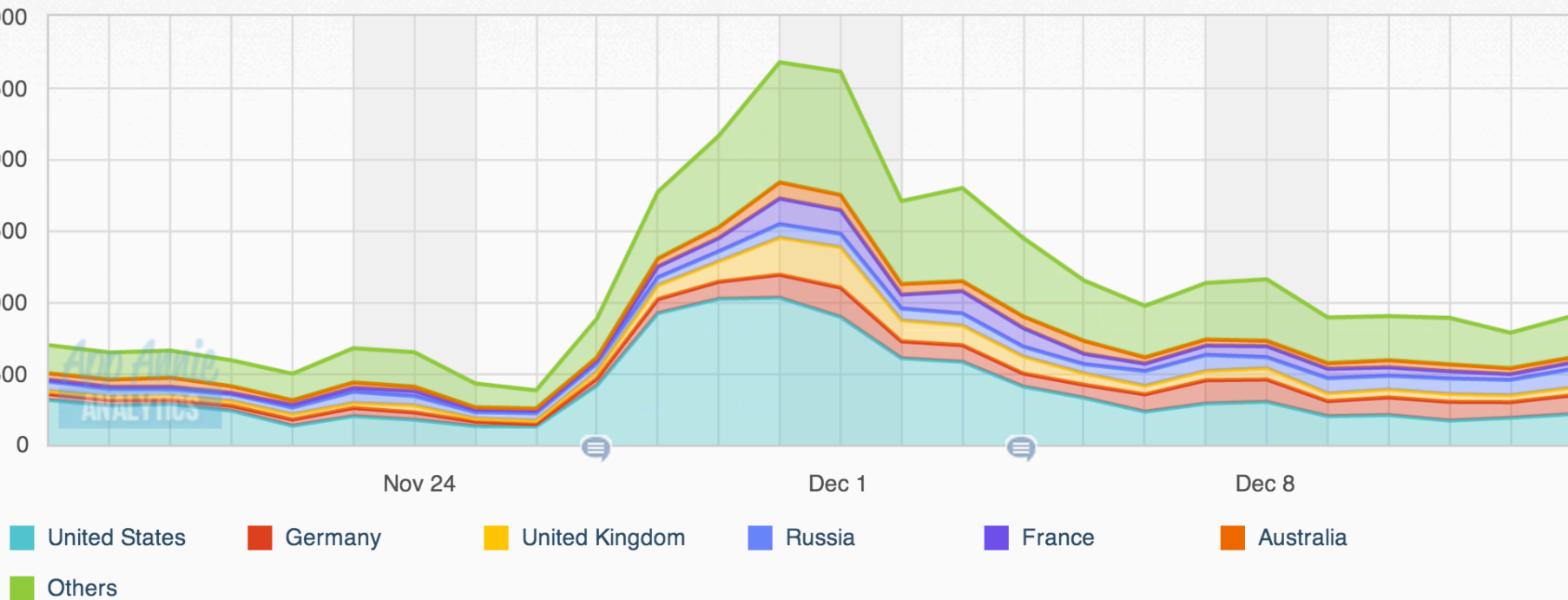
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Why the spikes?

- New featurings in App Store
- Existing players return to play again
 - > talking to their friends
- Media exposure

Price drop campaigns

- -50%, -75%
- More spikes!

