

FREEMIUM

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HOW GAMEVIL TRANSITIONED FROM  
PREMIUM APP TO FREEMIUM SERVICE

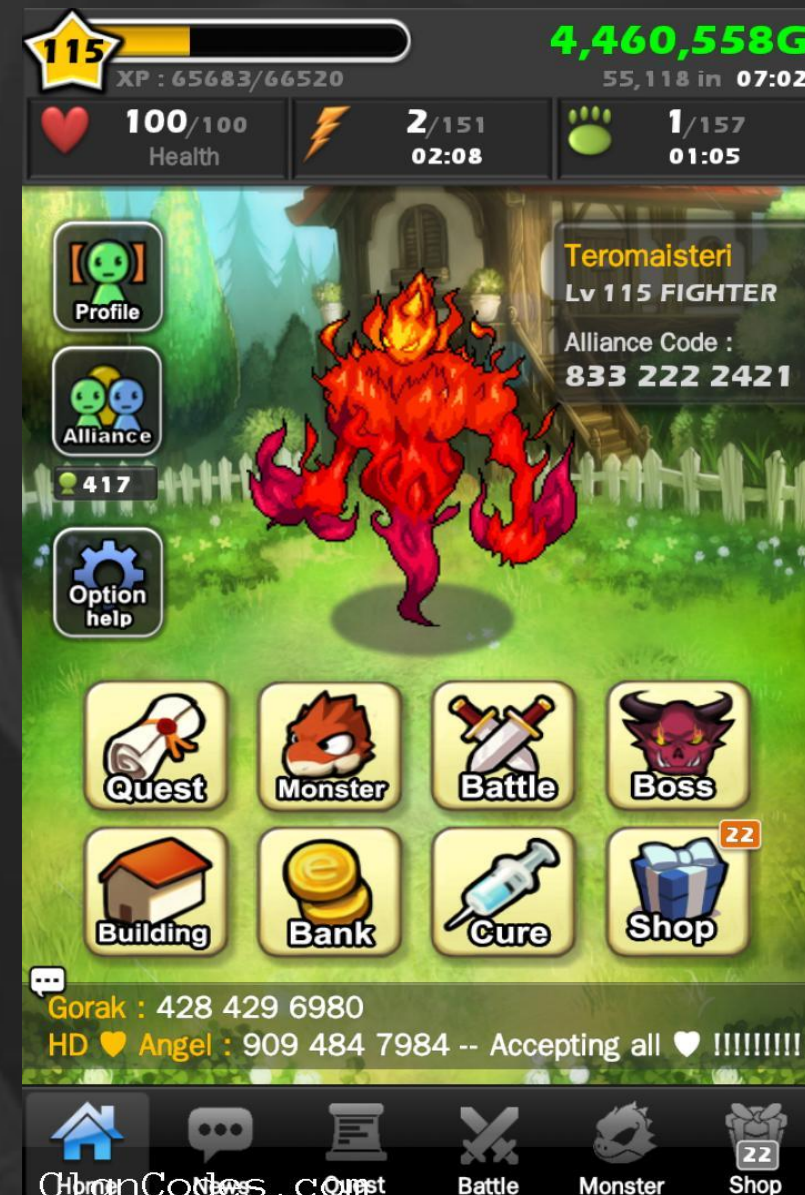
HAN SOL JUNGER - PRODUCER, GAMEVIL USA

# HAN SOL JUNGER

PRODUCER AT GAMEVIL USA, INC.

