

FOUR MONETIZING APP TRENDS AND STRATEGIES FOR DEVELOPERS

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BUDGE STUDIOS

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ADC

GAME DEVELOPERS CONFERENCE® NEXT

FEATURING APP DEVELOPERS CONFERENCE™

LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA

NOVEMBER 3-4, 2014

ABOUT BUDGE

Budge Studios is a top 'freemium' kids app company.

We develop and publish apps for smartphones and tablets featuring the world's most popular children's properties.



www.budgestudios.com

BUDGE
STUDIOS™

ABOUT THE BUDGERS



MICHAEL ELMAN

DAVID LIPES

NOEMIE DUPUY

QUÉBEC 2014 WINNER
EMERGING ENTREPRENEUR



**EY Entrepreneur
Of The Year™**

BUDGE
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40 APPS AND E-BOOKS



RECOGNITION & ACHIEVEMENTS

50 MILLION DOWNLOADS

TOP APP STORE RANK



AWARDS



APPLE BRAND BRICK



APPLE EDITOR'S CHOICE



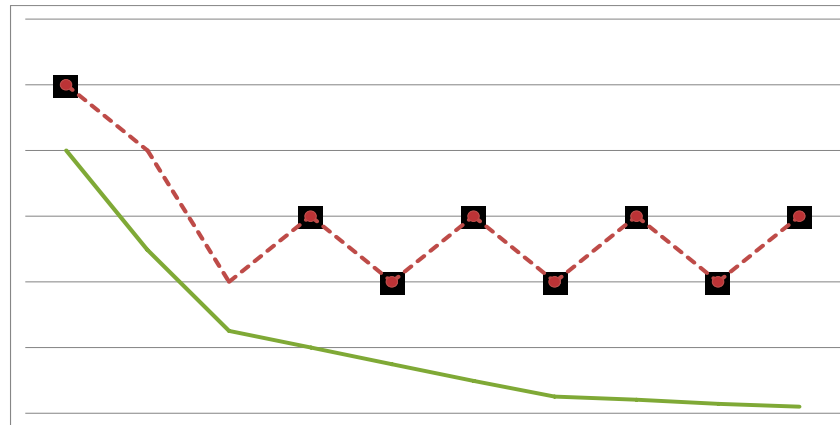
GOOGLE PLAY Top Developer



FOUR MONETIZING APP TRENDS AND STRATEGIES

#1

BUILD A MOBILE STRATEGY



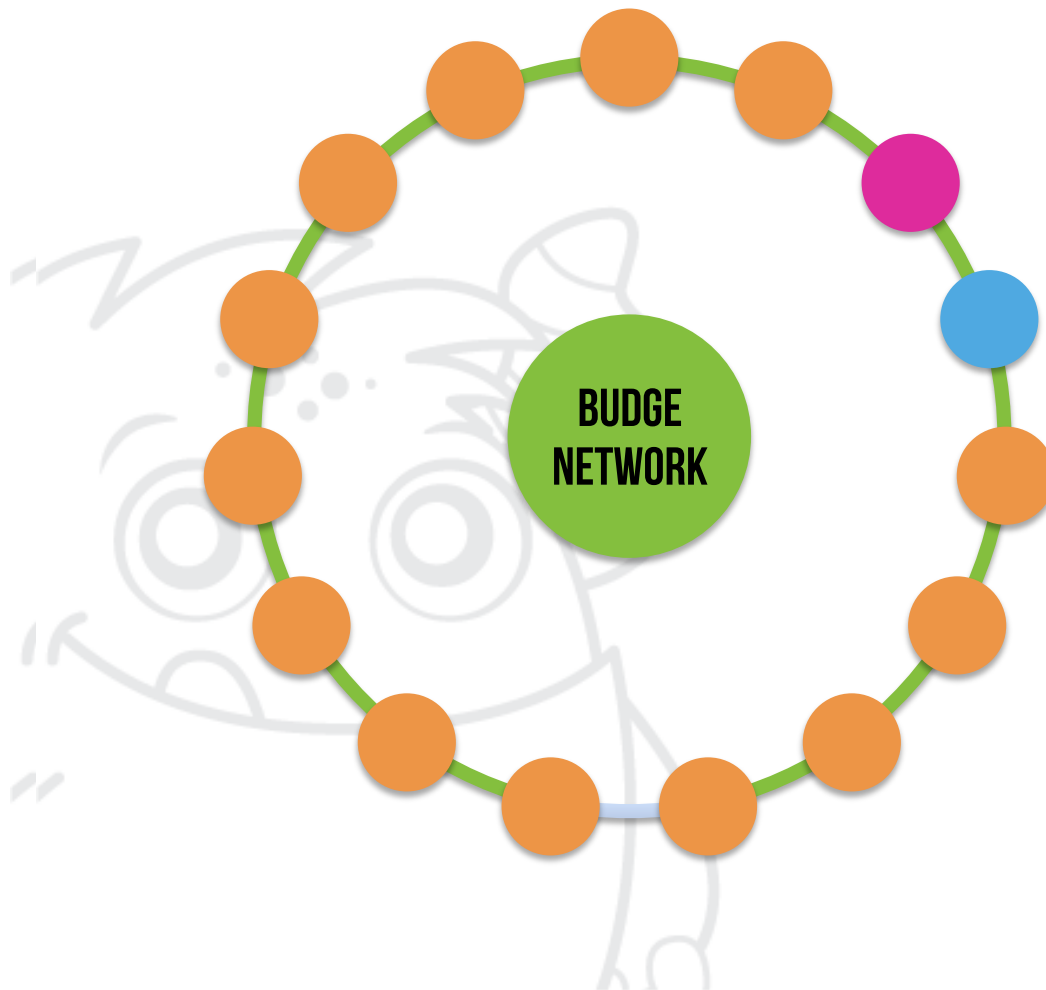
PROBLEM



OUR MOBILE STRATEGY



FROM DAY 1, A NEW APP WILL BENEFIT FROM EXPOSURE
TO MILLIONS OF BUDGE NETWORK USERS



BUDGE NETWORK =

16 APPS

50M DOWNLOADS

700M SESSIONS

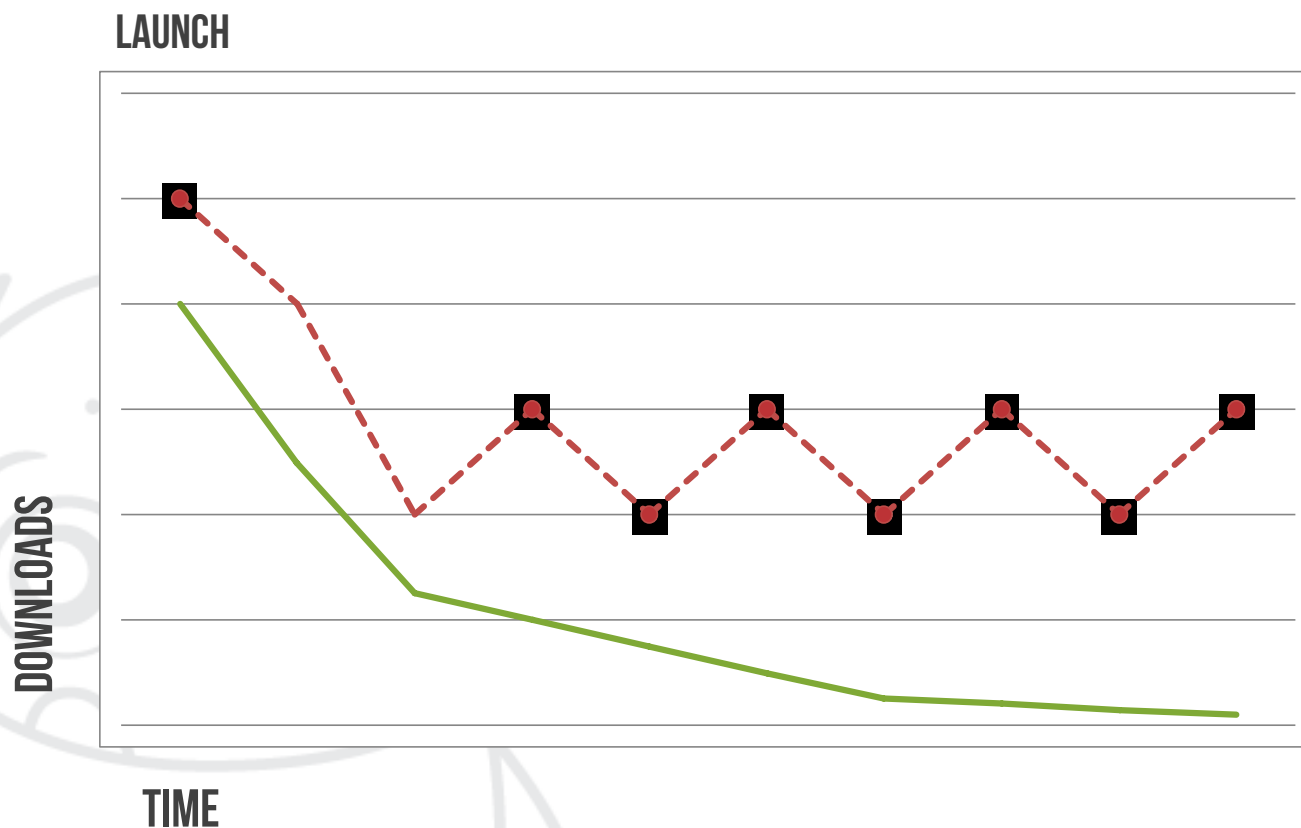
40 APPS BY END OF 2015

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OUR MOBILE STRATEGY

BUDGE APPS WILL RECEIVE A CONSTANT FLOW
OF NEW USERS WITH EACH BUDGE APP RELEASE



BUDGE APPS
NON-BUDGE APPS

● **NEW BUDGE APP**
2015: EVERY 3 WEEKS
2016: EVERY 2 WEEKS

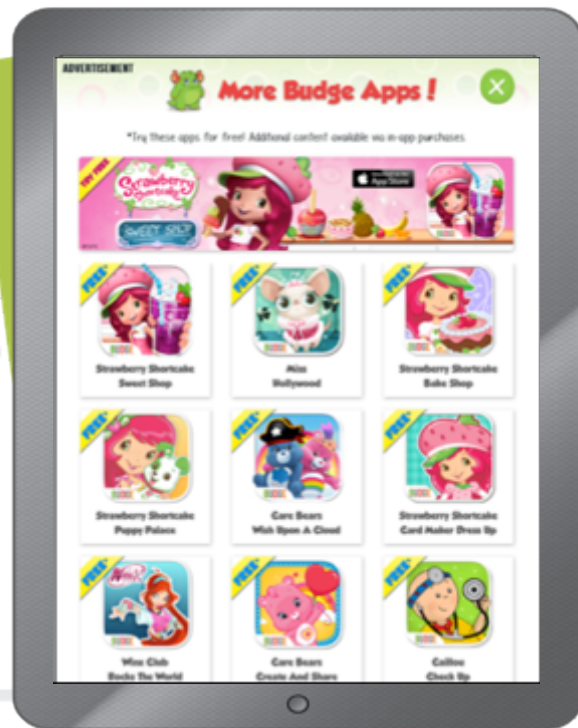
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BUILD A MOBILE STRATEGY - BUDGE NETWORK