Impact for downloads

Scale

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10,000

8,000

6,000

4,000

2,000

0

Jun 23

Jun 30

United States

Germany

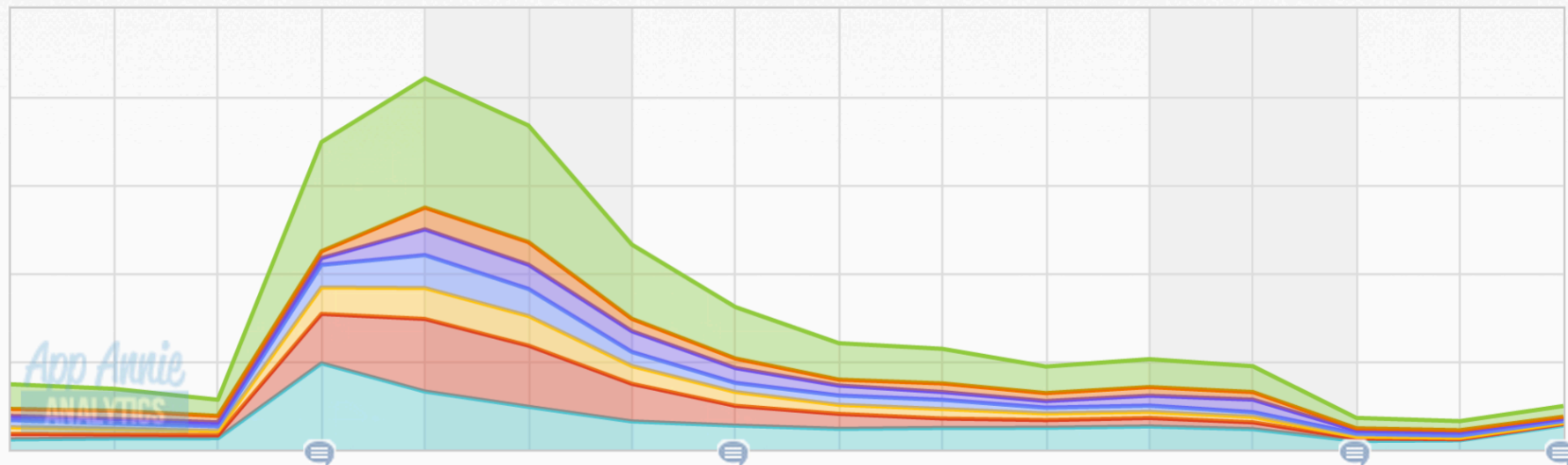
Russia

United Kingdom

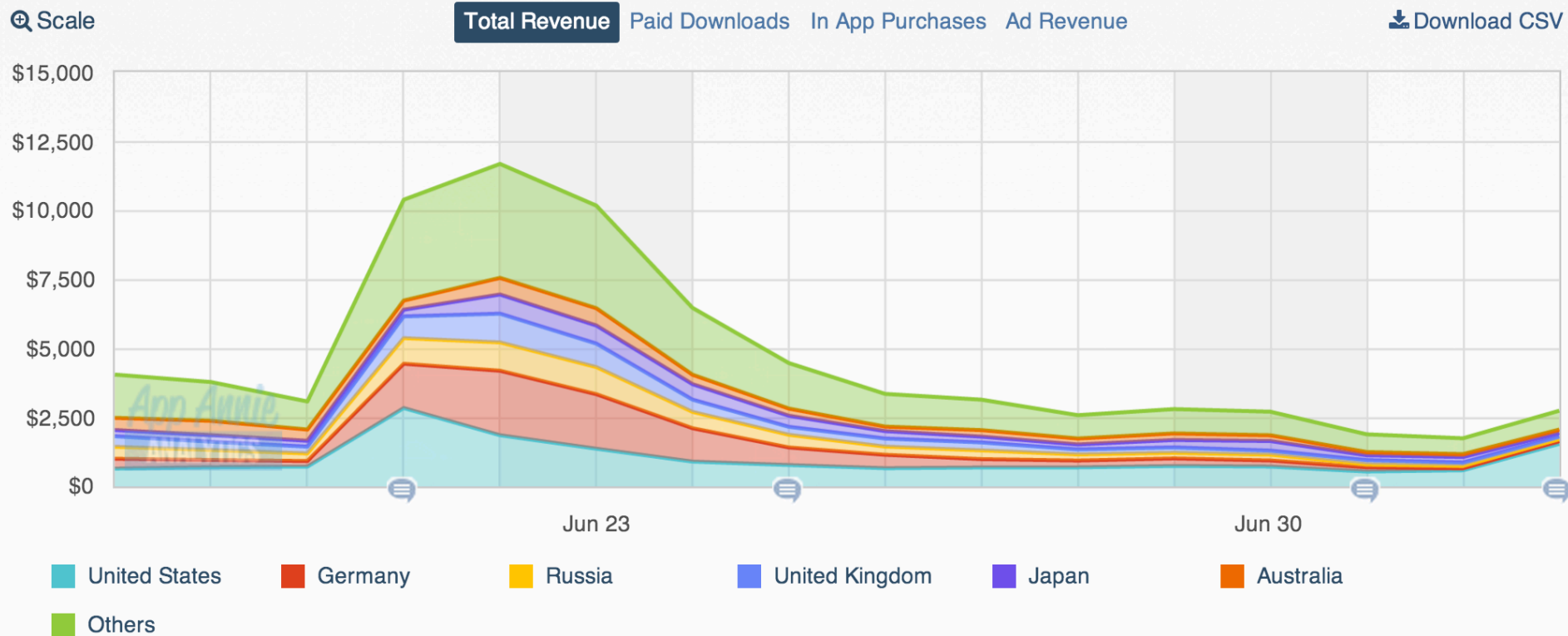
Japan

Australia

Others



Impact for revenue



Why the spikes?

