

Games Are Made of People

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GAME DEVELOPERS CONFERENCE® NEXT

FEATURING APP DEVELOPERS CONFERENCE™

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What are we talking about here?





Why do we care as game developers?

GETTING YOUR GAME DISCOVERED IS HARD

- Higher than ever CPI costs
- King, Supercell, Zynga, EA and other large publishers can buy the market
- Only .14% of mobile games ever make it to the top 200
- Apple only featuring 150 games in top lists vs 300 before
- 60% of users still discover games via word of mouth which is equal to the app store *

*<http://www.businessinsider.com/search-is-the-biggest-driver-of-app-discovery-2012-8>



User Generated Video is the new social medium



12 billion video views per month*



700MM videos shares per day



700 Youtube videos are shared a **minute**



Can't talk about video without mentioning YouTube!

**1B+ Unique
Users Every
Month**



**6 Billion
Hours
Watching
Every Month***

100 Hours Uploaded a Minute



Gaming is HUGE on YouTube

- Gaming is the #2 vertical on Youtube behind music
- 78MM people subscribe to the gaming channel





What does this look like?





Mobile Game Devs in the Audience



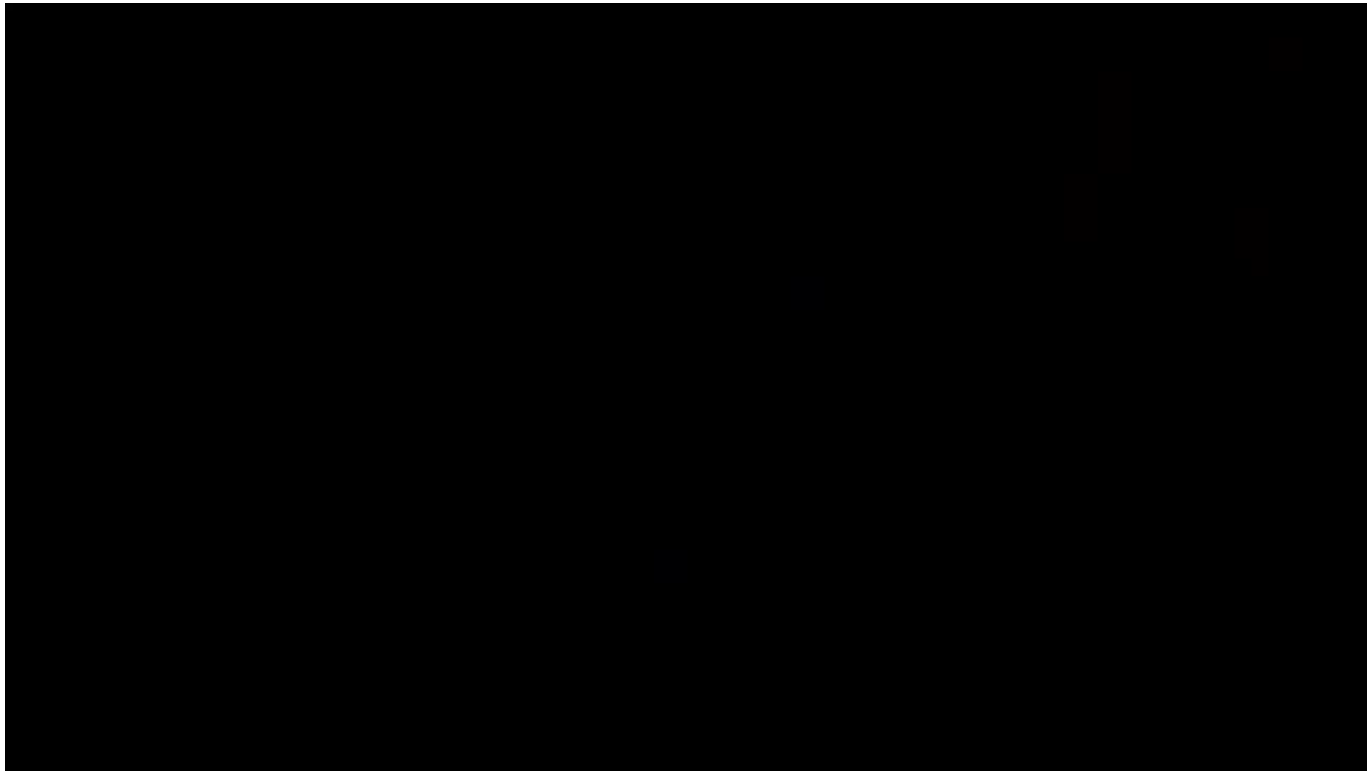


How does this work on mobile?





What else can it look like?





Who the heck is PewDiePie?

By the numbers:

- #1 channel on YouTube for subscribers
- #2 channel on YouTube for views
- 24MM – the number of views from his previous video
- 20MM – the number of subscribers following him
- \$10MM - estimated annual income he makes on his channel





Why is he so popular?*

- Generally funny to kids – much like a comedian is to adults
- He has certain calling cards that give him consistent entertainment value - branding
- He's an authentic gamer which resonates with the audience
- Humble and accessible to his audience

*according to my 25 year old community manager



Your users want to be the next PewDiePie, yes, really

Sharing video isn't just for bragging or showcasing skills. Users **want to be celebrities** on Youtube or even within your own game community. Many also want to **try to make a living**.



My advice? Foster that community. Empower them.



Let's get to the fun part.... DATA!





Do the numbers back up the importance of video sharing?

We conducted two gamer research studies:

