

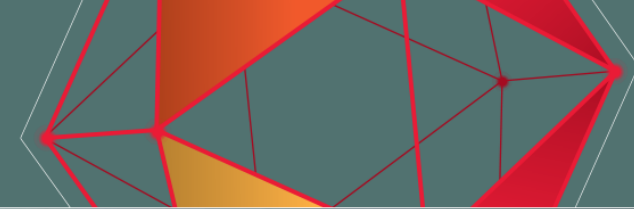


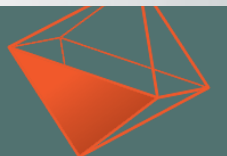
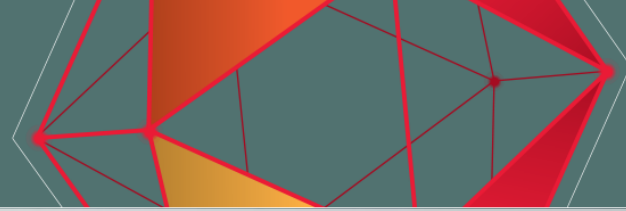
Whose game is it anyway?

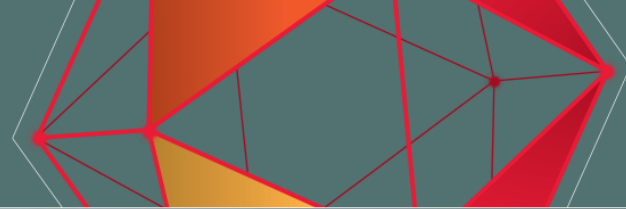
How Community relationships
shape games.

5 years of Warframe!

Rebecca Ford
Live Ops & Community, Digital Extremes

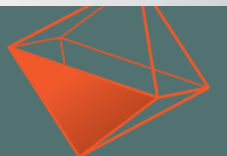


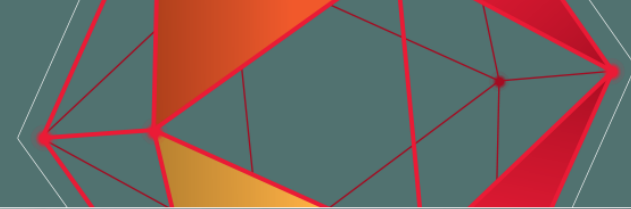




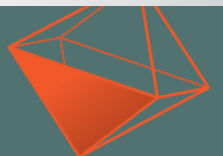
Agenda

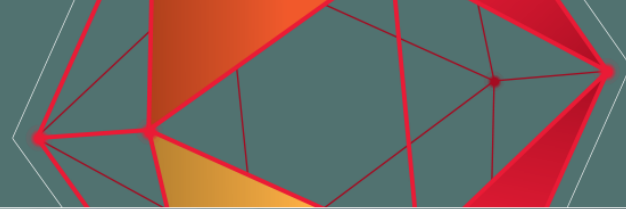
- Operational Overview
- We've taken a lot of swings. What **HITS** and **MISSES** have happened **year over year** and how **community relationships** are involved?
- Q&A.





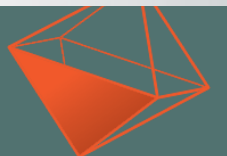
Operational Overview

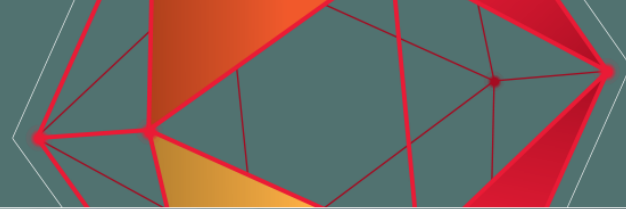




How does Warframe work?

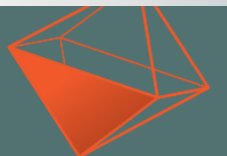
- **Consistent** updates on all platforms.
- Weekly targets on PC, monthly on Console.
- Fixes, changes, and additions.

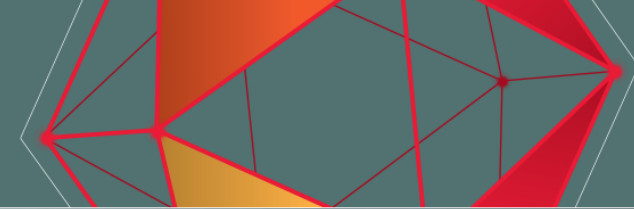




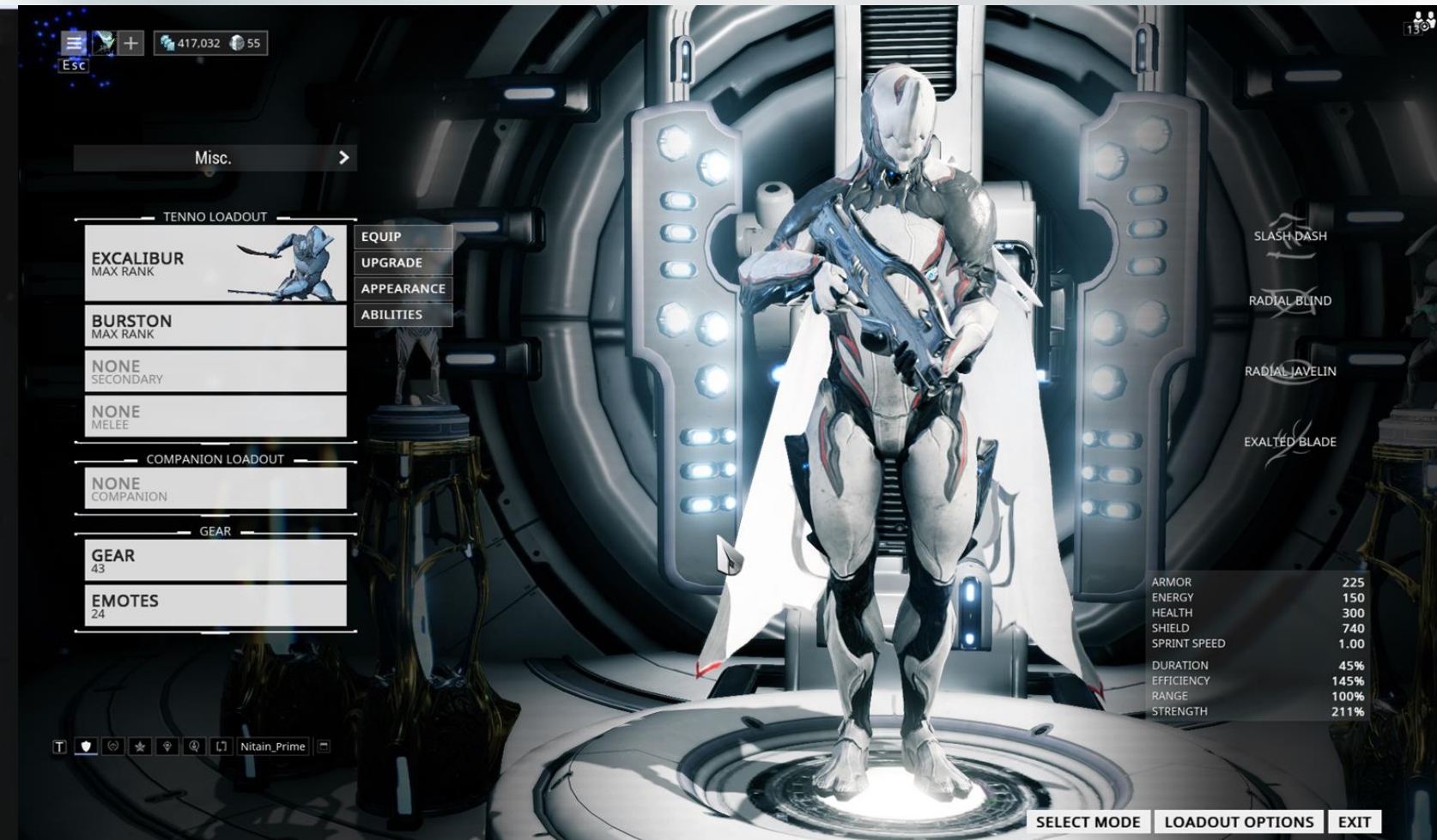
Community Relationship Recaps:

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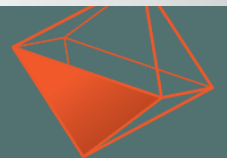


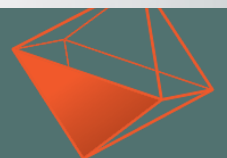
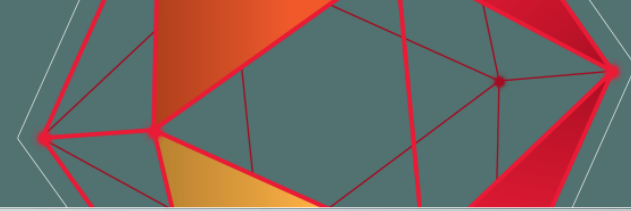


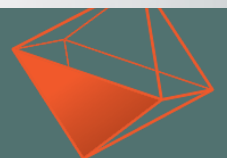
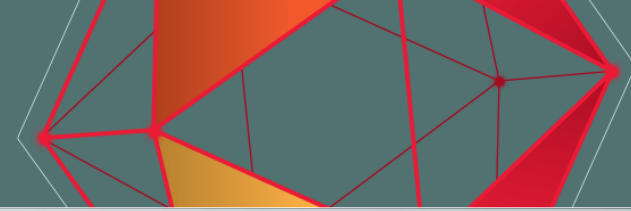
2012

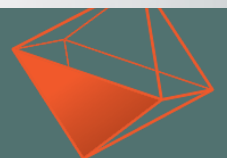
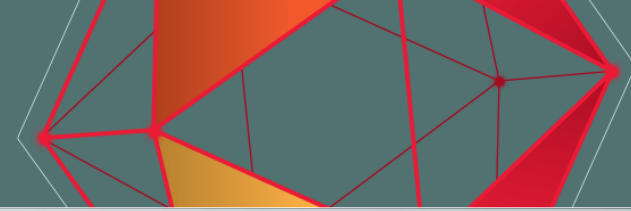


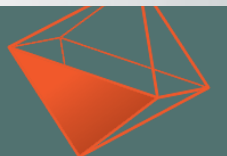
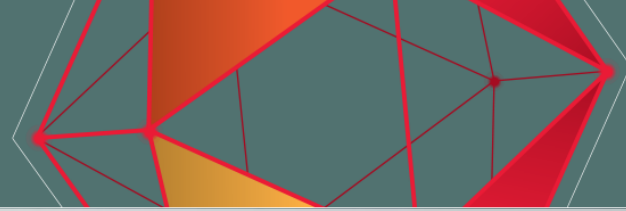
2018

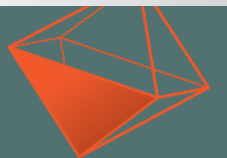
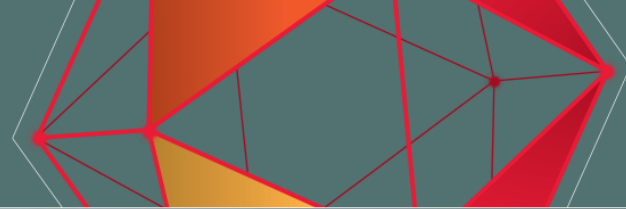


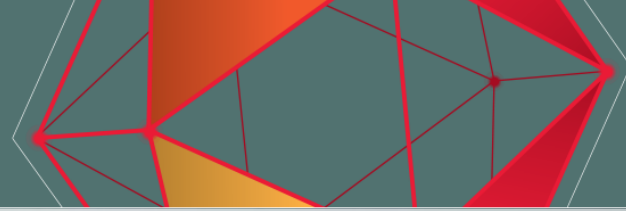






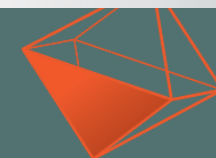


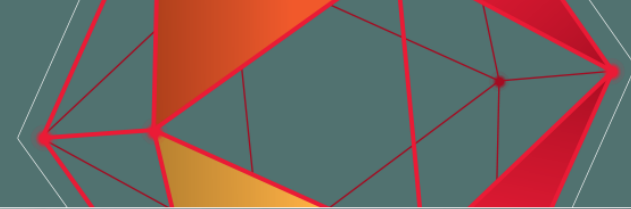




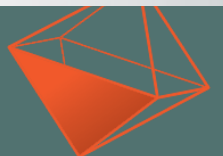


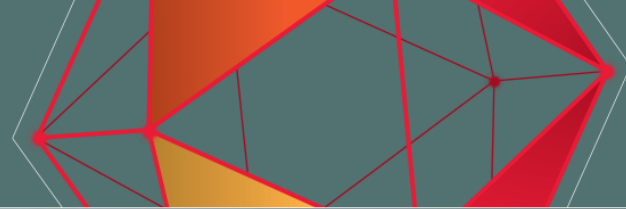
Beginning	End
Players Wanted It	Dev Made it so!