- MOBILE FREEMIUM GAME PUBLISHING  
PRE-LAUNCH PRODUCTION  
LIVE SERVICE OPERATION
- TRAINED IN FREE-TO-PLAY PC ONLINE GAME SERVICE







# ABOUT GAMEVIL USA

## GAMEVIL USA

- MOBILE GAME PUBLISHER
- ESTABLISHED IN 2000
- PUBLISHING AND DEVELOPMENT
- MANY TOP GROSSING GAMES IN THE CHARTS
- \$26.5 MILLION USD GLOBAL EARNINGS IN 2014





# HISTORY OF ADAPTATION

- BUILD GAMES MEANT FOR CONSTANT UPDATES
- RESTRUCTURE PRODUCTION TO SUPPORT LIVE OPERATIONS

PREMIUM APP



2000s

MARKET CHANGE



2012

TRIAL, ERROR, GROWTH



2013

FREEMIUM SERVICE



2014-5





# AGE OF PREMIUM APP

A TOP PREMIUM APP PROVIDER IN MID 2000'S

- PROFIT MAINLY CAME FROM LAUNCHING A GAME.
- LIMITED ADDITIONAL CONTENT AFTER THE LAUNCH



# GAME CHANGER

THE COMPETITIVE EDGE STARTED TO DISAPPEAR AROUND 2008 WITH  
THE LAUNCH OF APPLE APPSTORE AND KAKAOTALK.