- Lots of apps that track app discounts
- Media exposure
 - Works also without this

Free week campaign

- Part of App Store 5 years promotion
- Über spike: Over 7 million downloads
- Daily downloads quickly back to normal

The free week

🔍 Scale 🔍 Reset

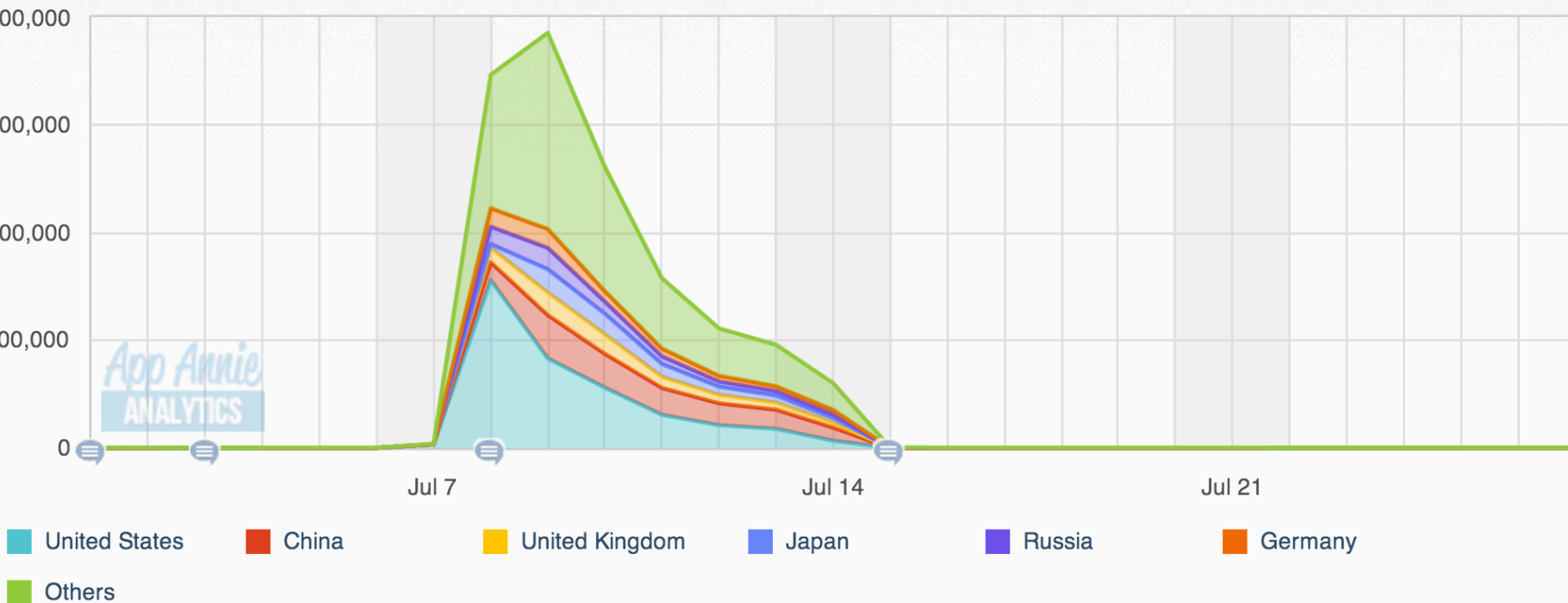
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The free week