1. Surveyed 1800 US mobile gamers in 2013
2. Surveyed 3000 NA mobile gamers in 2014

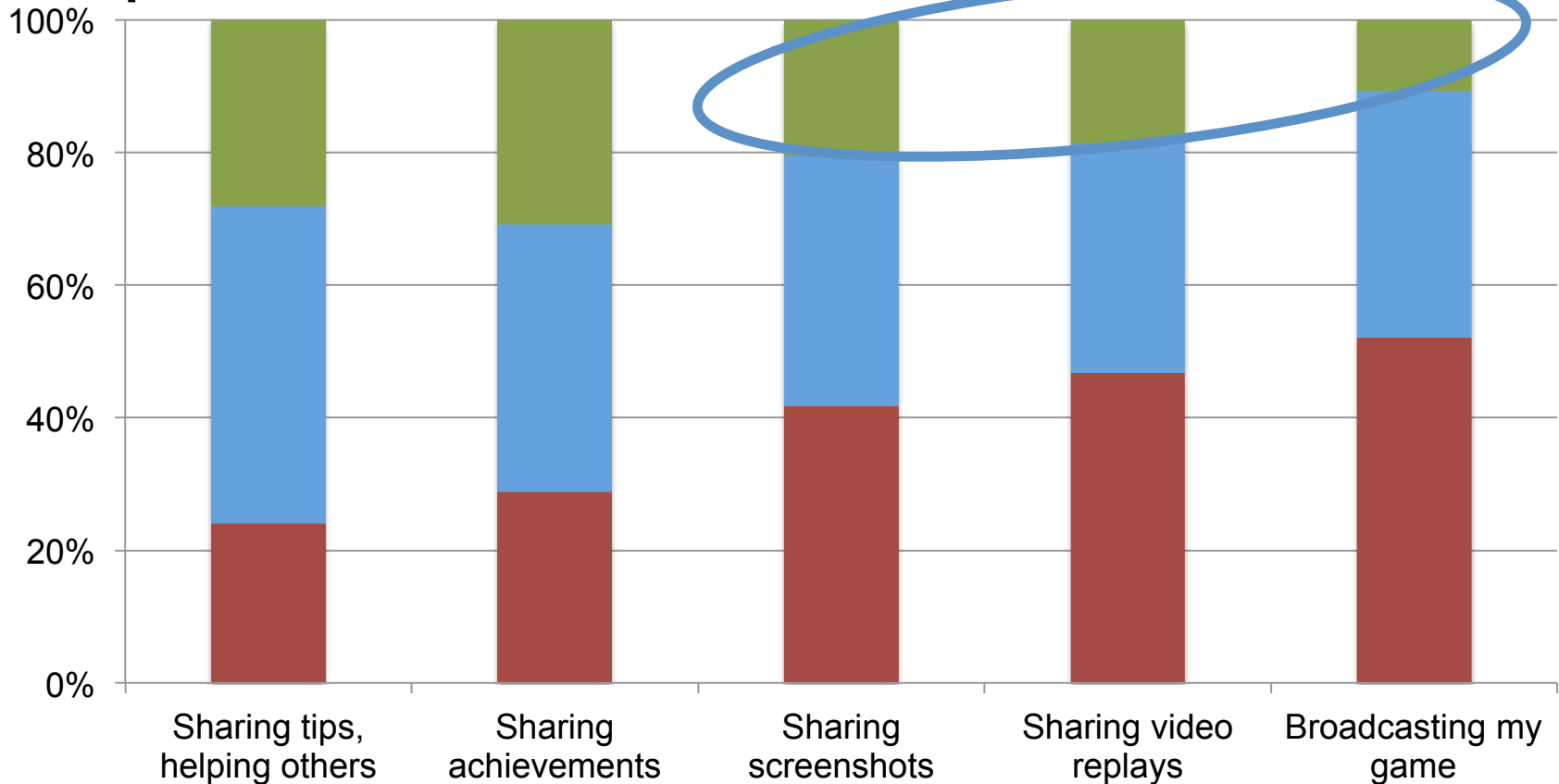
Here is what they told us...





10-20% rank sharing extremely important

Sharers



Which of the following features are important while playing?