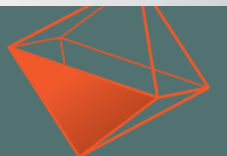
Beginning	Middle	End
Thousands/Millions of Players Wanted It	Empowered Community Team	200 Devs to make it so!
Dev Wanted It		

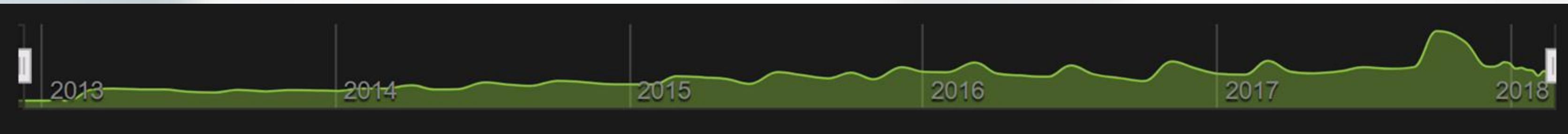
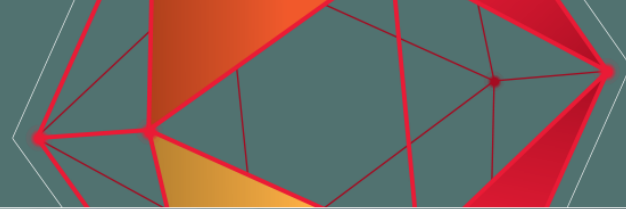




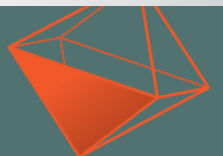
The big question:

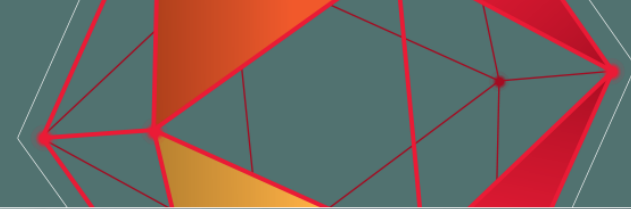
- We've taken a lot of swings. What **HITS** and **MISSES** have happened **year over year** and how **community relationships** are involved?





ALL 700 OF OUR SWINGS (OF VARYING SIZES)

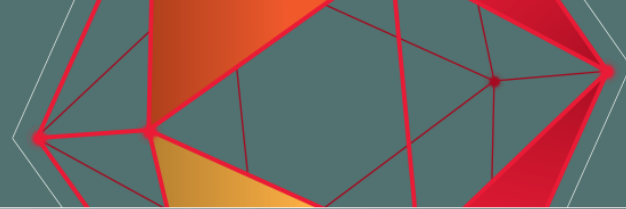




Structure:

Year	Hit?	Miss?	What did we do?	Recap
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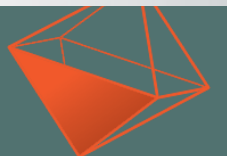


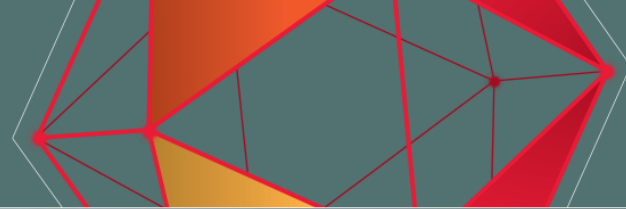


2012: Overview

Once upon a time...

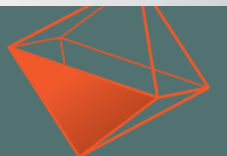
Digital Extremes is mid layoffs, and Warframe is a last ditch effort.

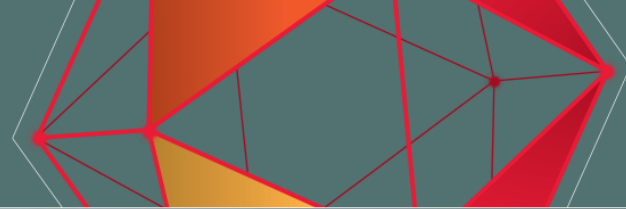




2012 HIT: Infrastructure

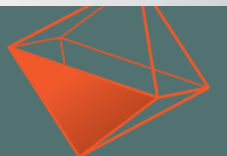
- We spent the majority of 2012 setting up tools to DIY – and they worked.

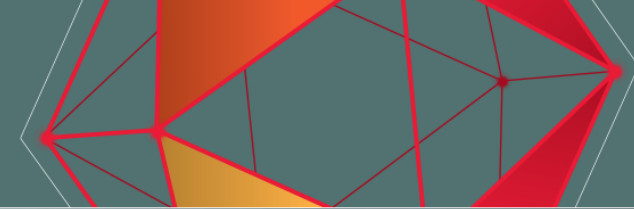


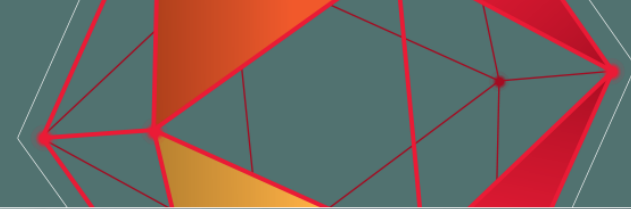


2012 MISS: F2P Design

- We spent 4 months of this year making all the free to play mistakes we didn't even know we were making.

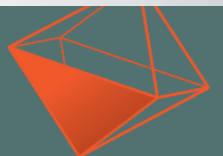


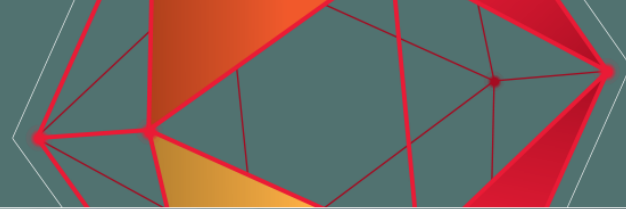




So what did we do?

In 2012 it's misleadingly simple.

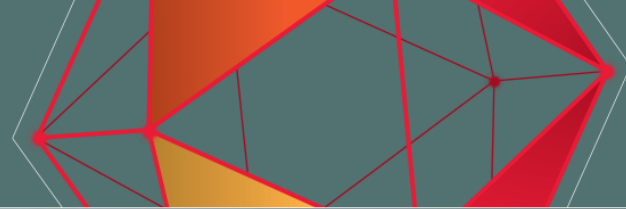




Community Relationship Recaps:

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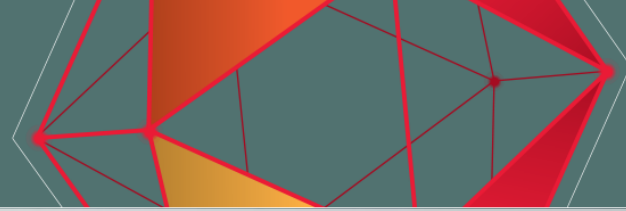




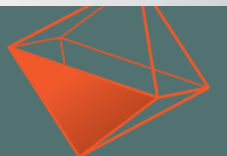
2013: Overview

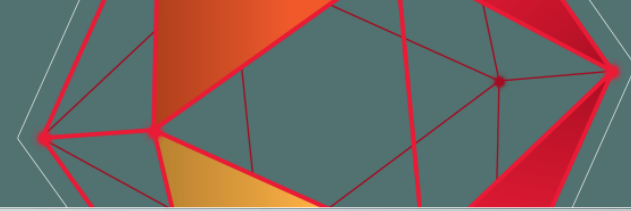
The year of real-time communication that changed the Community relationship.



