



Episode

**Harnessing The Power of User-
Generated Content on Mobile**

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Pocket  Gems

History of User-Generated Content

- UGC has rich history in PC and console gaming:
 - Modding (Skyrim, Half-Life)
 - Level design (Doom, Halo)
 - Player digital storefronts (Valve)
- Where is this on mobile?

SKYRIM

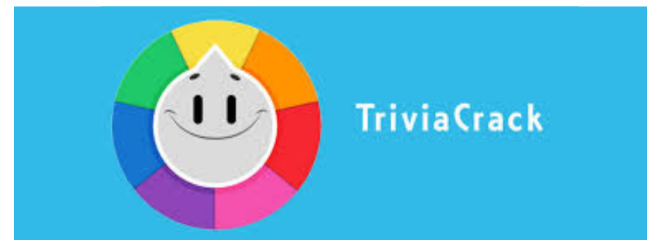


TEAM FORTRESS 2

HALO

Successful UGC on Mobile

- Clash of Clans: Level Design
- Minecraft: Growth on Mobile
- Trivia Crack: UGC-Based Gameplay



UGC at Pocket Gems To Date

Tap Paradise Cove

- Multiplayer, guilds, now considered industry standard

Campus Life

- Create your own custom clothing design from any image

Episode is our most ambitious UGC project yet



Episode Background

- Mobile storytelling network and marketplace
- Proprietary scripting language
- Character creation engine
- Democratizing storytelling



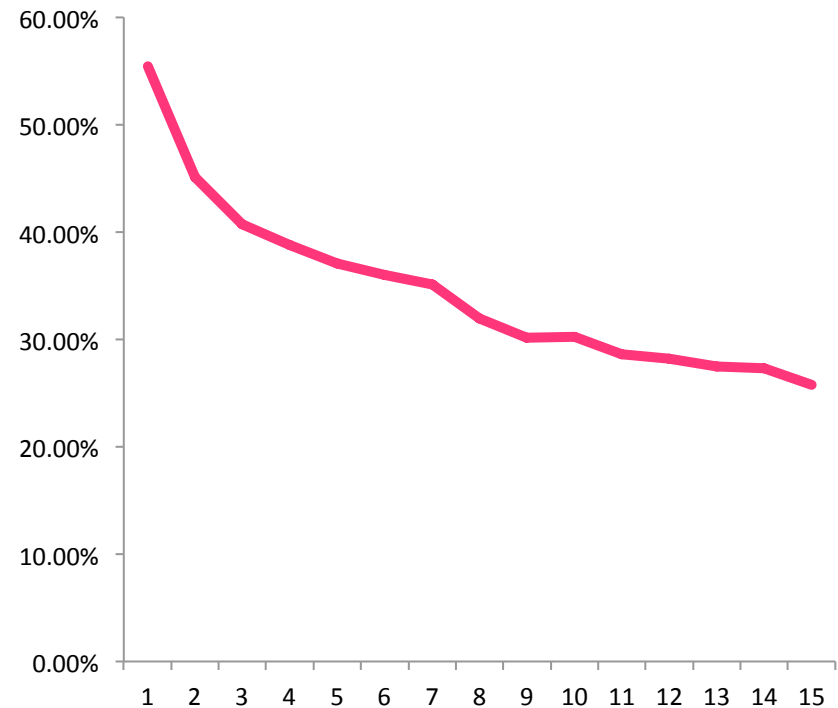
V1- First Episode Story: Campus Crush



- Overly-technical tools
- Required input from developer
- Limited artwork
- No UGC component
- Creation time: 3 months