~~PREPAID~~

**FREEMIUM**

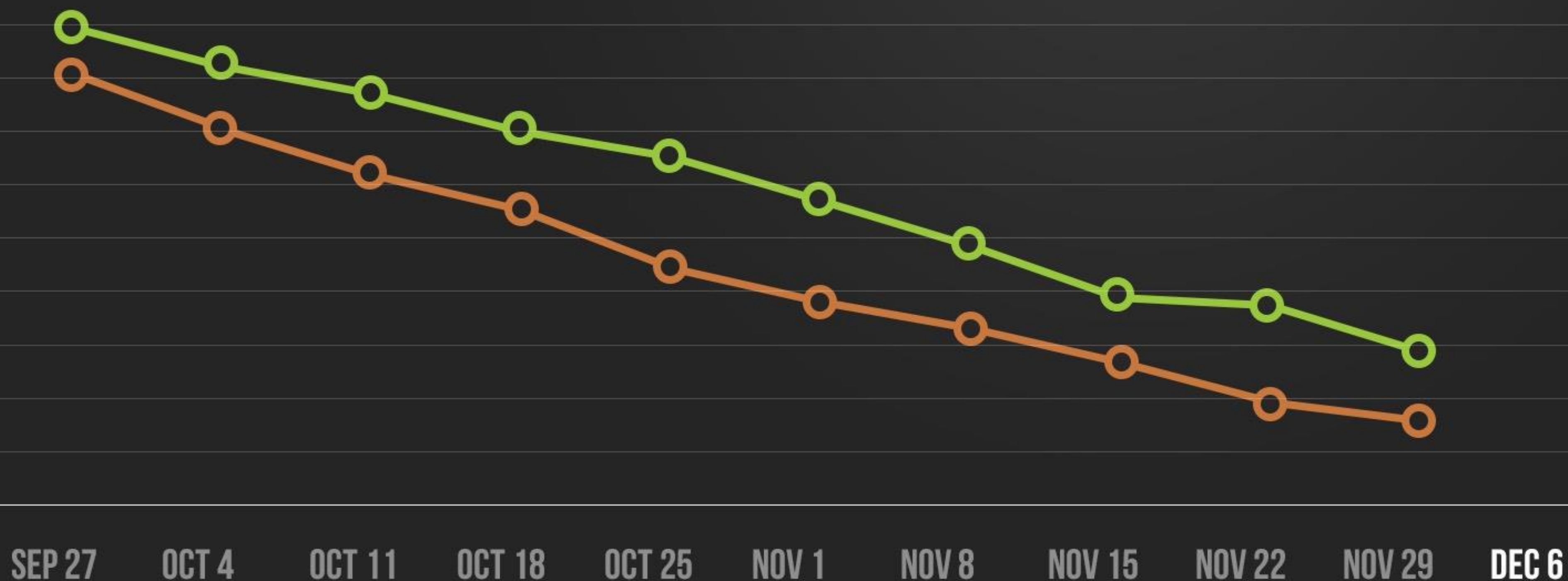
~~LIMITED DISTRIBUTION  
CHANNEL~~

**HIGHER EXPOSURE  
WITH NEW CHANNELS**

~~PACKAGED GOODS~~

**ONLINE SERVICE**

# IAP ≠ FREEMIUM SERVICE



\*REVENUE TREND 3 MONTHS AFTER LAUNCHING

● IN-APP PURCHASED APP

● PREMIUM APP

GAMEVIL®



# OPEN

## GAME AS AN ONGOING SERVICE

### GETTING THE PLAYERS TO COME BACK

- ONLINE PC COMPANIES JUMP INTO THE MARKET WITH THEIR SPECIALTY – STARTED PROVIDING GLOBAL ONLINE SERVICE.
- GAMEVIL TOOK ACTION, TOO.



**BUILD  
FREEMIUM  
GAMES**

**PROVIDE  
PREMIUM  
SERVICE**

**TASK: BUILD A GAME SERVICE**





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# PROVIDING PREMIUM LIVE SERVICES

CREATE AN ORGANIZATION THAT CAN:

- ENSURE STABILITY FIRST
- EXECUTE PLANNED UPDATES LIKE AN ARTIST
- PROVIDE PLAYER CENTERED SUPPORT



MOTTO 1

# ENSURE STABILITY FIRST

## STRATEGY

- SERVER STRESS TESTING
- CLOSED BETA
- SOFT LAUNCHING PHASES

## ORGANIZATION

- TECH SUPPORT TEAM
- PLATFORM SUPPORT TEAM
- SECURITY TEAM



MOTTO 1

# ENSURE STABILITY FIRST

## STRATEGY

- SERVER STRESS TESTING
- CLOSED BETA
- SOFT LAUNCHING PHASES
- LIVE UPDATE TESTING

## ORGANIZATION

- TECH SUPPORT TEAM
- PLATFORM SUPPORT TEAM
- SECURITY TEAM
- LIVE OPERATION QA UNITS



MOTTO 1

# ENSURE STABILITY FIRST

## STRATEGY

- SERVER STRESS TESTING
- CLOSED BETA
- SOFT LAUNCHING PHASES
- LIVE UPDATE TESTING
- 24 HOUR SERVICE MONITORING

## ORGANIZATION

- TECH SUPPORT TEAM
- PLATFORM SUPPORT TEAM
- SECURITY TEAM
- LIVE OPERATION QA UNITS
- SERVICE MONITORING TEAM
- ON-CALL SYSTEM





MOTTO 2

# PLAN AND EXECUTE

## THE ART OF LIVE OPS

### STRATEGY

- PLAN IMPACTFUL UPDATES
- EXECUTE ON A DAILY BASIS
- PERFORM BOTH AT THE SAME TIME

### ORGANIZATION

- LAUNCHING PM
- BUSINESS STRATEGY PM
- LIVE SERVICE PM



MOTTO 3

# ENGAGE THE PLAYERS

## STARING THE CONVERSATION

### STRATEGY

- CLEAR CHANNELS OF COMMUNICATION
- - GAMEVIL LISTENS INITIATIVE
- LOCALIZED SUPPORT
- DESIGN PROMOTIONAL BANNERS

### ORGANIZATION

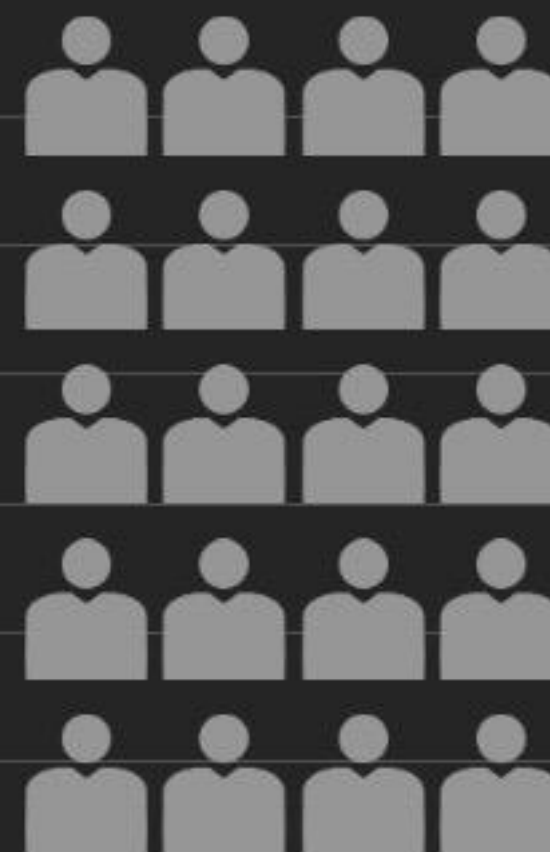
- COMMUNITY TEAM
- DESIGN TEAM
- GLOBAL CS TEAM
- LOCALIZATION TEAM