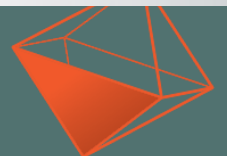


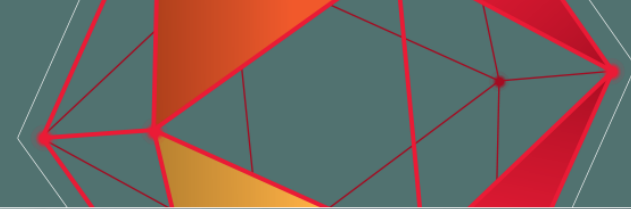
2013 HIT: Devstreams



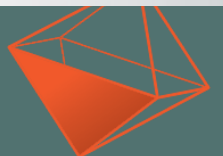


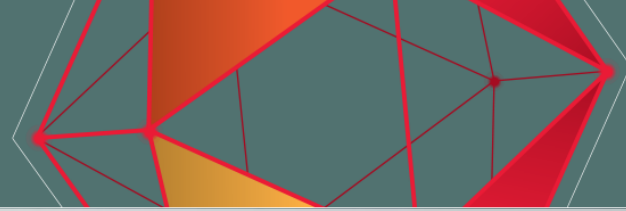
2013 HIT: Clans





2013 HIT: Clans





2013 MISS: Stats + Cosmetics

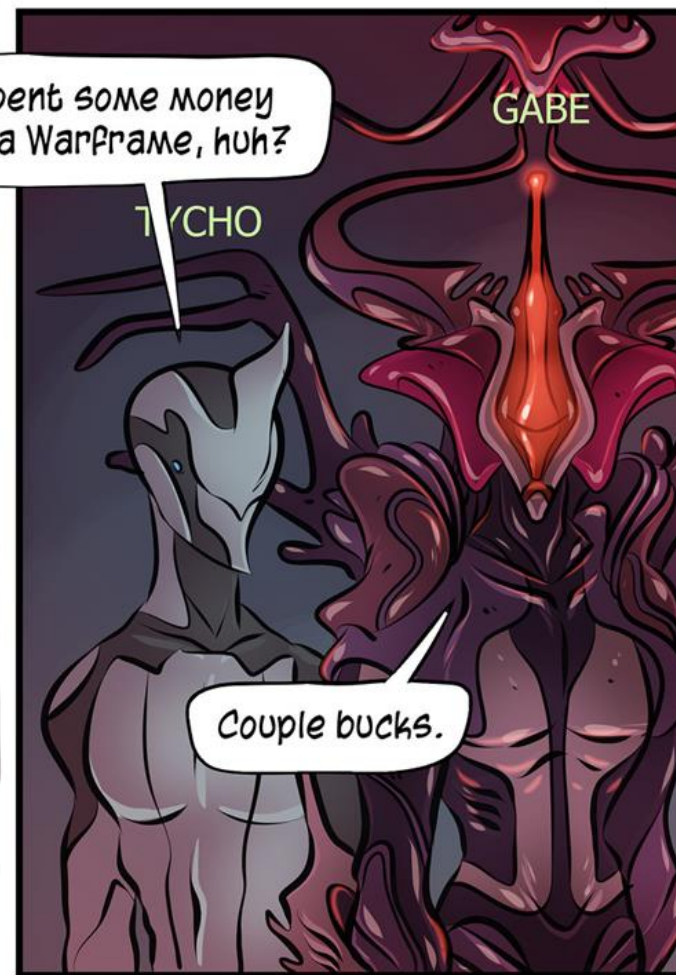


www.penny-arcade.com



Spent some money
on a Warframe, huh?

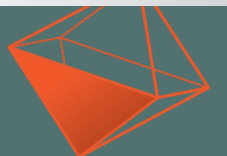
TYCHO

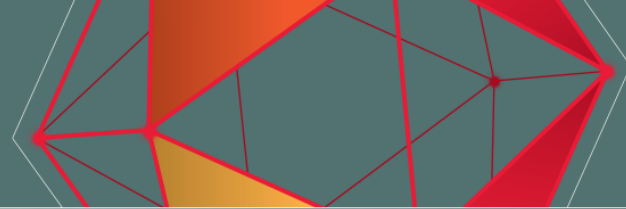


GABE

Couple bucks.

©2013 Mike Krahulik & Jerry Holkins





+

361,362

1,089

NYX

RANK 1

SEARCH...

NYX HELMET

ARCANE VESPA HELMET

NYX CARNIFEX HELMET

/Lotus/Language/Items/LotusDefaultHelmet

NYX AMPULEX HELMET

NYX GRAXX HELMET

ARCANE MENTICIDE HELMET

NYX ATHENA HELMET

NYX MENTICIDE HELMET

ARCANE MENTICIDE HELMET

This helmet is worn by Nyx, and increases velocity of parkour maneuvers, but reduces Shields.

ARMOR

15

ENERGY

563

HEALTH

120

SHIELD

540

SPRINT SPEED

1.10

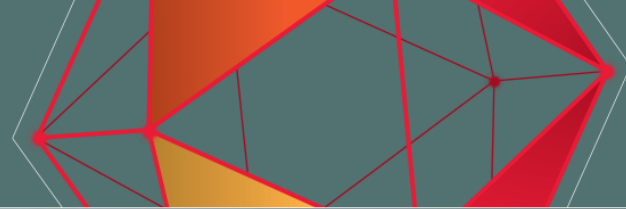
DURATION

95%

EFFICIENCY

175%

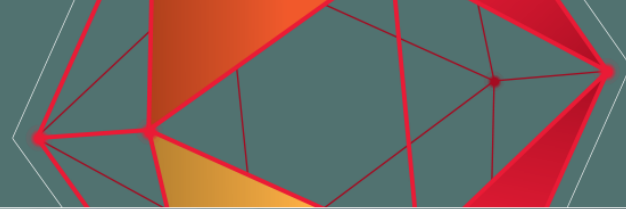




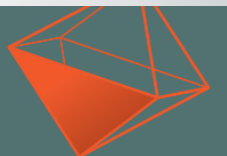
Cosmetics + Stats, a complicated history.

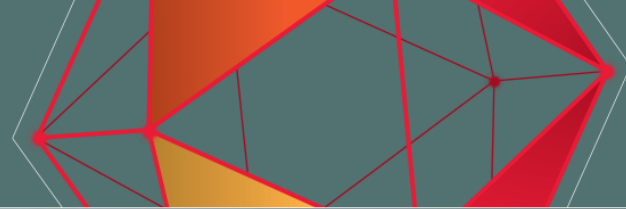
- 1) Cosmetics have stats decided by Dev (2012/2013)
- 2) Cosmetics don't have stats, but if you had stats on cosmetics they're **grandfathered**. (2013 on)
- 3) Cosmetics that used to have stats can have their stats removed (2014).
- 4) Cosmetics can have stats decided by players (2015, Arcanes)
- 5) Cosmetics don't have stats (2018, Arcanes 2.0)



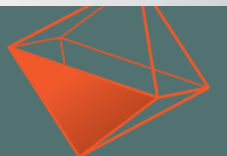


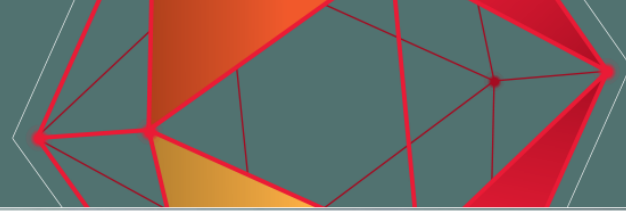
If this is making your head explode...





