

# Building Durable Mobile Franchises for the Western Market

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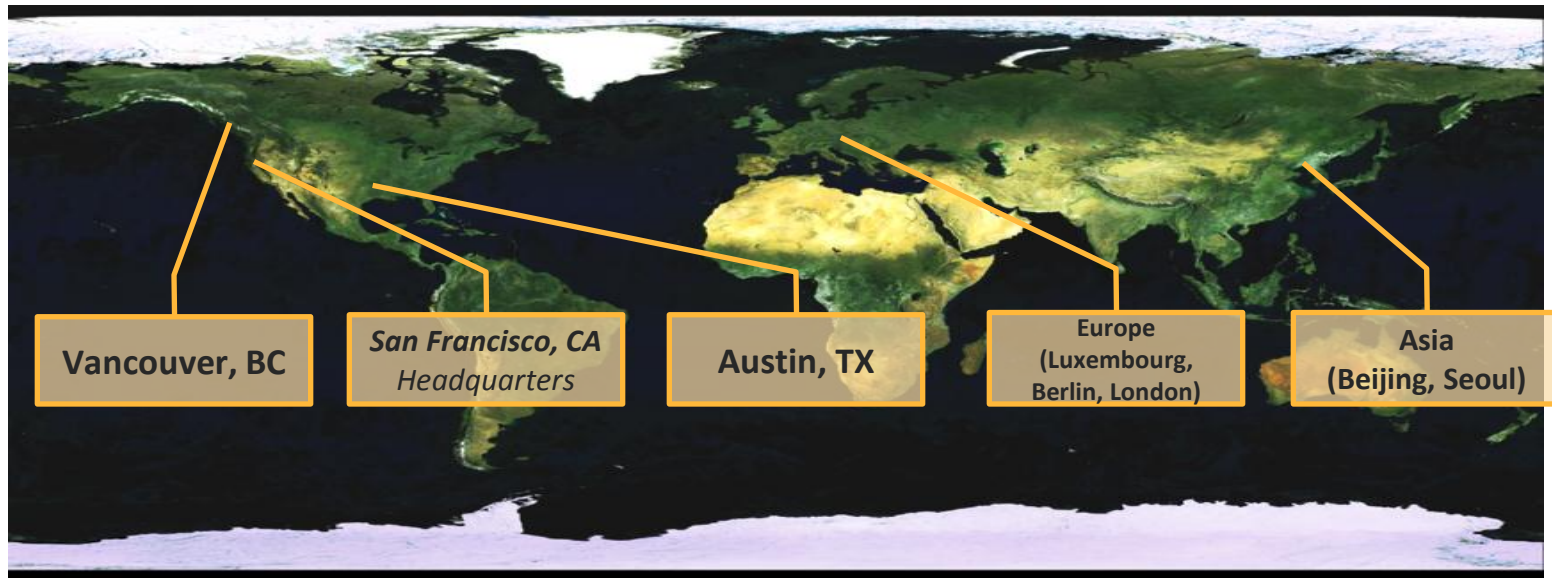
**GAME DEVELOPERS CONFERENCE™ CHINA**

SHANGHAI INTERNATIONAL CONVENTION CENTER

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# Kabam

- Top 10 mobile game company by revenue size
- Four \$100m+ franchise games
- 16 Languages and over 100+ countries