APP CROSS PROMOTION PLATFORM

GENERATES 20-40% OF AN APP'S TOTAL DOWNLOADS

~50% USER CROSSOVER FOR APPS OF THE SAME BRAND



MORE APPS PAGE



ANNOUNCEMENT

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BUILD A MOBILE STRATEGY

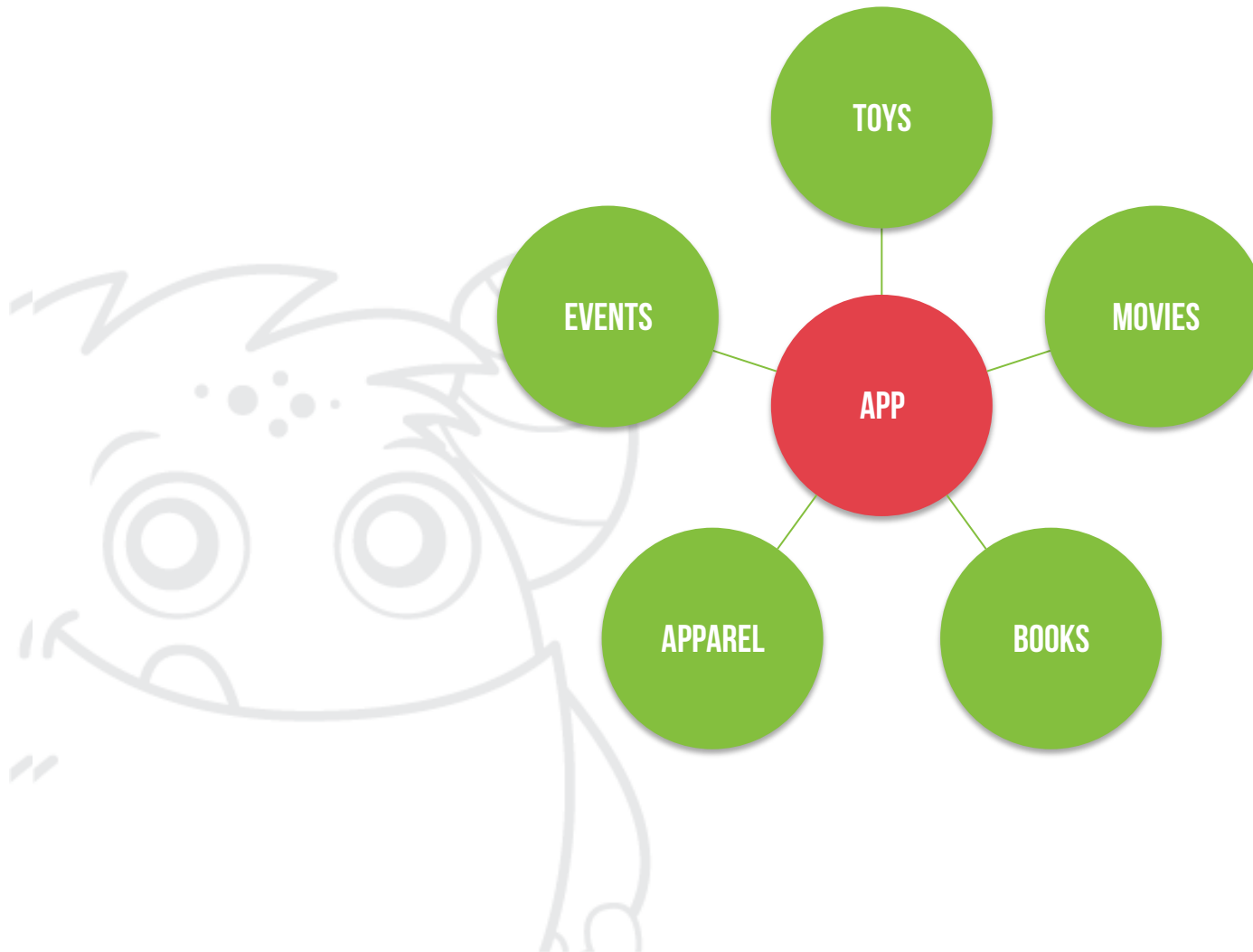


EXAMPLE FOR BRANDS



THE APPS BECOME A CROSS PROMOTION TOOL FOR THE BRAND

ECOSYSTEM THROUGH AN EXCHANGE OF VISIBILITY





BRAND



SUCCESSFUL APPS CREATE INDIRECT BENEFITS FOR BRANDS.

PARTNERS HAVE REPORTED HUGE TRAFFIC SPIKES ON OTHER BRAND

CHANNELS DURING APP LAUNCHES.

FOUR MONETIZING APP TRENDS AND STRATEGIES

#2

MARKETING



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ALLOCATE 30% TO 50% OF YOUR BUDGET TO MARKETING - -> INTERNAL TEAM — LT STRATEGY



YEAR FOUNDED: 2010
HEADQUARTERS: MONTREAL
CANADA
EMPLOYEES: 60

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WE PLAN MARKETING FOR THE YEAR NOT FOR LAUNCH -> EVERGREEN PRODUCT



MEDIA BUY



BUDGE NETWORK



LOCALIZATION



APP STORES



PR



VIDEO



SOCIAL MEDIA



**CONSUMER
PRODUCTS**



ONLINE



EMAIL



ANALYTICS



BETA TESTERS

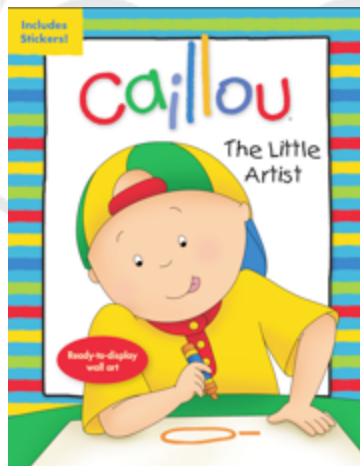
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CONSUMER PRODUCTS CROSS PROMOTIONS

HOME ENTERTAINMENT



PUBLISHING



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Halloween Update
September 23rd 2014

New Content Added!

Key Info

Platform: iOS
Category: Kids & Entertainment
Price: Freemium

Description

Strawberry Shortcake has invited all of her friends to try out her berrylicious Halloween sweets, and needs YOUR help to make them. Be a dessert chef and create sweet recipes that you can make later at home!



Languages

English, French, Spanish, Portuguese, Russian and German.

Additionally, app title and description are localized in Simplified Chinese, Traditional Chinese, Italian, Korean, Japanese, Turkish, Malay, Thai, and Indonesian.

Features

- Make a variety of tasty Halloween desserts
- Pour, stir, blend, freeze, and eat your sweets
- Combine food coloring, ingredients, sprinkles and decorations for endless possibilities
- Earn stars by completing special requests
- Strawberry Shortcake's voice provides step-by-step instructions
- Upgrade your kitchen tools for easier and quicker food preparation
- Save and share your new creations from the Parents' Corner

Best Innovative Feature:

CREATE YOUR OWN CUSTOM RECIPES TO MAKE AT HOME!