🔍 Scale 🔍 Reset

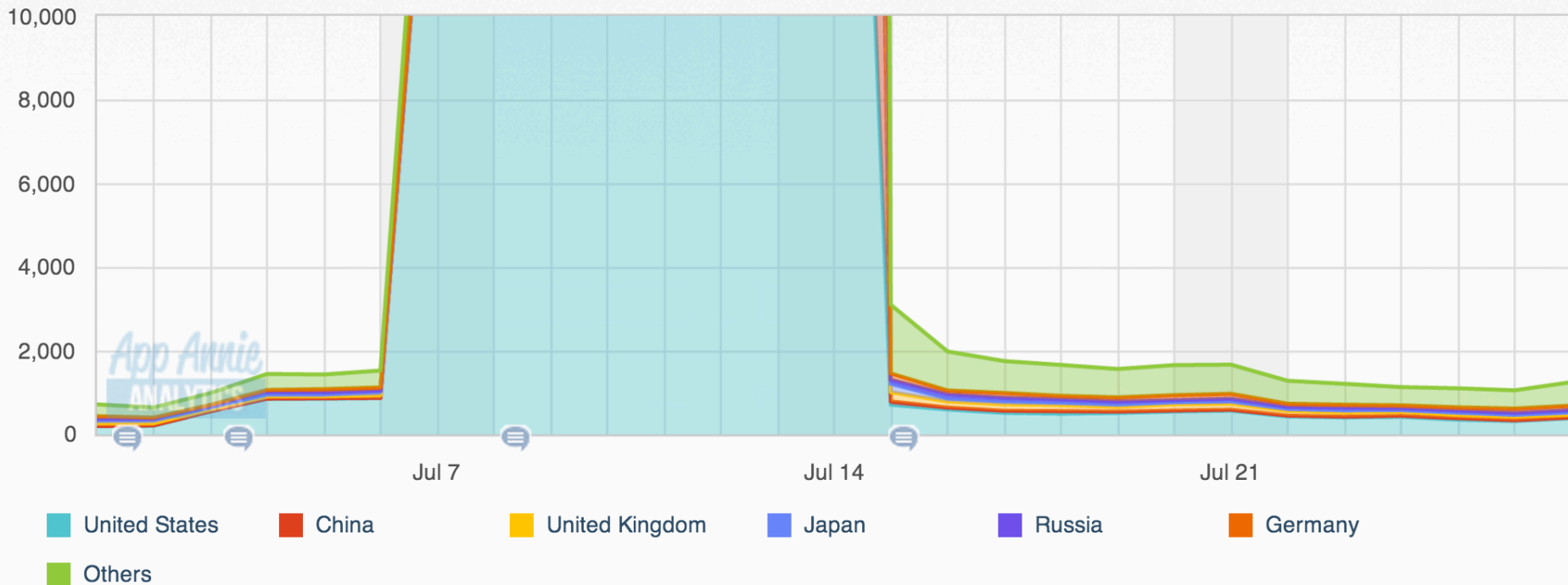
Downloads

Promotions

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Updates

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Why did we do it?

- Huge exposure for the game
- Email exploded with opportunities

"Okay, we need help"

- Answering emails suddenly took a major portion of the time
 - Business opportunities, customer support etc.

The Other Platforms

- iOS Obj-C code to cross platform C++
 - (cocos2d-iphone -> cocos2d-x)
- Which new platforms first?
 - Only mobile? Consoles? Desktop?

Basic prioritization principle

Order by

$$\frac{\text{Amount of opportunity}}{\text{Amount of work}}$$

Result (so far)

1. BlackBerry
2. Google Play
3. Amazon Appstore
4. Humble Bundle
5. Windows Phone
6. TBA

BLACKBERRY FIRST?!?

- They supported us already before iOS launch
- Easy to port - only few devices (similar to iOS)
- 1:1 port, same business model, same features as on iOS

BlackBerry numbers

- Launch in early October, 2013
- Total downloads so far: 7000

Android

- "How on earth can we be sure the game runs on every 4000+ devices?"
 - We cannot
- External QA with about 100 devices
 - "If it runs on those, we should be good"
- Reacting quickly to issues reported by users

Android

- How about the business model?
- Not many good recent examples of paid games compared to iOS
- Users seem to be used to getting their games for free (or are forced to)
 - > Let's change the business model to free

Android

- Fully F2P or an unlockable demo?
 - Most free games seem to be nowadays fully F2P
 - Users probably heavily used to full F2P in the free category
 - > Let's go for full F2P

Android

- Changing premium game to full F2P is difficult without ruining the game experience
- Our solution for Google Play (so far)
 - Video ads between levels for those who do not want to spend money
 - "Unlock Premium version" for those who want the perfect experience