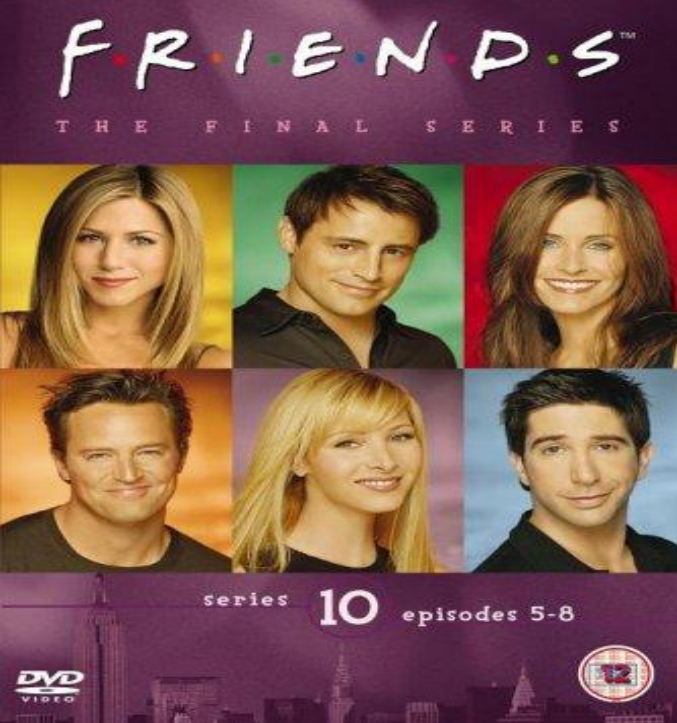
# Kingdoms of Camelot & The Hobbit

- Kingdoms of Camelot
  - \$250 million franchise
  - Battle for the North was the #1 top grossing iPhone App of 2012, the same year the game launched
- The Hobbit: Kingdoms of Middle-earth
  - \$100 million franchise
  - Grossed this within a year of the launch date
  - Successfully re-launched the game last year with 2<sup>nd</sup> Hobbit movie
  - Looking to re-launch the game again for 3<sup>rd</sup> movie



# What is a franchise game in F2P Business?





## How to build durable franchise Mobile game in F2P Business





New Content Releases



Healthy Community Management

Stable and Evolving Technology 

Fun & Engaging Live-operation 

# New Content Releases

- TV Show industry:
  - new Episodes
  - new Seasons
  - new characters
  - new conflict/twist
  - new plot
- What about F2P games
  - new content
  - new expansion packs
  - new systems
  - Right cadence of content releases





# New Content Releases

- Content

- Beorn and Tauriel
- New Boss in "The White Orc"

- Expansion Packs

- Gear system for Hobbits
- Legendary Gear

- New Systems

- Campaign
- Moon Rune minigame



# Stable & Evolving Technology

## •Stable

- Server availability
- Bugs
- Security
- Server Performance
- Maintenance

## •Evolving

- Platform OS evolution
- Hardware evolution
- Compatibility
- Game SKU evolution
- Partner SDKs



# Stable & Evolving Technology

- New framework - NGUI
- Cellular data download size limit
- Performance vs. hardware requirement



# Fun and Engaging Live-operations

- Live-operations as new Content

- New content releases
- Events
- Promotions/Sales
- Retention events
- Win-back campaigns
- Systematic synthesis



# Fun and Engaging Live-operations

- Desolation of Smaug expansion pack
- City release plan



# Healthy Community Management

- A healthy community is key
  - VIP service
  - Player appreciation
  - Customer service responding time
  - Community sentiment
  - Cheating
  - Fraudulent payments



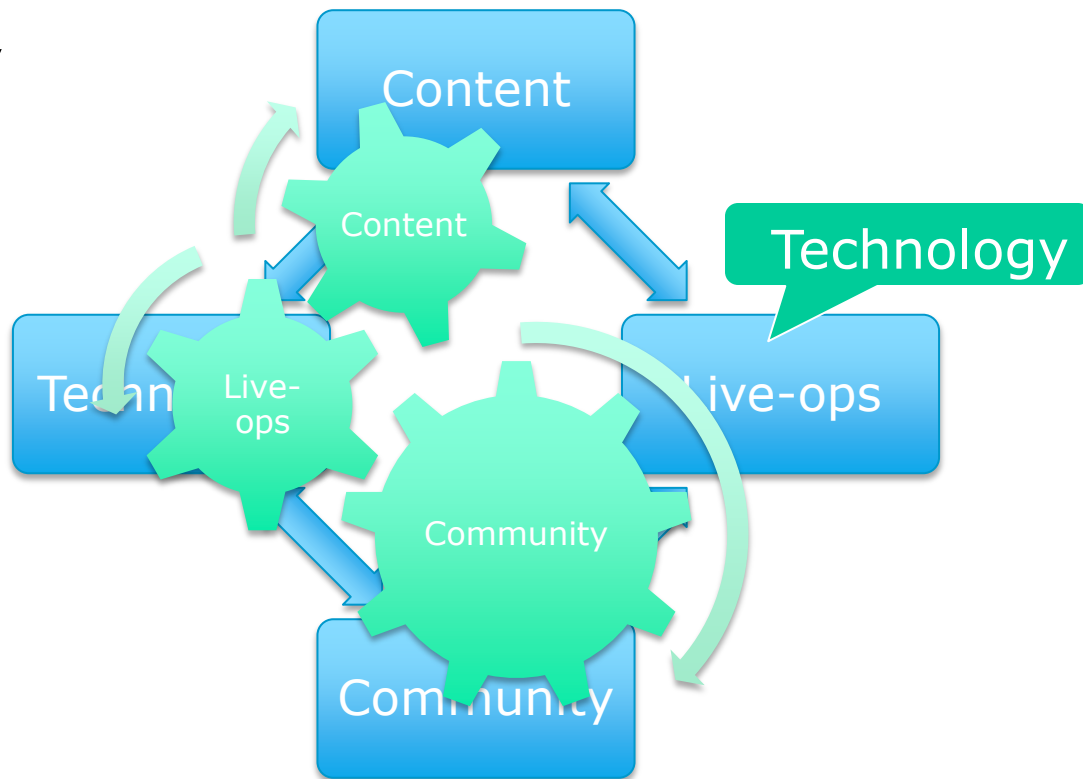


# Healthy Community Management

- Marriage in Hobbit - Chat Sale
- Hobbit Month Appreciation Events
- 3<sup>rd</sup> party in-game currency vendor sites
- Social media channels