WWW.BUDGESTUDIOS.COM



APP STORE WW -> LOCALIZATION

INTERNATIONAL BRANDS



PARTNERSHIP -> TESTING . PLATFORMS . FREE MARKETING

BRANDS



DISTRIBUTION



MARKETING



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FOUR MONETIZING APP TRENDS AND STRATEGIES

#3

CREATE THE ULTIMITE APP



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PRESENTS



Key Info

Platform: iOS - 2 MONTH
EXCLUSIVITY

Category: Kids &
Entertainment

Price: Freemium

Description

Join Zack and the Chuggineers in this virtual train set for preschoolers. Use traintastic tools to fix tracks, repair bridges, drill tunnels, and more! Help fix problems with the Chuggineer team and earn new items to build your own Chuggington world. So, are you ready, Chuggineer? Let's build together!



Languages

- (1) English (US),
- (2) English (UK),
- (3) French, (4) Spanish,
- (5) Russian, (6) German,
- and (7) Portuguese

Additional metadata also available in Simplified Chinese, Traditional Chinese, Italian, Korean, Turkish, Malay, Thai, and Indonesian.

Features

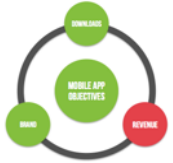
- Build your own Chuggington world
- Help save the day; clean up spills, repair bridges, put out fires, and more!
- Complete missions to earn new traintastic items
- Ride the rails with your favorite chugger and meet new characters Tyne, Fletch & Cormac!
- Control speed, direction, and switch from day to night
- Tap your chugger to honk the horn! Toot toot!
- Follow easy step-by-step instructions from Zack, foreman of the Chuggineers

BEST INNOVATIVE FEATURE

Build and play your own 3-D train set!

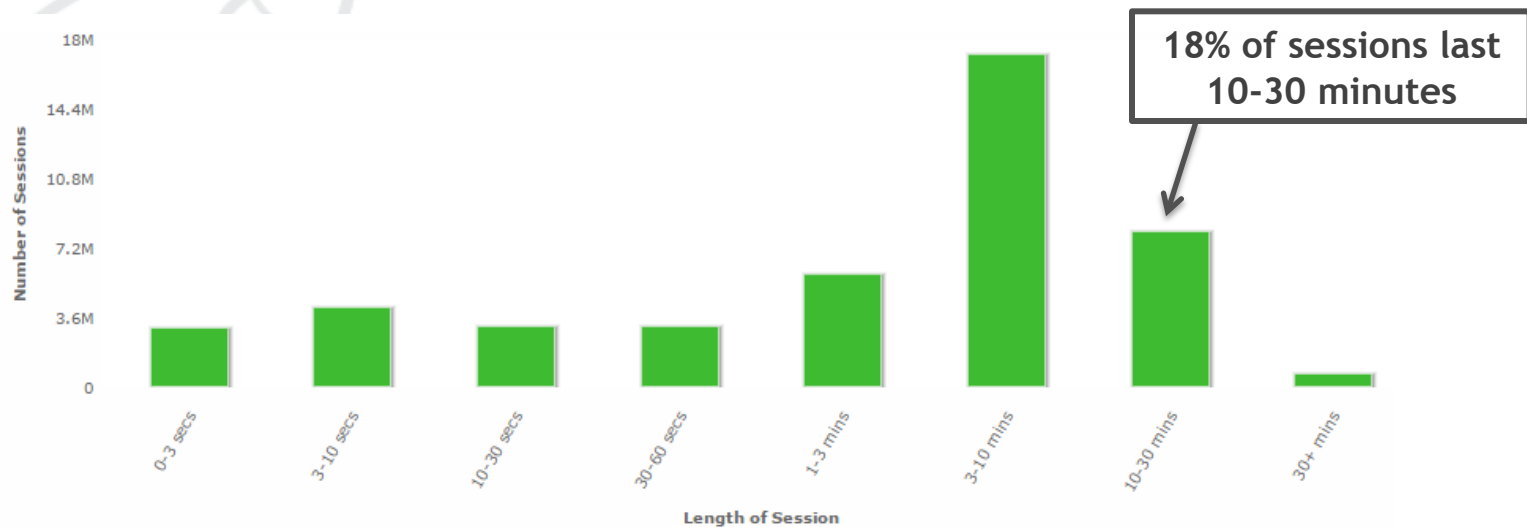
Marketing

- In-app cross promotion within Budge network
- Paid mobile ad campaigns
- App preview and trailer
- Social media support from Budge and Chuggington
- Email blast from Budge and Chuggington
- Web placement on budgestudios.com and chuggington.com
- Cross promotion with Anchor Bay DVD (Fall 2014), Chuggington Live Tour (2015), and more