Google Play numbers

- Launch in late November, 2013
- 6M downloads so far
- ARPU: \$0.05
 - 30% from IAP
 - 70% from video ads
 - Everyplay GameAds and AdColony

Amazon Appstore

- Launch in early December, 2013
- Ads replaced with a time limit per session for free players
 - Ads did not seem to work well enough
- 130 000 downloads so far
 - ARPU: \$0.07 (only IAP)

The other Android stores

Humble Bundle

- Perfect for a premium game
- Launched two weeks ago

Samsung Apps

- Launch soon

China

- Tens (or hundreds) of market places
- Launch soon through a publisher

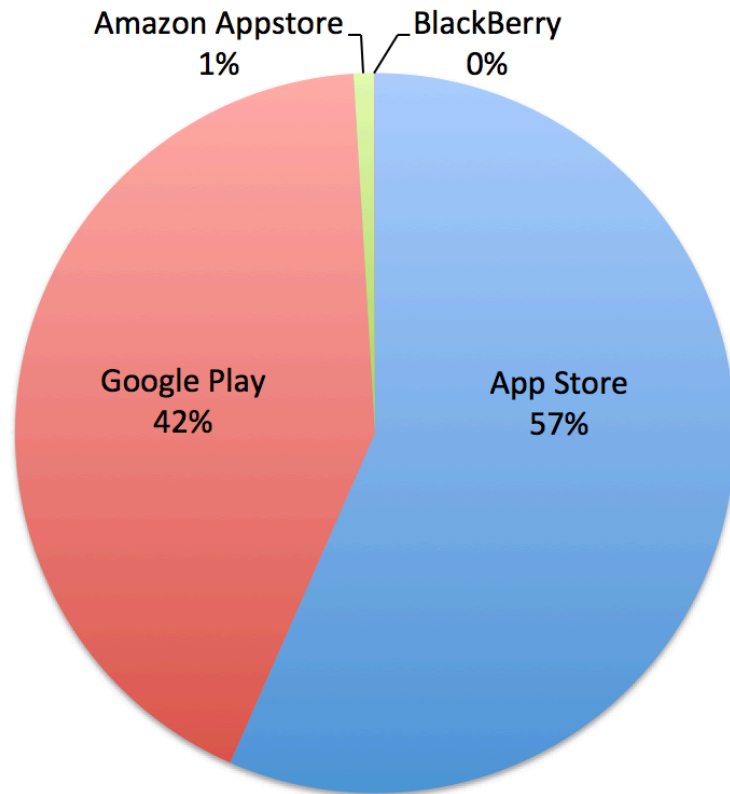
Other Asian countries, Yandex, Android consoles etc.

- TBD

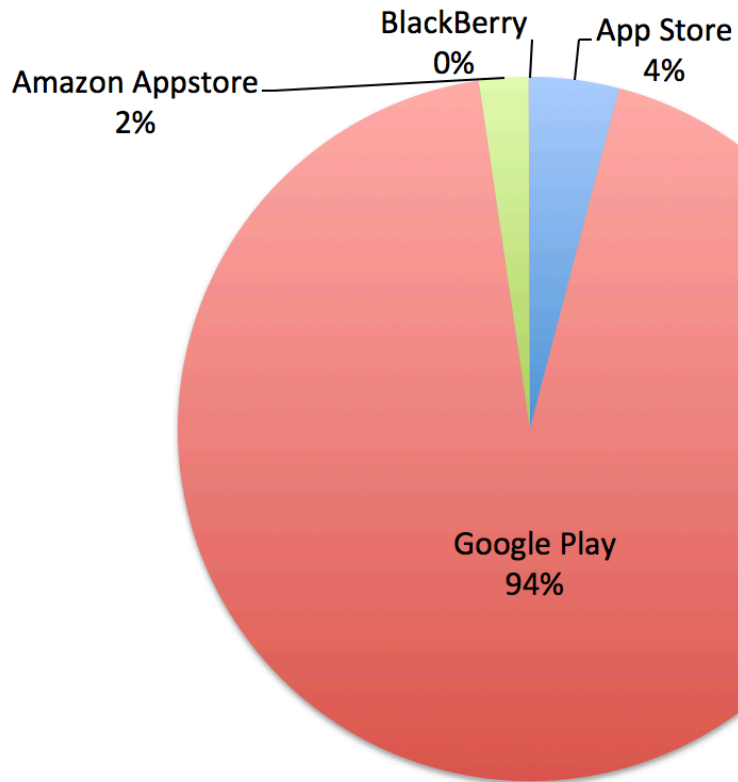
Windows Phone

- Why?
 - We want everyone to be able to play the game (lots of requests from players)
 - Support from Microsoft
- Launch in 1-2 months