Extremely important



Somewhat important

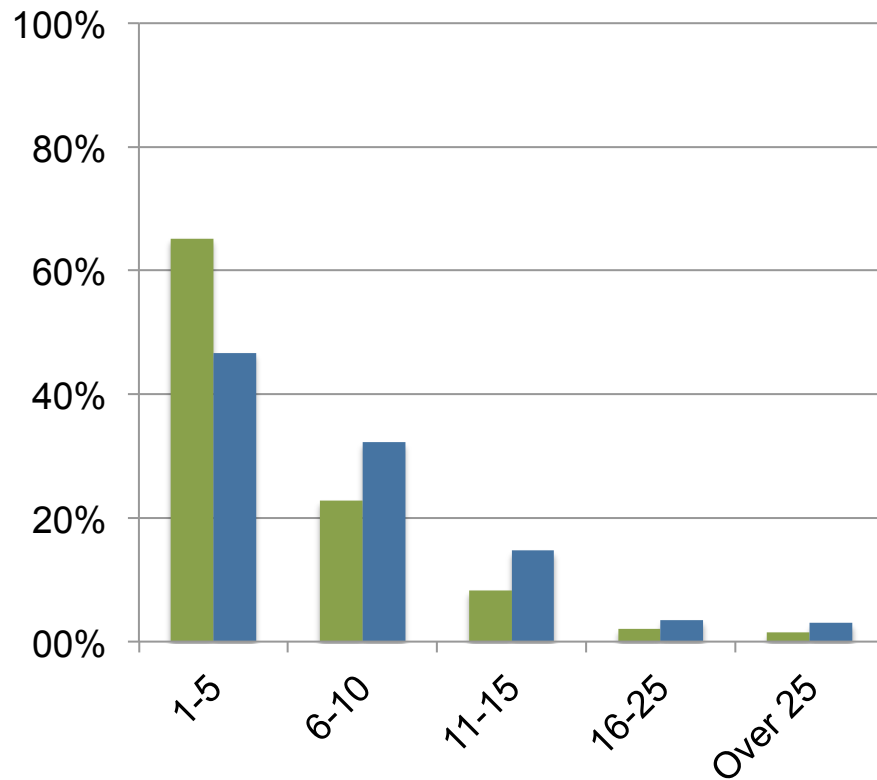


Not important

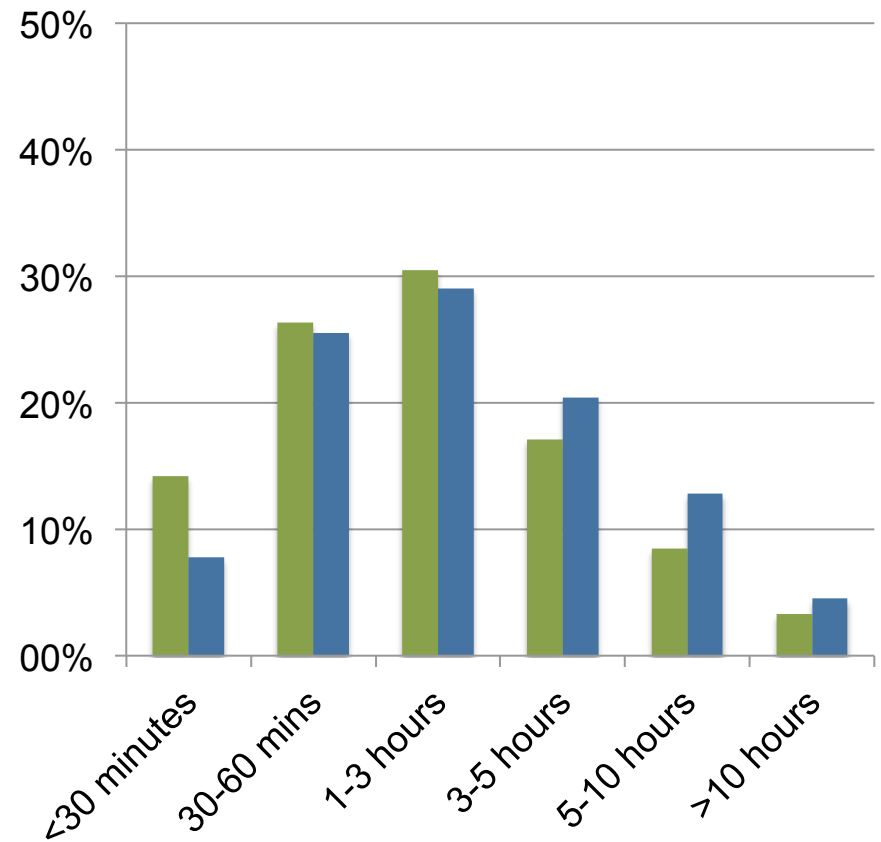


Sharers play more

Games downloaded / month



Hours played / week

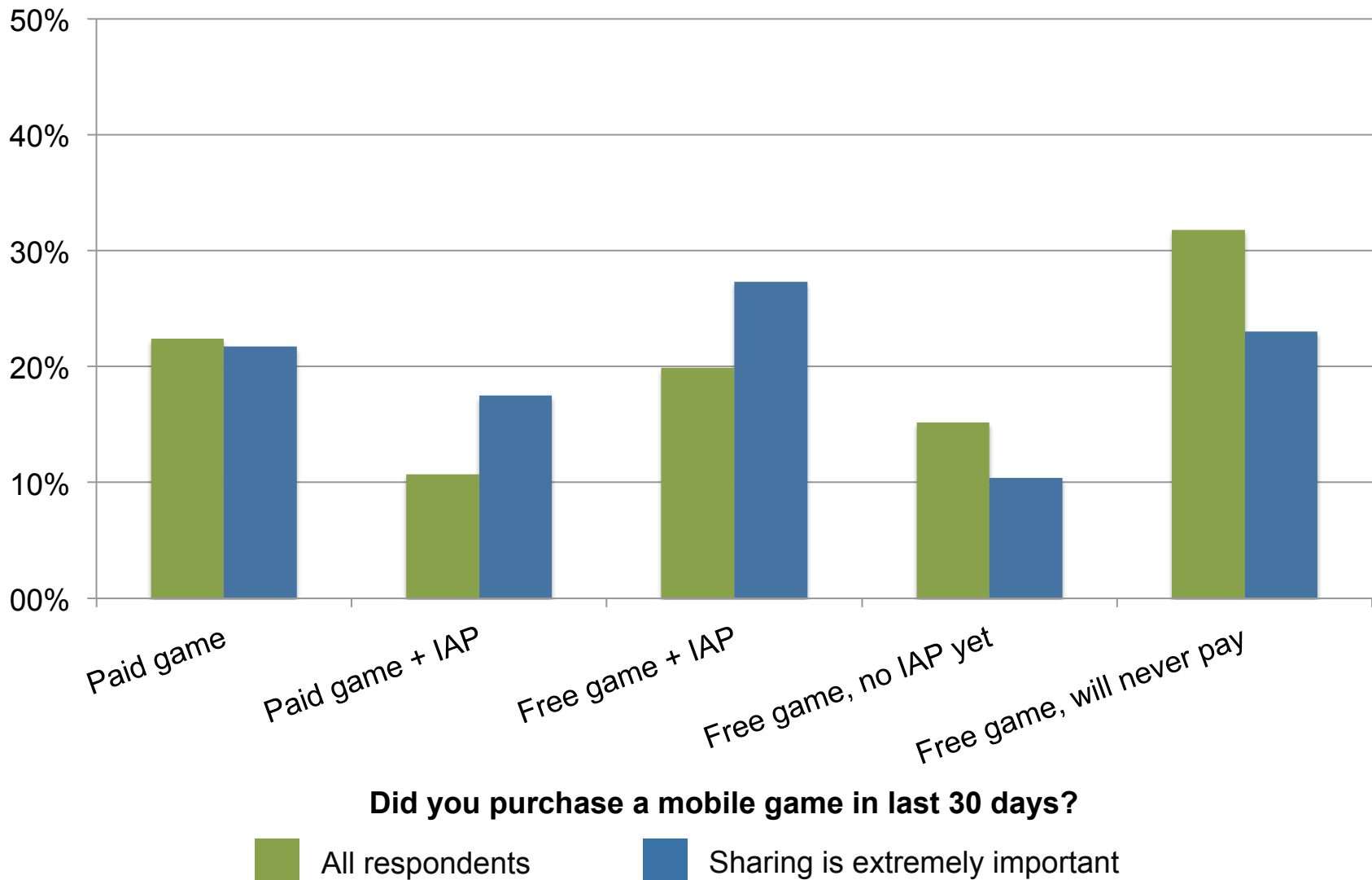


 All respondents