So what did we do?

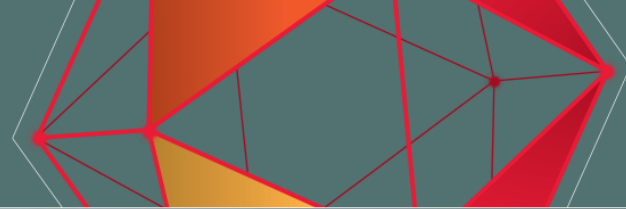




Community Relationship Recaps:

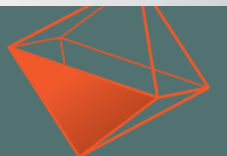
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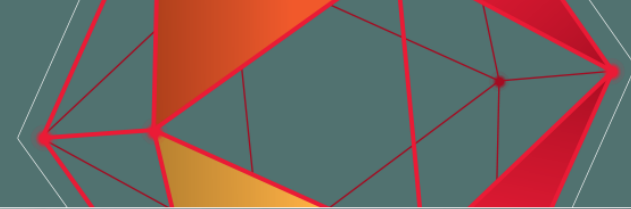




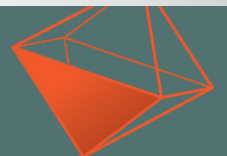
2014: Overview

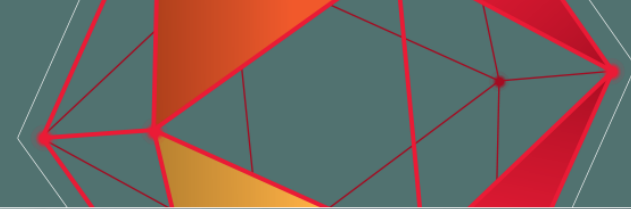
The year Warframe underwent rapid change in combat, visuals, and story.



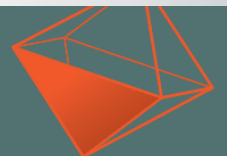
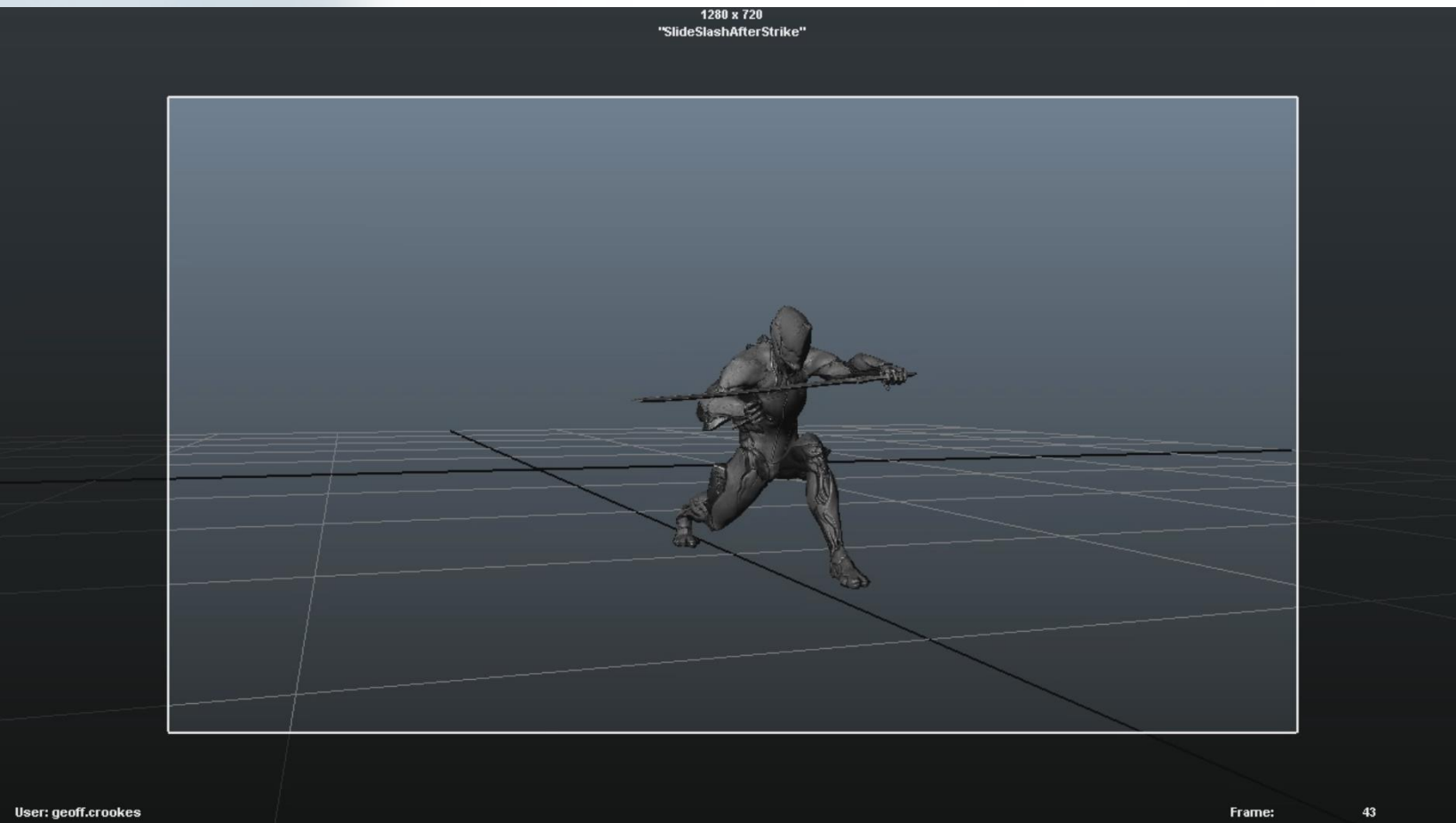


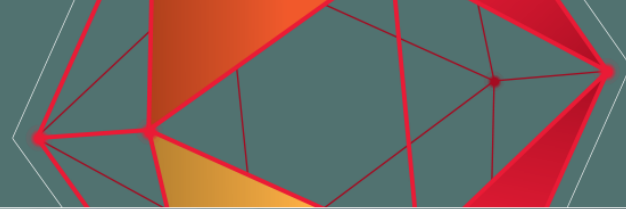
2014 HIT: Melee 2.0!