BUDGE ENGAGEMENT DATA*

- Median Session Length: **4.6 minutes**
 - vs. Industry Benchmark: 1.8 minutes
- Median Number of Sessions per Month: **4.7**
 - vs. Industry Benchmark: 2.6



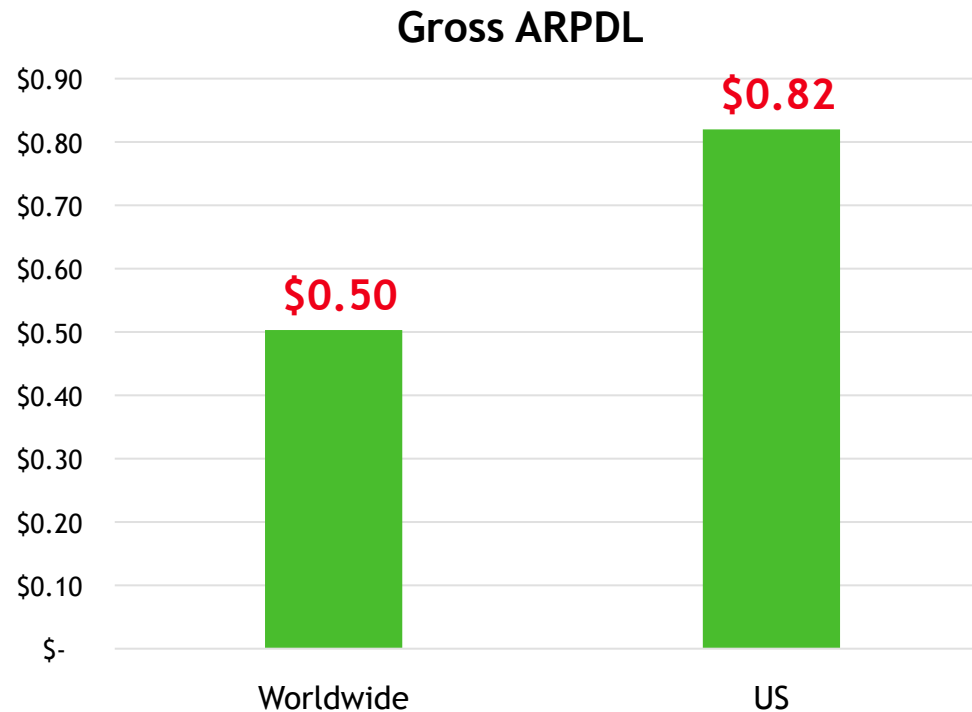
* Example for a Budge, Girl Ages 6-8, app

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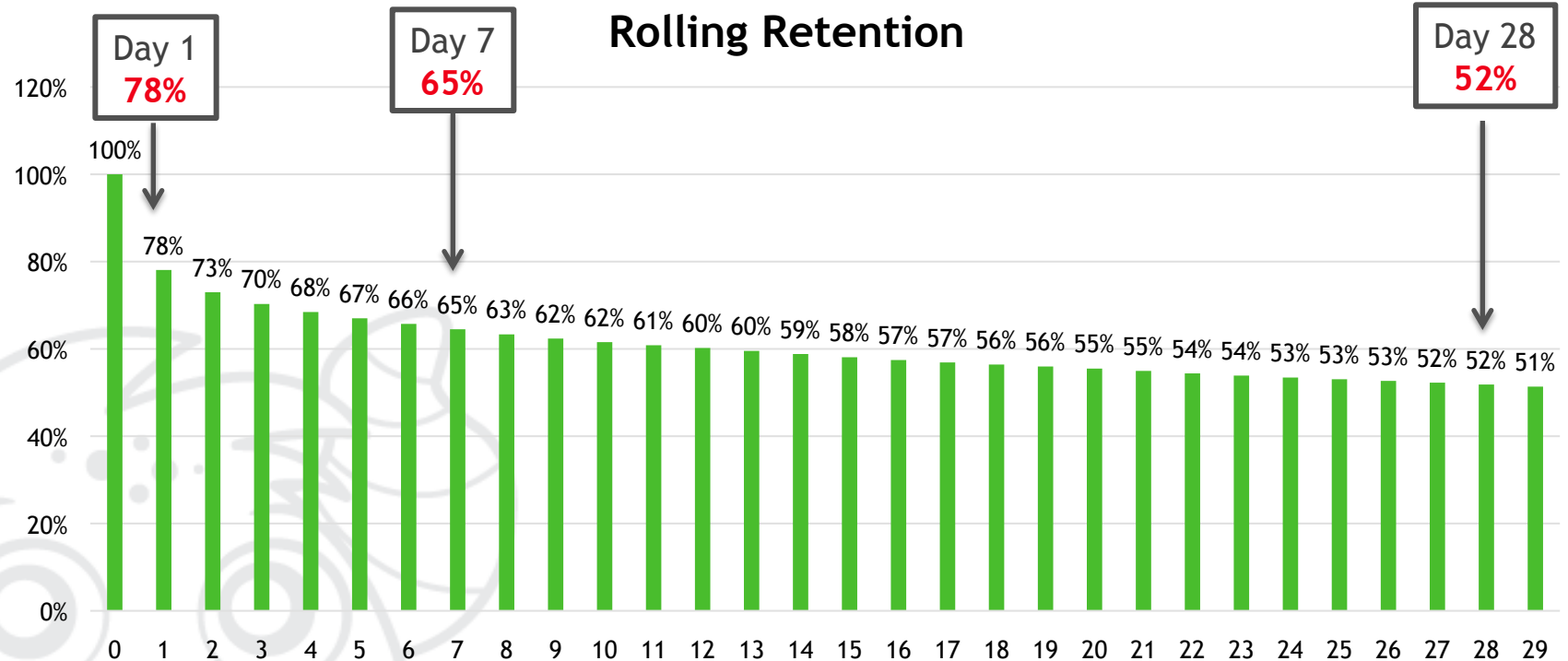
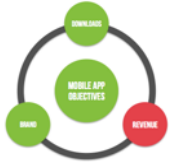
BUDGE MONETIZATION DATA*