 Sharing is extremely important

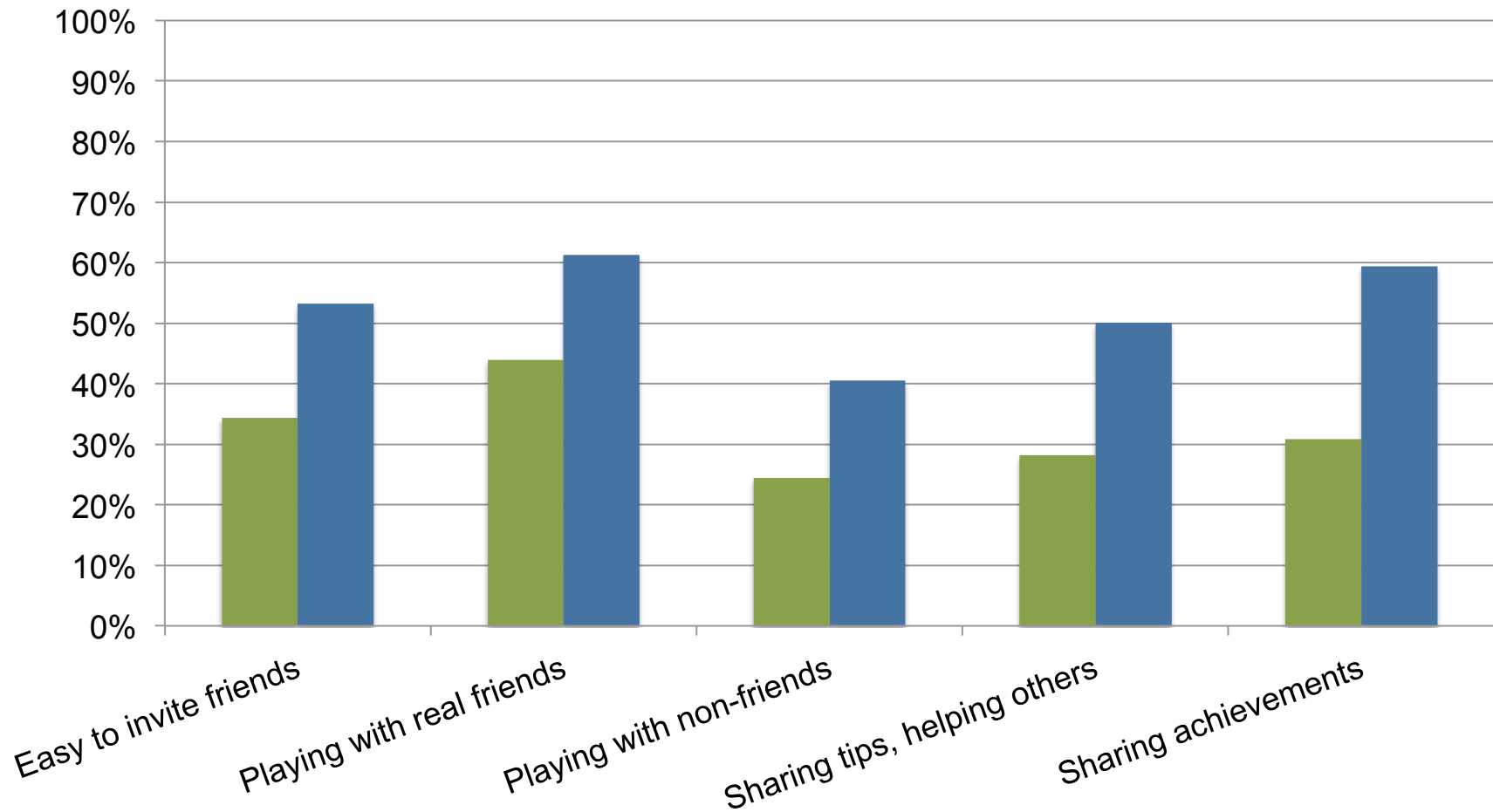


Sharers are 50% more likely to spend in a free game





Sharers are more social



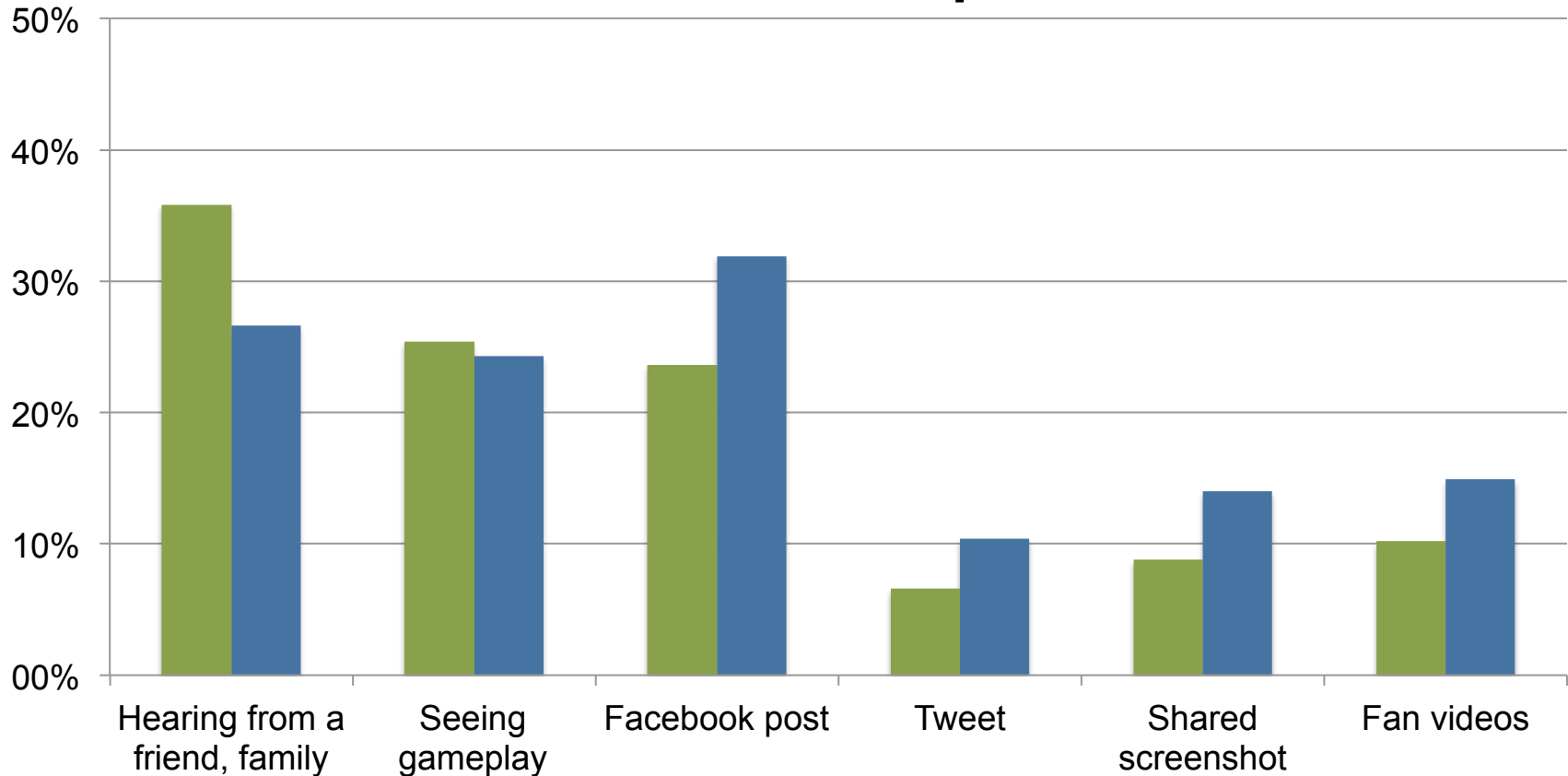
Which of the following features are **extremely** important while playing?