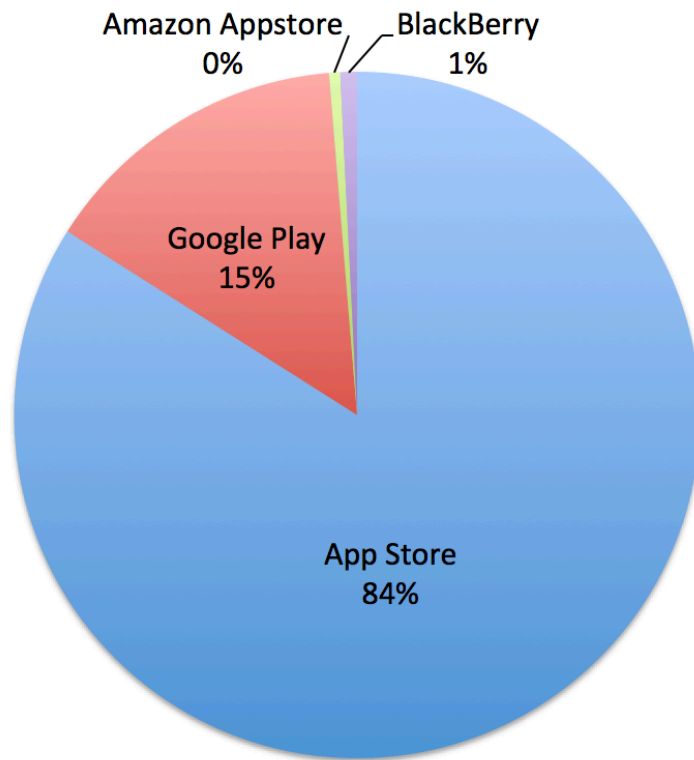
Total Downloads



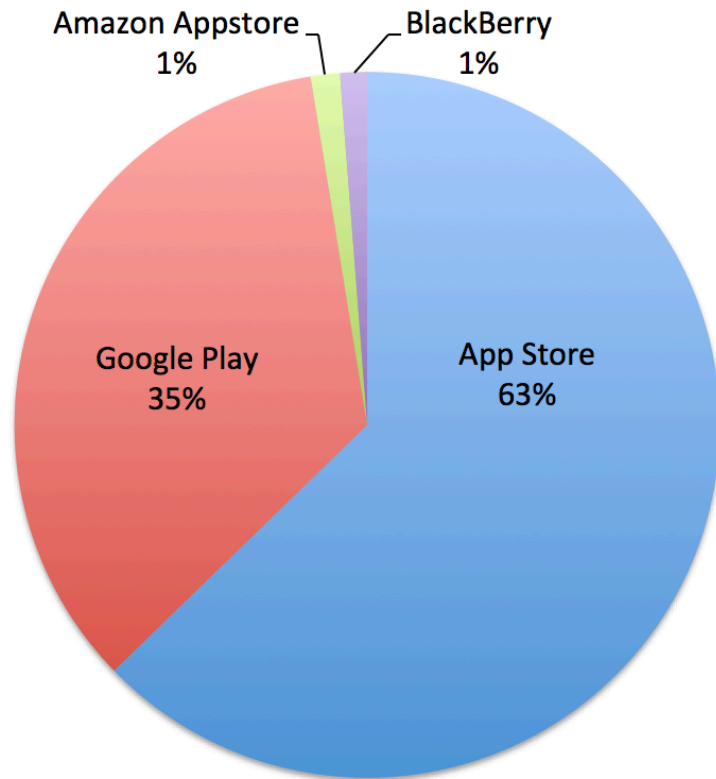
Median DLs/Day



Total Revenue



Average Rev/Day



Next?

- New updates would be nice...
- Taking BADLAND outside mobile would be nice...
- New game(s) would be nice...

Next?

- We are now 6 people!
 - Able to do more things at once - super cool! 😊
 - Hiring awesome people helps a lot
- Still the same goal:
 - Let's make BADLAND as big as we can

Questions?

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