- Users that buy at least one IAP: **3 - 7%**
- Average Revenue per Download:



* Example for a Budge, Girl Ages 6-8, app

BUDGE RETENTION DATA*

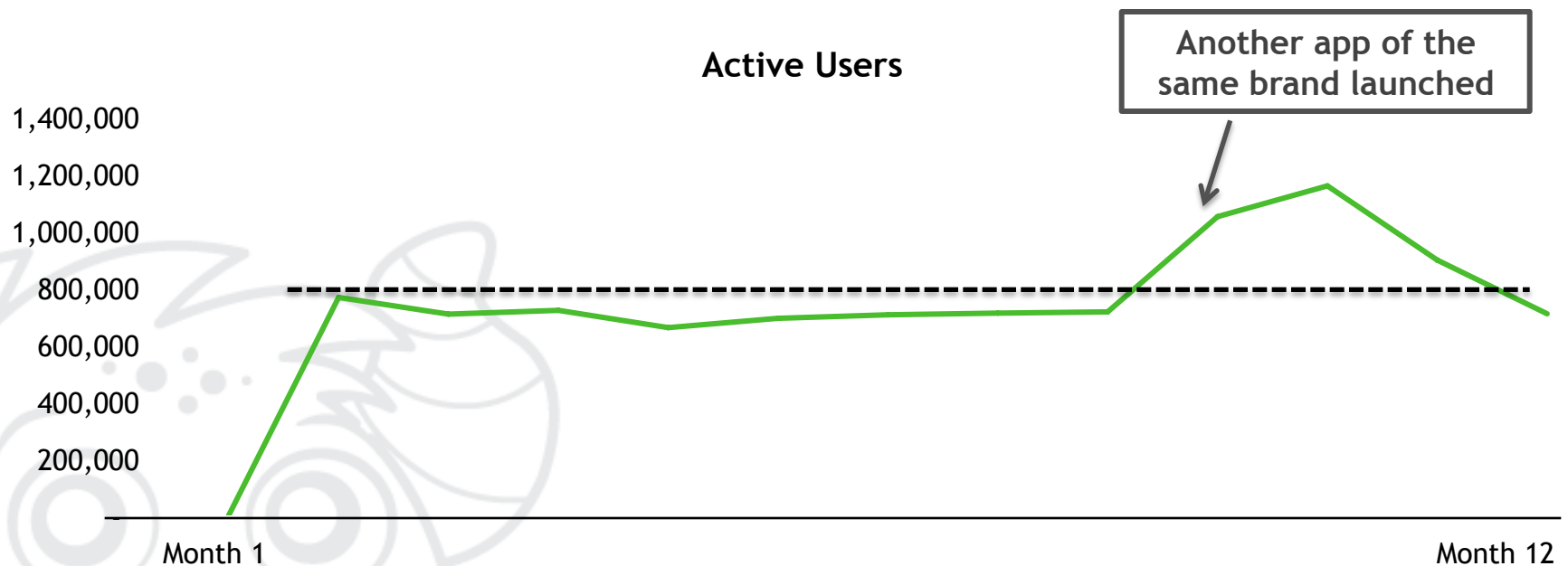


* Example for a Budge, Girl Ages 6-8, app

BUDGE LONGEVITY DATA*



- Just as many, if not more, **active users** one year later



* Example for a Budge, Girl Ages 6-8, app

FOUR MONETIZING APP TRENDS AND STRATEGIES

#4

UNDERSTANDING CONSUMERS



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CONSUMERS: PARENTS

kidSAFE[®]
SEAL PROGRAM

COPPA COMPLIANT
KIDSAFE PLUS PRIVACY CERTIFIED



CHILD GATES ON IN-APP PURCHASES



FAQ AND 24-HOUR CUSTOMER SERVICE



KID TESTED AND APPROVED

BUDGE
STUDIOS™

KIDS + PARENTS

ICON POLLS

 The Smurfs

Our friends at Budge Studios are launching a Smurfs Bakery mobile app during the holiday season! Which app icon do you love best? Cast your vote in the comments section and may the Smurfiest icon win!

Like · Comment · Share · October 3


👍 4,178 people like this.

172 shares

 Write a comment...

Meenarani Rayer Thiruselvam It should definitely be 1 because you can't only see the Baker Smurf but also his mushroom shaped bakery.

Like · Reply · 4 · October 3 at 8:59pm

 Anett C Deloach Miller Both I am a major smurf fan. 😊

Like · Reply · 4 · October 3 at 3:36pm

Mambwe L Chimya Muswala 1

Minotaur Lion Roars! In the movie

Like · Reply ·

Gary Gabriel 1

Like · Reply · October 5 at 9:51pm

Steven Tutor I think #1, easier to tell what it is.

 Like · Reply · October 5 at 9:17pm

 Desi Nichole White I like #2 with smurfette but instead she should be

 holding the house.!!
Like · Beaky · October 8 at 9:00am

Answer: [Schneeflocken](#) I love the snow! ☃️ ❄️

Like · Reply · October 5 at 3:10pm

Snældar JN Þórð 1 🙄🙄🙄🙄