 All respondents

 Sharing is extremely important



Sharers find games more often online than in-person



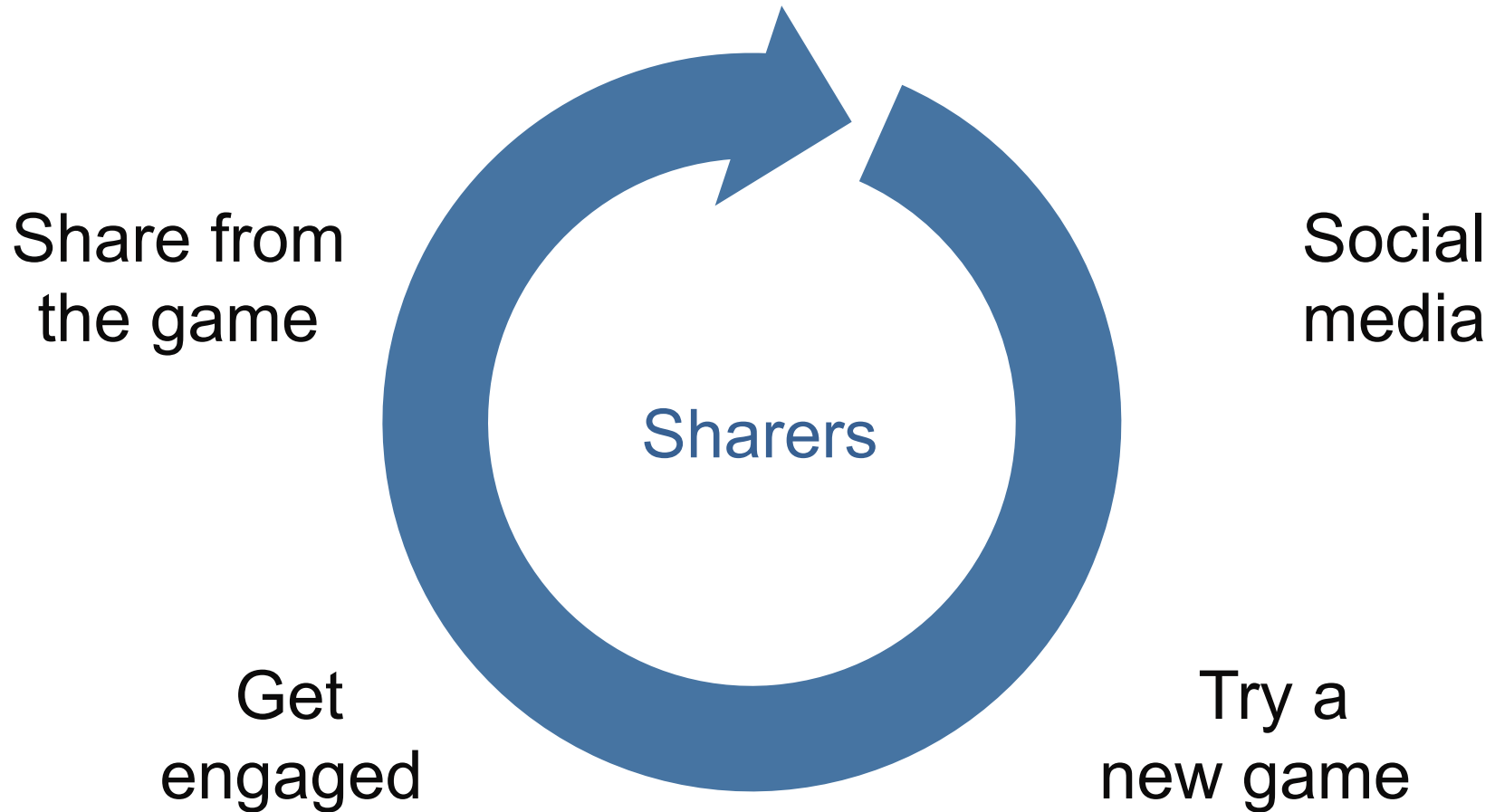
For the last five games you've downloaded, what was highly influential in your decisions?



All respondents



Sharing is extremely important





More Sharing



- 65% of all players and 80% + of all **sharers watch game videos**
- 50% of sharers and 40% of all respondents say that watching a game video had a **direct effect** on them downloading a game

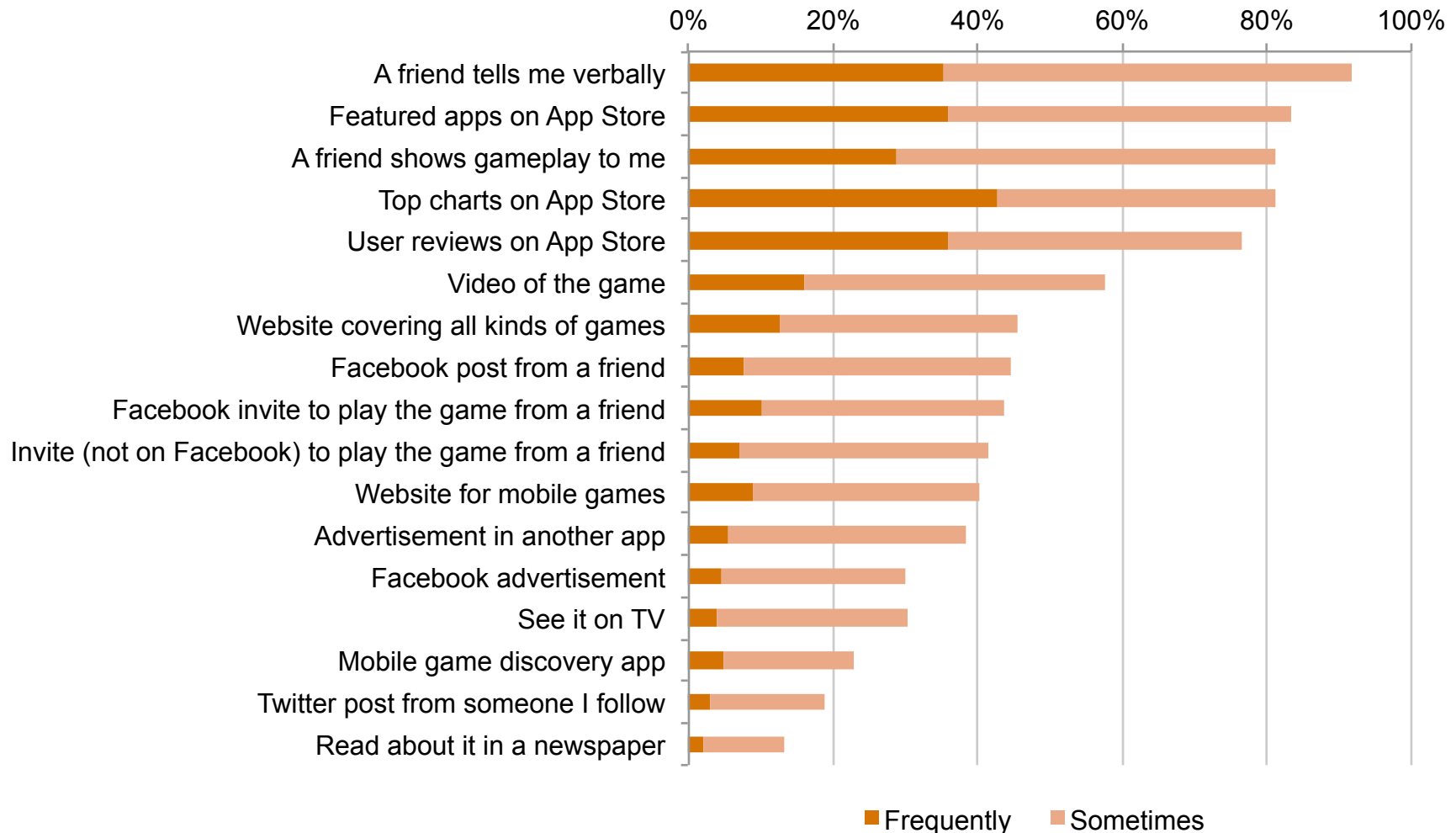


How do whales discover games?