Campus Crush Early Retention

- Early retention encouraged us to keep going



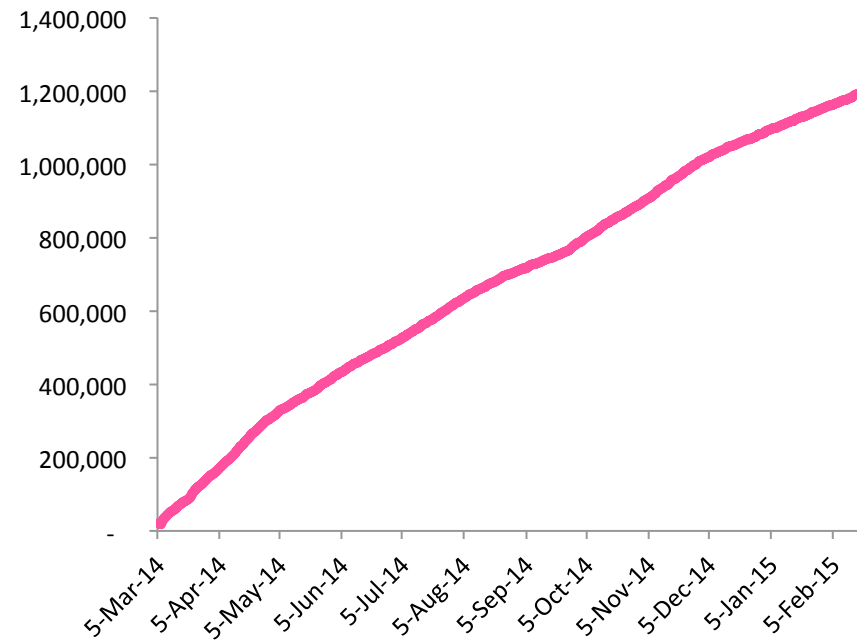
V2- Story Creation in Beta

- Streamlined tools
- Expanded and improved art library
- Content production quadrupled
- Creation time: 3 weeks



Author signups

- Writer interest showed we had to fully commit to UGC



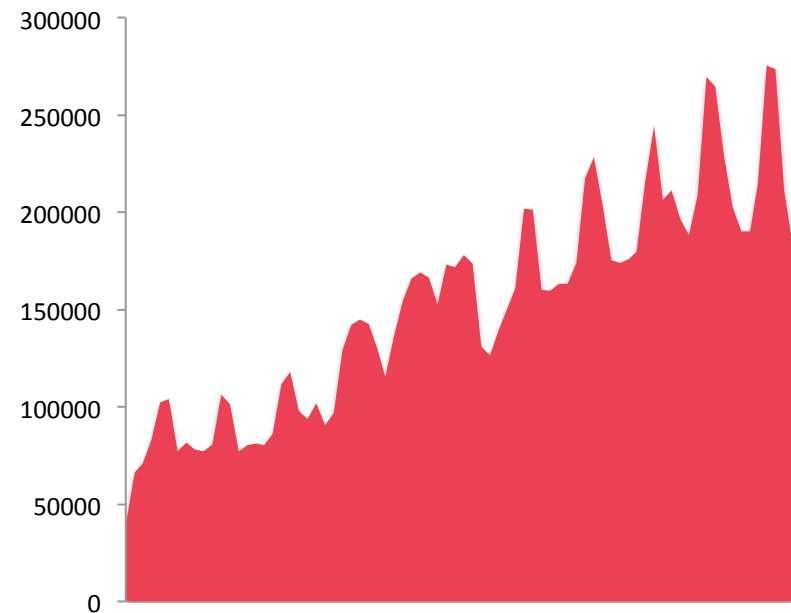
V3- Opened Story Creation to Public

- Featured Section
- Fluid feedback loop
- Performance-Based Rankings
- 50 episodes a week to 50+ a day
- 3 week+ approvals to instantaneous



UGC chapters read daily

- Community response to UGC was inspiring



Benefits of UGC

- Over 30 days
 - Engaged users generated **twice** as much revenue from UGC (advertisements and in-app-purchases)
 - Daily retention increased by **six percent**, and continues to increase with time

Episode Today

+450
MILLION
CHAPTERS

+1
MILLION
AUTHOR SIGN-UPS

- 450 million chapters read
- Over 1 million author sign-ups
- Most popular UGC story, Lovestruck, has over 1.5 million chapters read



Implementing UGC

ABCs of UGC Creation

- Accessible
- Bearable
- Creative
 - Don't limit these players too much
 - Give them your tools and see what they create

Make it fun!

It should be easy to see their creation come to life.

Empowering Players in Your Game

- Make tools. Do it now.
- Open your existing tools to players
- Foster **creation** or **competition**
 - Ideally: do both!