# Summary

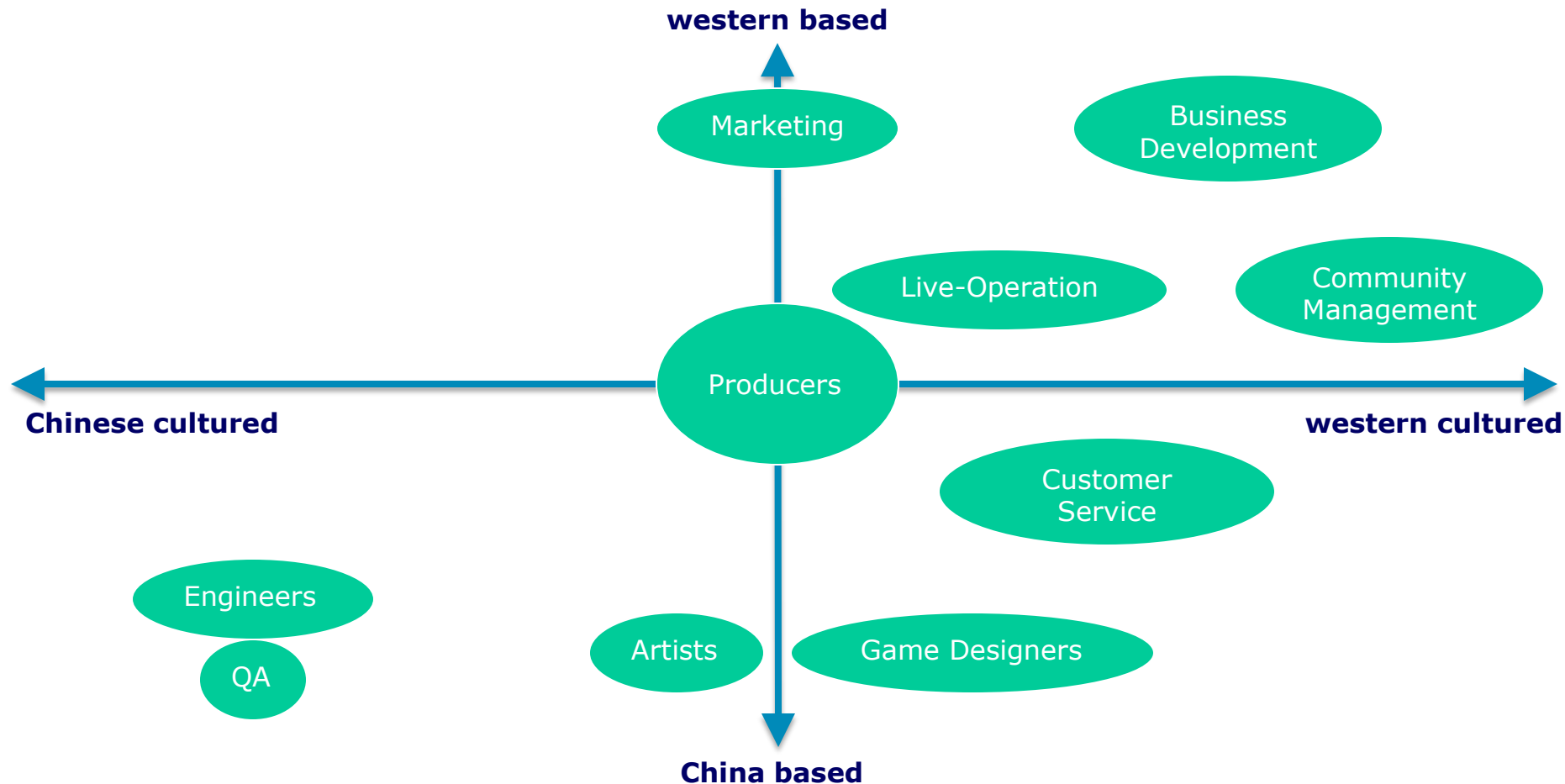




You may get by with 3 legs, but no less!

# Doing all these from China?







New Content Releases



Healthy Community Management

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Fun & Engaging Live-operation 

*It is easier said than done*



# Fin



Questions?