# BUILDING THE TEAM

ORGANIZATION STRUCTURE CHANGES

20 PEOPLE



2013

70 PEOPLE



2014





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**TASK: BUILD A GAME SERVICE**





**BUILD  
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**TASK: BUILD A GAME SERVICE**



# BUILDING A FREEMIUM GAME

## THE LAUNCHING MANUAL

1. IDENTIFY AND FORTIFY ENGAGEMENT LOOPS.
2. CUSTOMIZE FOR EACH PLAYER.
3. ANTICIPATE AND BUILD FOR EXPANSION.
4. VERIFY RESULTS.





1

# IDENTIFY AND FORTIFY ENGAGEMENT LOOP

CREATE A RETENTION AND REVENUE LOOP WITH GAME MECHANISMS THAT:

ADDRESSES DESIRES FOR

- SELF IMPROVEMENT
- WORLD COMPETITION
- WEALTH BUILDING

WITH GOALS ACHIEVABLE AT EACH

- SESSION
- HOUR / DAY / WEEK / MONTH
- AND MORE



● PARAMETER

● OFFER

2

# CUSTOMIZE FOR EACH PLAYER

DESIGN CUSTOMIZED OFFERING FOR SPECIFIC SEGMENTS OF PLAYERS

- BUILD AND TRACK LOGS THAT DEFINE A PLAYER.
- OFFER RIGHT INCENTIVE OR DEAL AT THE RIGHT TIME.

LAST LOGIN  
TIME SPENT  
STAMINA  
BIGGER DISCOUNT  
LOSING STREAK  
REGION  
PROGRESSION  
TIME OF THE MONTH  
LIMITED TIME  
LEVELS  
WINNING  
SOFT  
STREAK  
CURRENCY  
EXCLUSIVE ITEMS  
TITLES AND PERKS  
BONUS



3

# ANTICIPATE AND BUILD FOR EXPANSION

CREATE A SUSTAINABLE UPDATE PLAN BY THE GAME

DAILY  
MOTIVATION

WEEKLY UPDATES

MONTHLY FEATURES

QUARTERLY GAME CHANGER

4

# VERIFY RESULTS

## IDENTIFY, FORTIFY, TEST AGAIN

- FOCUS GROUP TESTING
- INTERNAL ALPHA TESTING IN MULTIPLE REGIONS
- INTERNAL HURDLE TESTING
- MULTIPLE CLOSED BETAS
- SOFT LAUNCHING PHASES
- RELEASE BY MARKETS



**BUILD  
FREEMIUM  
GAMES**

**PROVIDE  
PREMIUM  
SERVICE**

**RESULT: FREEMIUM GAME SERVICE**

# SO 2 YEARS LATER...

SUSTAINABLE SERVICE WITH GROWTH OVER TIME



REVENUE PATTERN

● FREEMIUM SERVICE

● PREMIUM APP



# TAKEAWAY

SERVICE KNOWS NO PLATFORM.  
PEOPLE BUILD SERVICE.

PREMIUM APP



2000s

MARKET CHANGE



2012

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2013

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2014

**THANK YOU!  
QUESTIONS?**

**HANSOLJUNGER@GMAIL.COM**