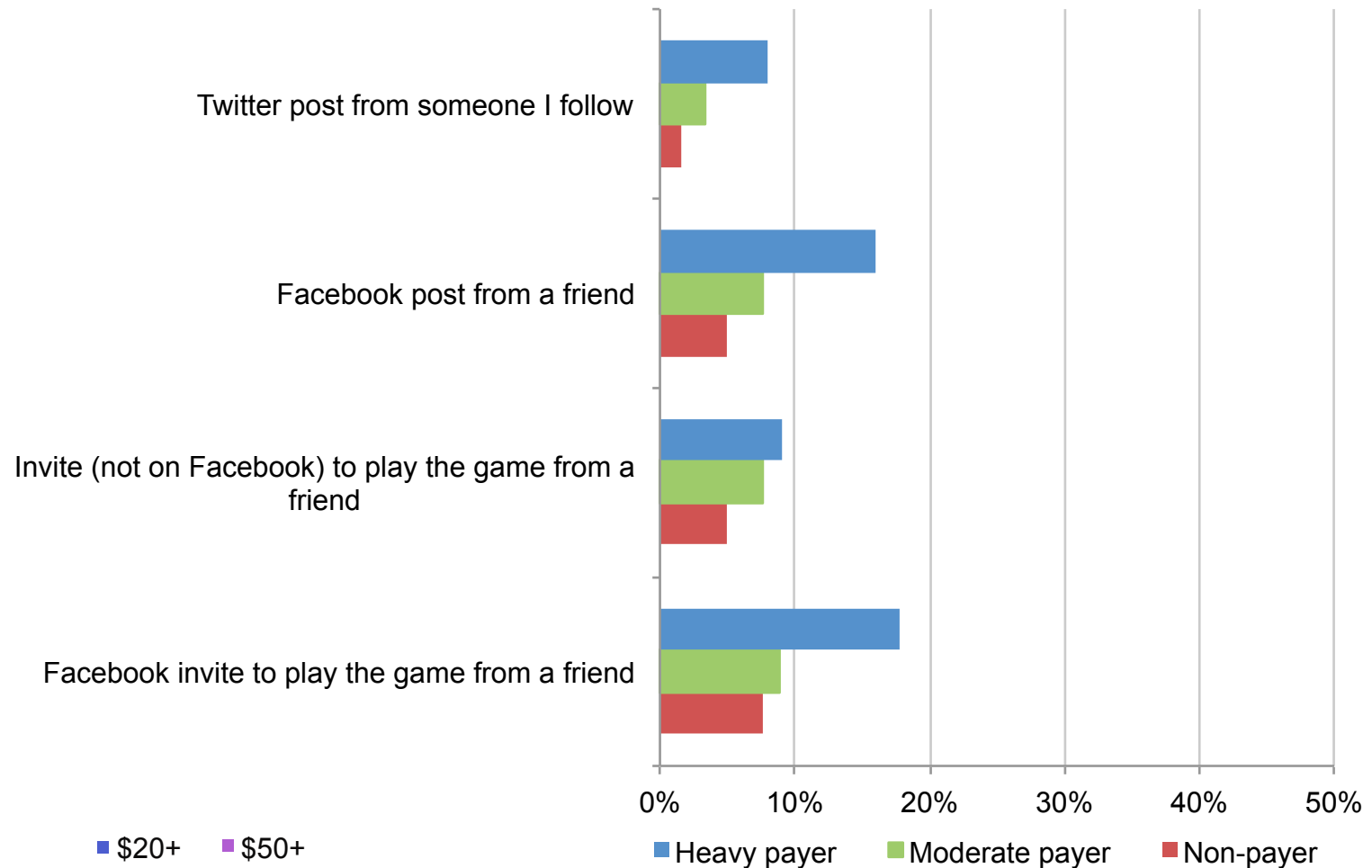


Offline word of mouth & App Store are main discovery sources for everyone



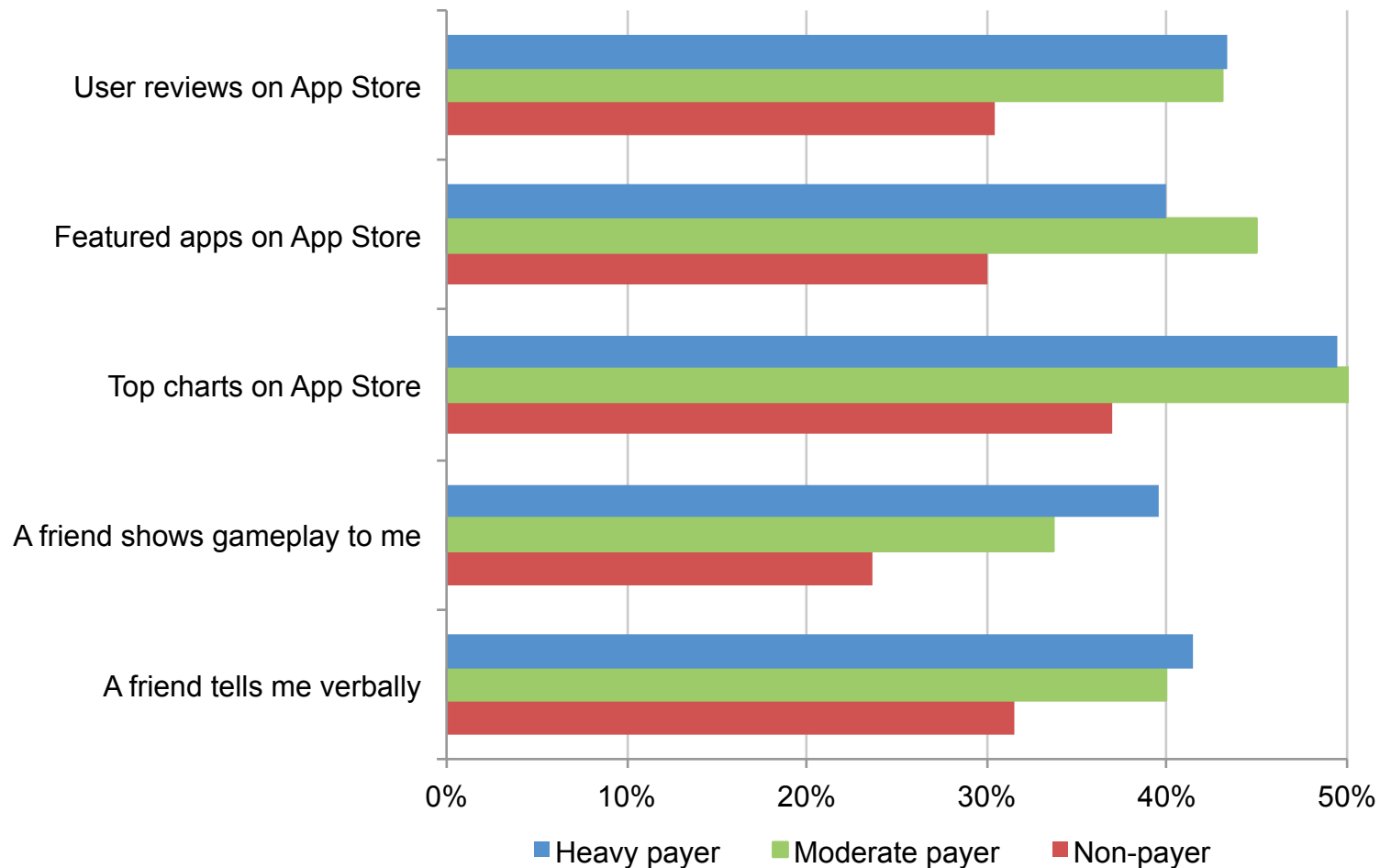


Online word of mouth is much more important to whales



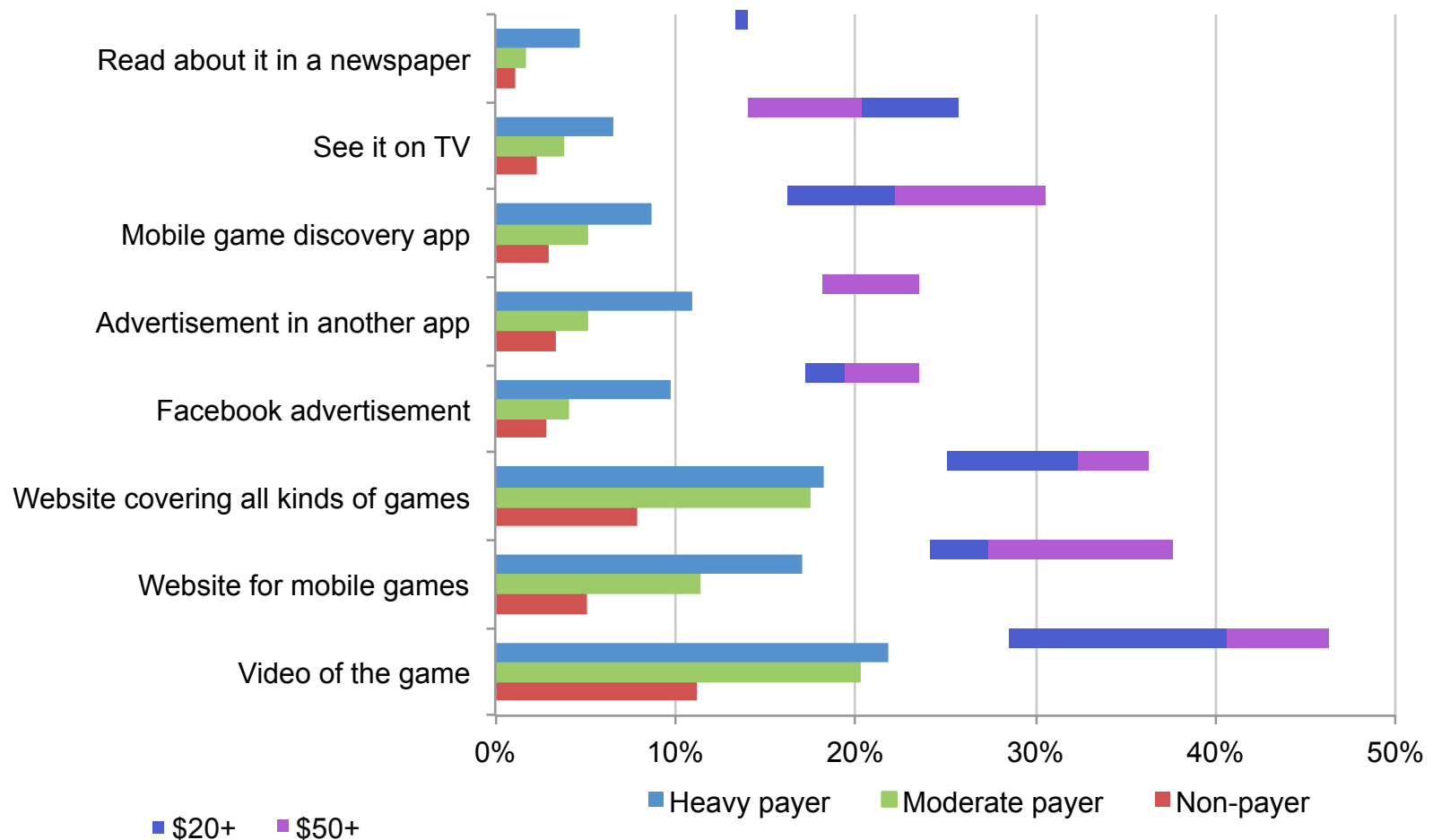


Whales download more games->Use more discovery sources





Gameplay video is highly influential for whales... > 20%



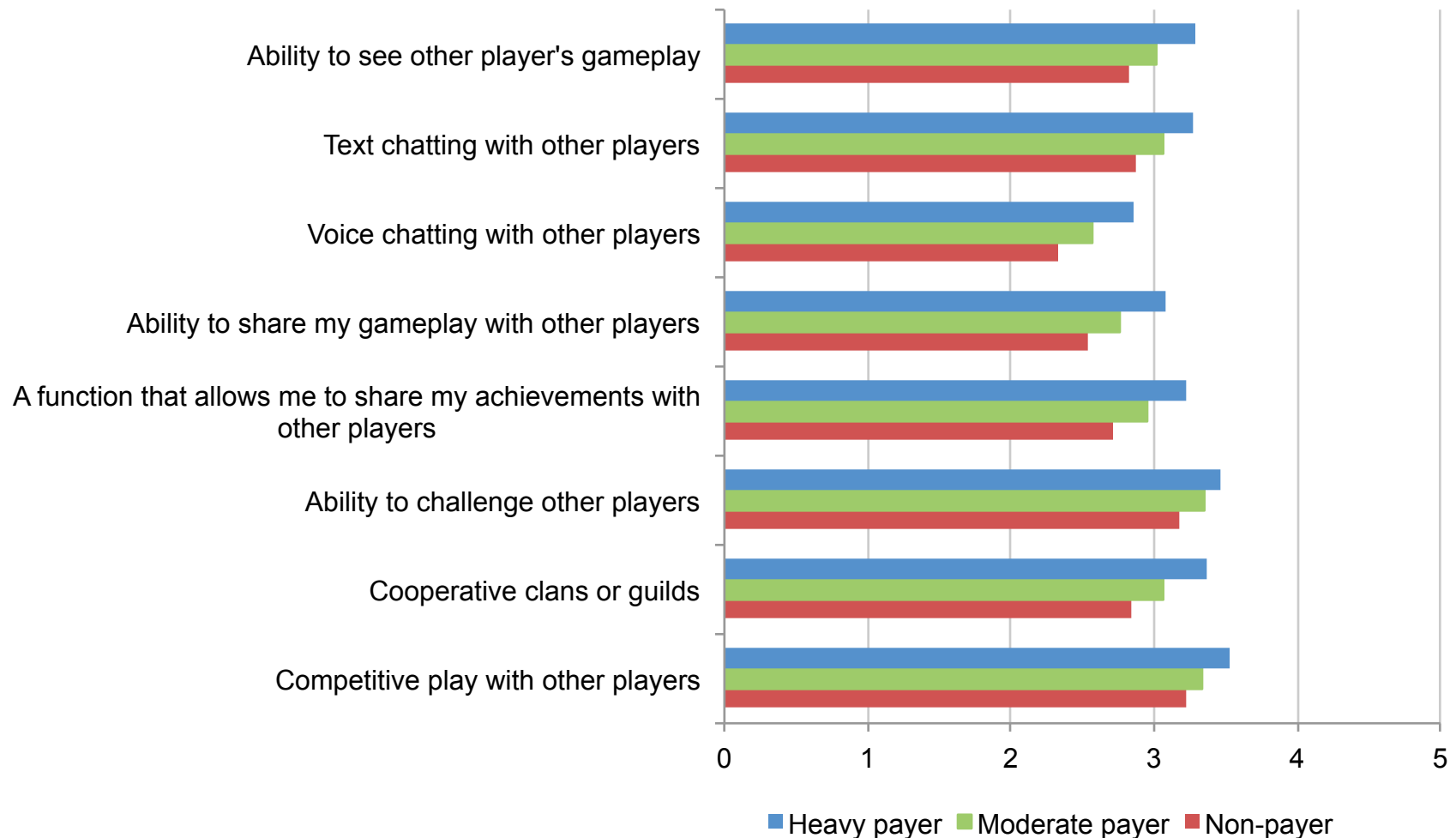


What about retention?



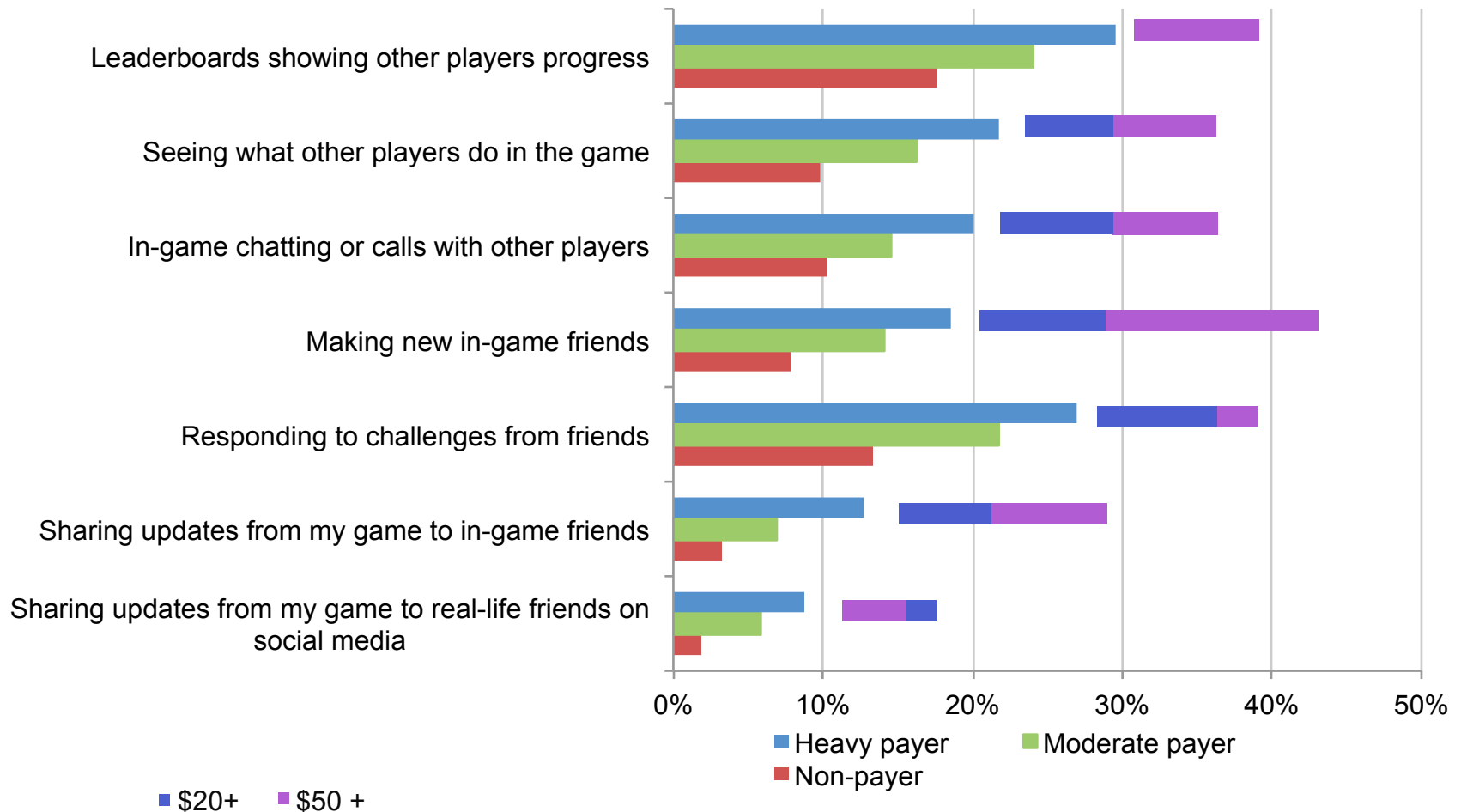


Social features lead to higher retention, especially for whales





The more you spend, the more you “love” in-game social features





Takeaway

- Whales are **more than 2x more likely to share** their game experience
- Whales discover games digitally and through social



Why do whales share?

- **Creativity** is the key driver for sharing followed by **tips and tricks**