Empowering Players- Competition

- Empower guilds to create quests and challenge one another
- Open puzzle tools so players to create their own levels



Empowering Players- Creation

- Design custom outfits they can show off
- Craft in-game items they can sell to other players
- Make stories they can share to grow a dedicated audience



An illustration of four young people, two men and two women, with diverse features and hair colors, rendered in a blue-tinted, stylized manner. They are positioned behind the word "Challenges".

Challenges

Challenges

- Challenge # 1: UGC writers don't update regularly
- Solutions:
 - Update algorithm to better highlight regular stories
 - Show the writers their data
 - Fanmail: channel feedback directly to the authors

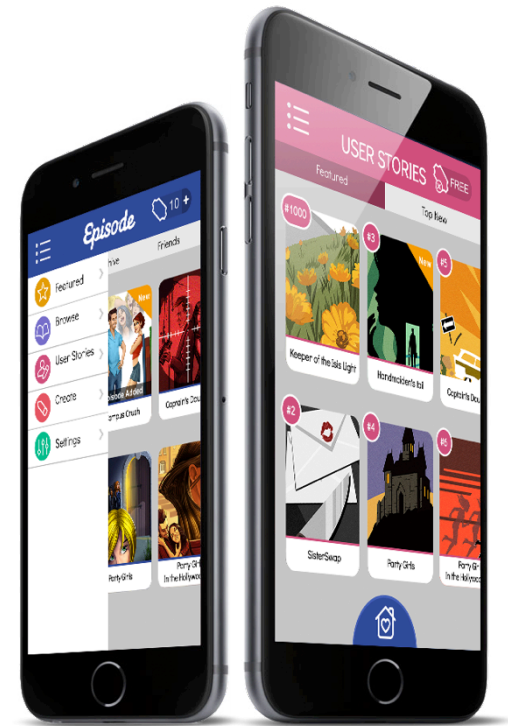
Challenges

- Challenge # 2: Scaling (and not just technical)
- Solutions:
 - Redesign UI to feature UGC and pro content clearly
 - Beefed up CS and Social Media teams



Challenges

- Challenge #3: Managing professional writer expectations
- Solutions:
 - Be open with the data informing your decisions
 - Give pro content an early boost, but promote accordingly after



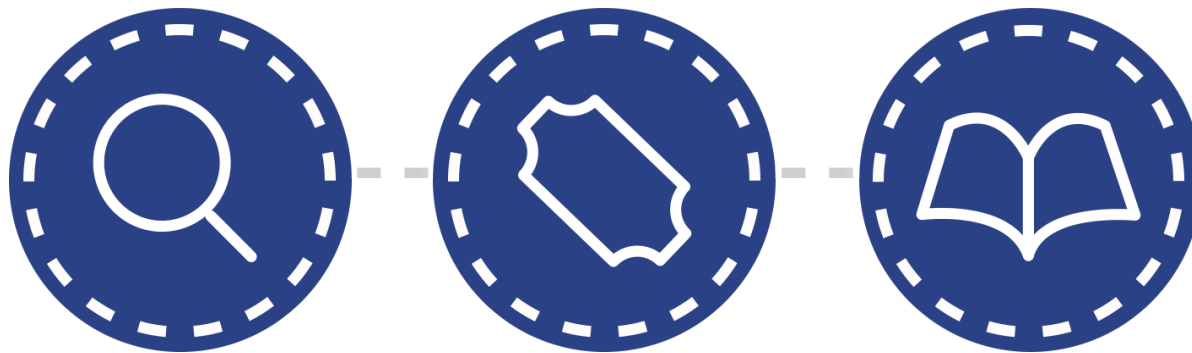
Challenges

- Challenge # 4: Exposing new users to UGC right away increases churn
- Solutions:
 - Curate a path through reviewed content during the first few sessions
 - Don't open all UGC until they've explored curated content



Next Steps for UGC in Episode

- Improving UGC discovery
- Solidifying payment models
- Create more story types





UGC Is The Future

Future of UGC

- Mobile users are more connected than ever; they seek a personal connection with their experiences.
 - Games should reflect that.
- Many users want to take a more active role.
 - They want to be the celebrity, not follow them.
- Mobile games will follow a similar path as video
 - Hollywood → Early vlogging → YouTube → Vine



Episode Questions?

@Webwallflower
@Episode

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