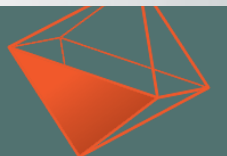


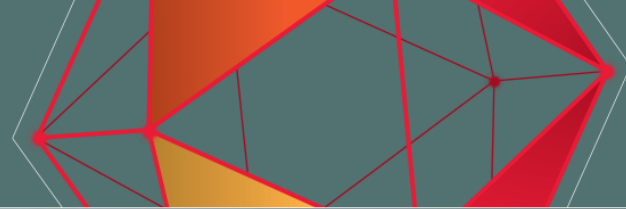
2014 HIT: Melee 2.0!





2014 MISS: Grindframe?!

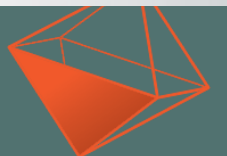


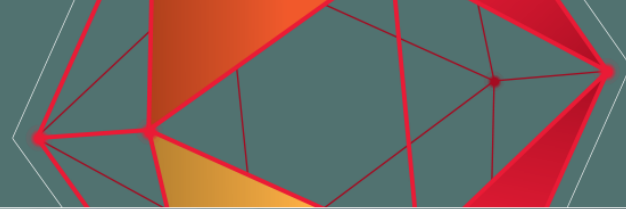


2014 MISS: Grindframe?!

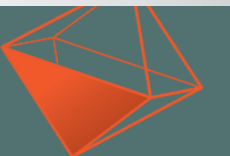


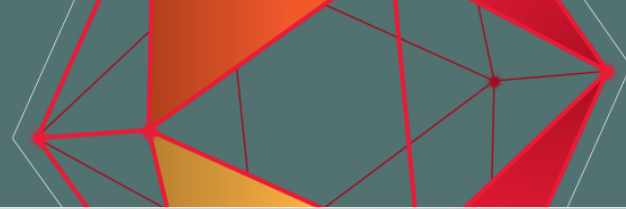
Oxium. A Resource. It isn't inherently bad, but what it represents for community relationships is. It represents a 'MASSIVE GRIND'.





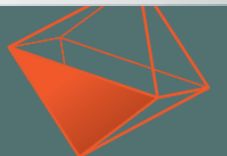
So what did we do?





Community Relationship Recaps:

1. Community understands our routine.
2. 2012: Make fair-free-to-play a part of Warframe's DNA, and rely on the Community to decide what is and isn't fair.
3. 2013: Grow your communication channels and prepare to use them to talk about **change**.
4. 2014: Don't just change, overhaul. When the community weighs in on 'grind tolerance', take note.