- Payers share because they **want to be active and recognized** in your game community (i.e. the celebrity complex)





Foster your community

- **Add social** – users want to share
- **Add video** sharing capabilities – users want to showcase themselves and their skills
- Communicate and recognize your users – **feature user videos** in your community
- **Award and recognize** users that share videos or are successful in the game



Geometry Dash PewdiePie Feature





Geometry Dash Case Study

- **200% DAU** overnight increase due to the PewDiePie video*
- Their use of Everyplay increased their **DAU 7.5%** month-over-month
- These levels were sustained over at least a 60-day period

*Estimate



Skyline Skaters Case Study

- **Incentivized sharing** of UG videos with Everyplay by awarding coins
- Ran **weekly contests** that a user could enter by **sharing a video**; prize was an iPhone
- Placed Everyplay videos in their **Facebook leaderboard** to promote completion



Skyline Skaters Case Study: Images





Skyline Skaters Case Study: Results

- **500,000+ video replays** shared in total over the first 30 days
- **1.5% conversion** of view to game install from the App Store – 2X what we typically see for a video advertisement
- **12,000 overall free downloads** of Skyline Skaters directly from Everyplay during the campaign period



General Data from Everyplay

- Over 20MM Users
- 1000+ games live
- Tens of millions of videos shared





Conclusion

Enable social features because get your game discovered is really hard.

You can't afford to pass up free User Acquisition opportunities.

Social features and sharing capabilities attract and retain whales and sharers.



Thank You!

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