Like · Reply · October 5 at 3:06pm

[View more comments](#)

50 of 673

LIKES: 4,178
COMMENTS: 673
SHARES: 172

REMOTE PLAY TESTING

REGISTERED TESTERS: +2,700

OFFICIAL LAUNCH: 2015

CHARACTER POLLS

We need your help to create a new app!

[View this email in your browser](#)



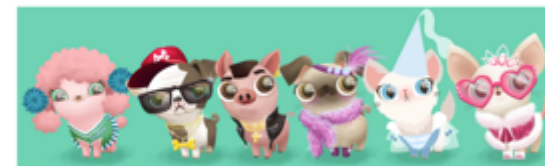
Hello, Parents

We need your kids' help to create a new app!

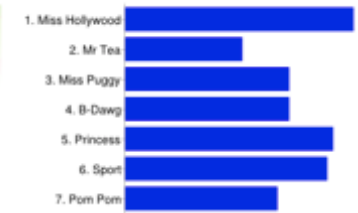
We're working hard on creating a brand new series, and we're looking for your feedback to help us create the best possible app! It revolves around a group of fashionable pets, and we've built a short survey to gather your favorite characters.

Let us know who you think should make the cut!

Click Here to Vote!



Who are your favorites?



Why? Tell us what you think!

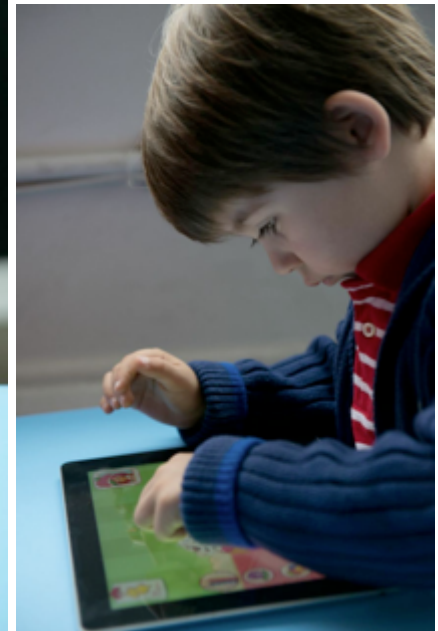
They are just so cute. They are exactly what my four little girls would love.
I quite like them all but the four I picked are the cutest, miss puggy my fave
Age 8 girl says: They are cute and they look fun!
All children love princesses, and love little animals. A mixture of both is just perfect.
I let my 4 year old daughter pick.
Because I like them best!
They are the cutest and funniest looking



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KIDS : PLAYERS -> BETA TESTER PROGRAM

STUDIO PLAY TESTING



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MONETIZE SUCCESSFULLY



- Experience. Budge -> 40 apps
- Develop and execute integrated mobile Strategy and marketing plan
- Robust quality apps that engage and retain users
- High engagement leads to IAP conversion
- Leverage your network for immediate and consistent user acquisition

THANKS!

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