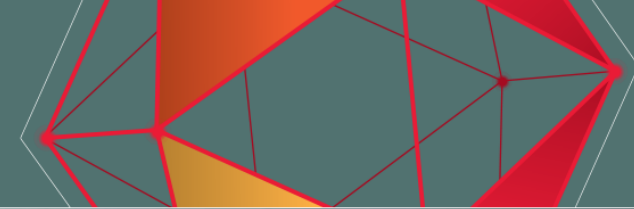




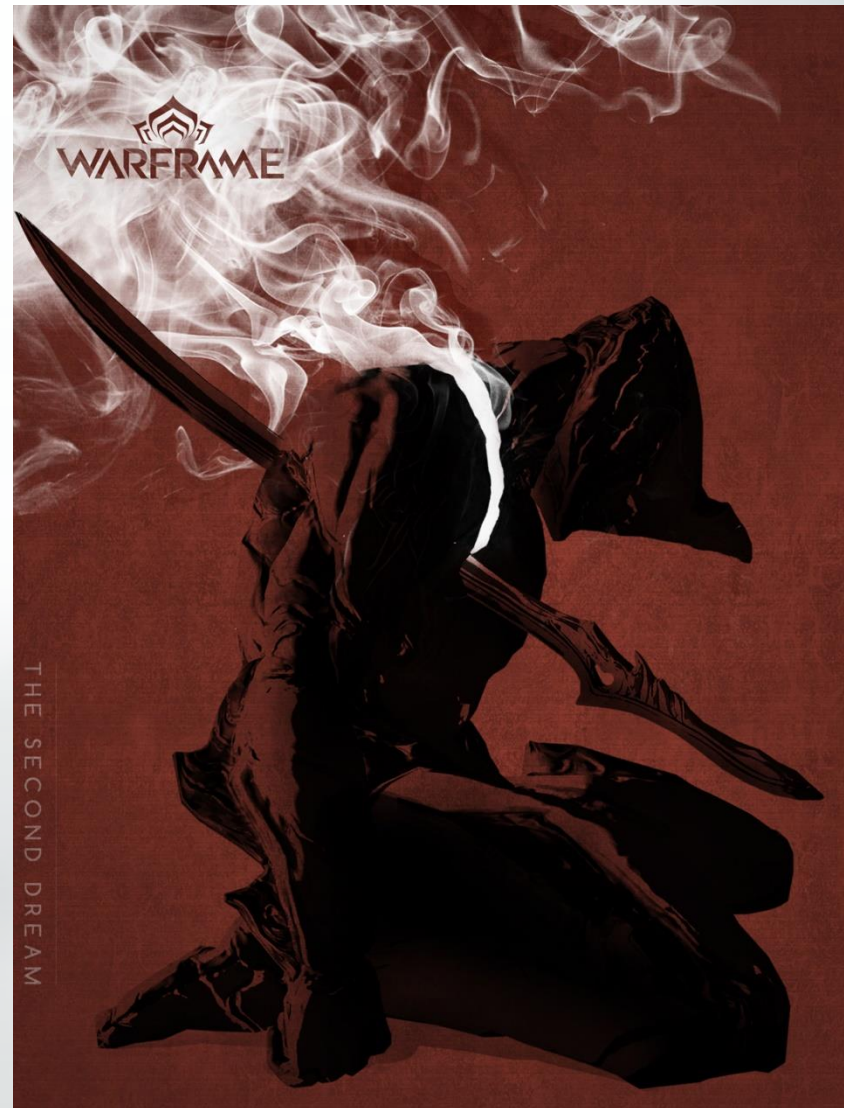
2015: Overview

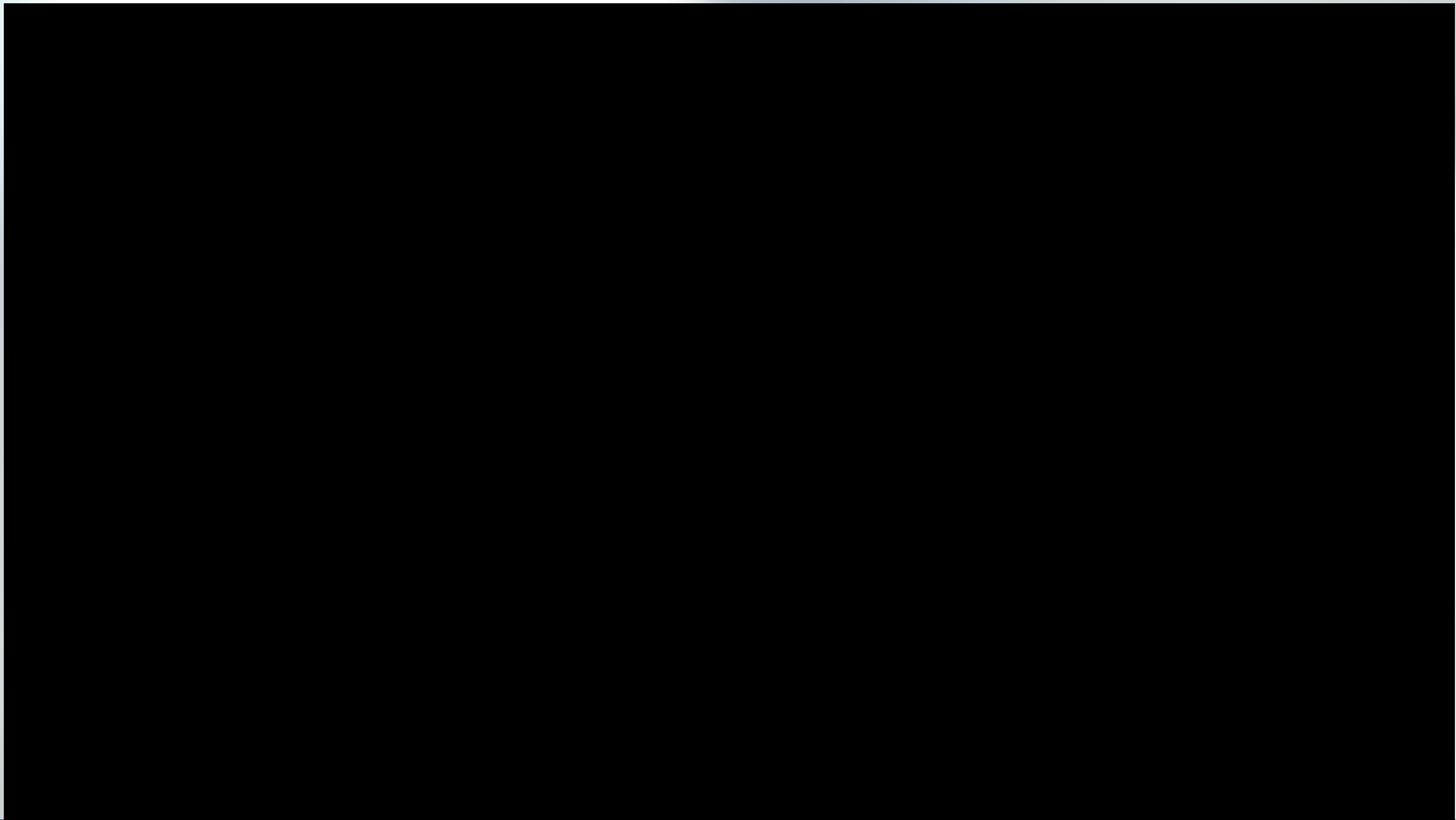
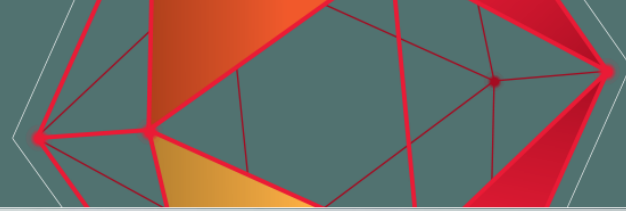
We added our first cinematic quest this year, as well as our first region locked content. Good and Bad surprises.





2015 HIT: The Second Dream

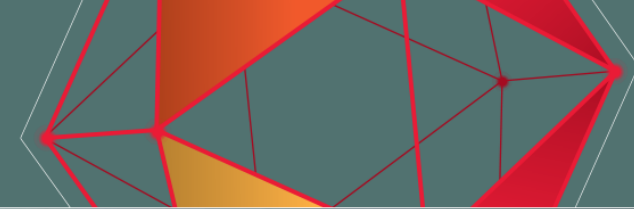






2015 MISS: Region Locks





SESSION #128

15,660

PEAK VIEWERS

38,236

NEW VIEWS

All-time
9.3M

983

NEW FOLLOWERS

Total
370.2K

-

UNFOLLOWERS

Total
-

NEW SUBSCRIBERS



DONATIONS

-

BITS

01h 19m

SESSION TIME

Chat Voice

TOPICS

1 # !plat

2 # rip

3 # UMBRAAAAA

4 # Umbra

5 # gg

EMOTICONS

234		
72		
72		
64		
63		

Activity Log

New Follower	BlizArmy	7:10:32
New Follower	Sheols	7:10:31
New Follower	Cryzka	7:10:31
New Follower	Lethalbizz	7:10:30
New Follower	Poluchua	7:09:46
New Follower	Enekoy	7:09:33
New Follower	jhonba301	7:09:27
New Follower	Jagerderseelen	7:09:22
New Follower	Zeyph1234	7:09:20
New Follower	XFROZY45	7:09:15
New Follower	lfungodly	7:09:14
New Follower	Acuria	7:09:08
New Follower	dodec555	7:09:03
New Follower	nokturnalll1	7:09:01

Chat

StreamHotchet.com

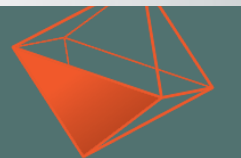
Analytics for your Stream on Twitch

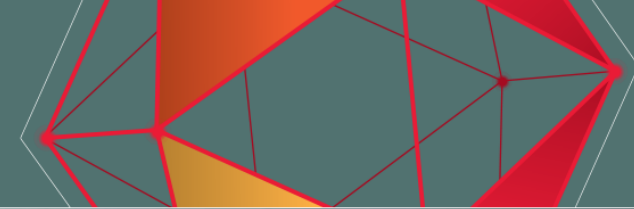
Save as PDF

Chat of warframe

Session: #128 (5961552bbe71d3a81bd91267)
Duration: 1 hrs, 19 min
Start Time: Sat Jul 08 2017 21:56:59 GMT+0000 (UTC)
End Time: Sat Jul 08 2017 23:15:59 GMT+0000 (UTC)

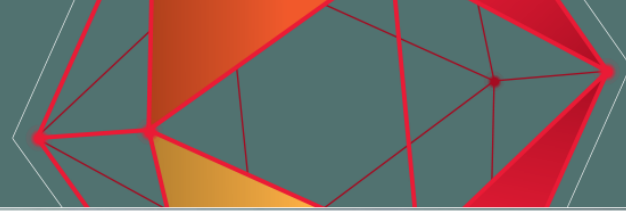
02:52 PDT omgitsbigr: Region chat prime
02:52 PDT paulminecraft12:
02:52 PDT wedgehead84:
02:52 PDT craftcoat: Umbra Umbra Umbra Umbra hype
02:52 PDT binary102:
02:52 PDT elffar_sezarp: boop
02:52 PDT illidarislayers: New octavia soundtrack XD
02:52 PDT perez742: NEW WARFRAME
02:52 PDT alccccc: Omg hi





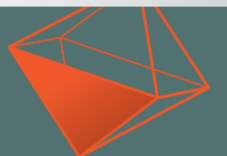
So what did we do?

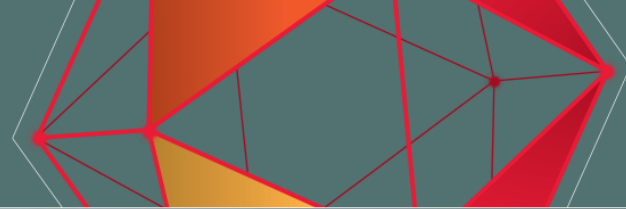




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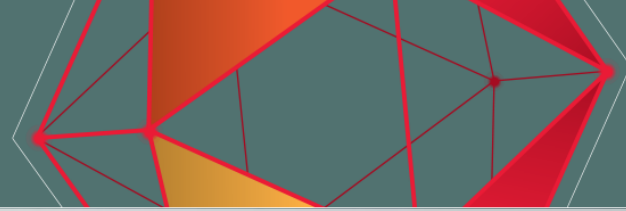




2016: Overview

The desperation DNA was starting to degrade a bit, and so begin 'we're really onto something'.

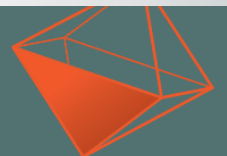
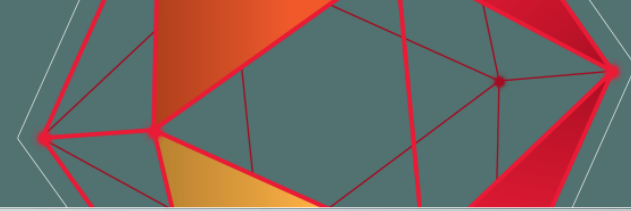


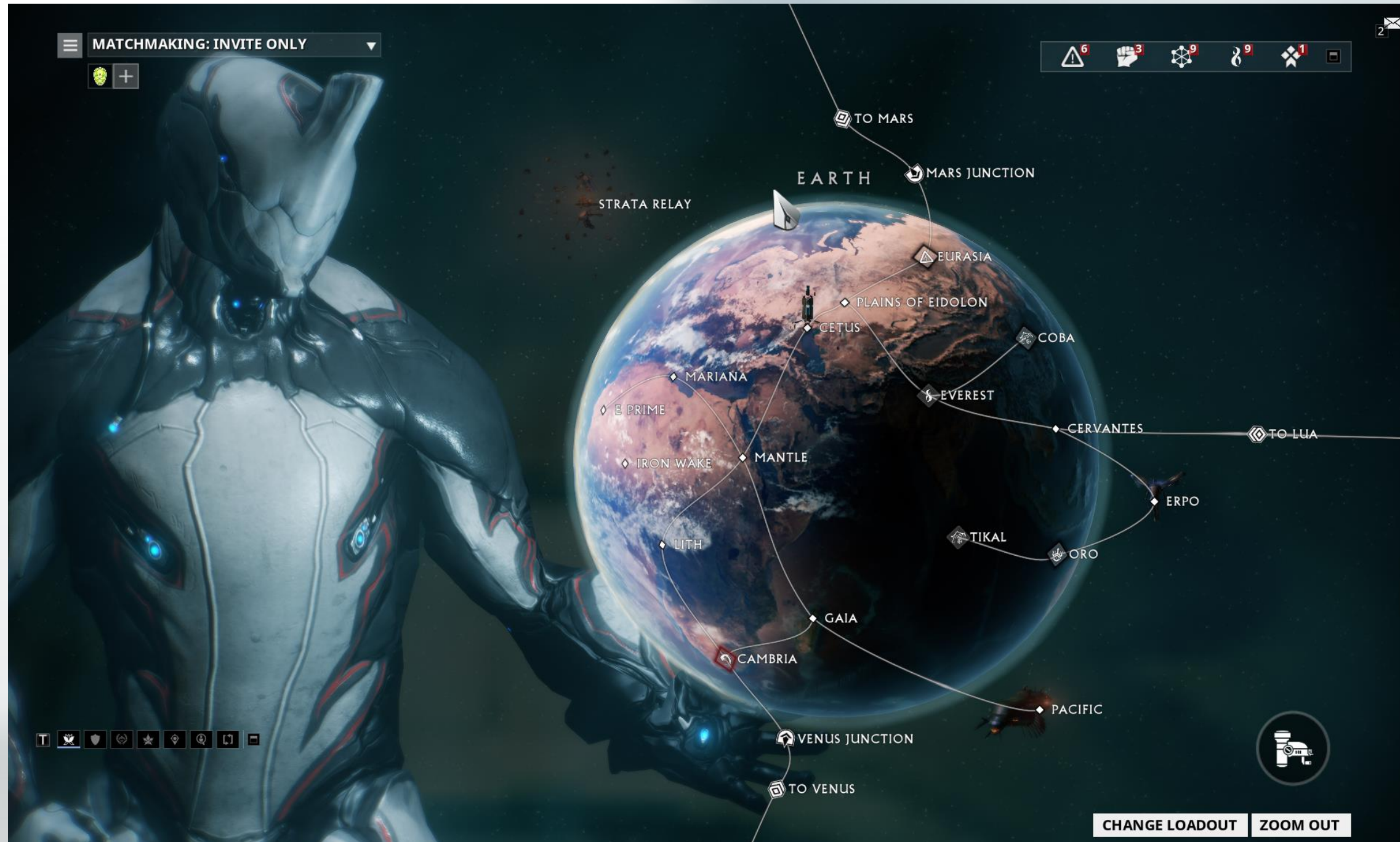
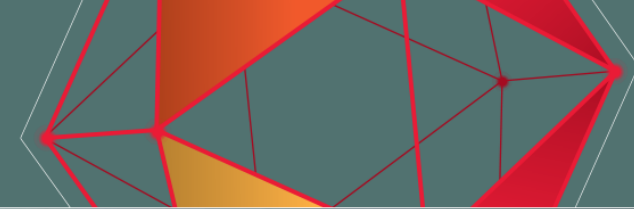


2016 HIT: Nostalgia

Time to re-do our Navigation system... for the 4th + time.

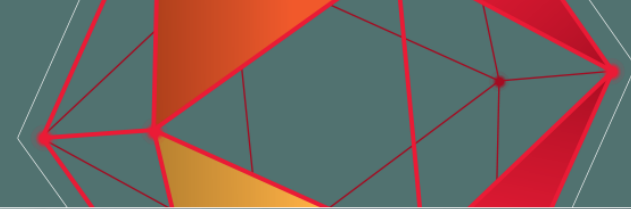




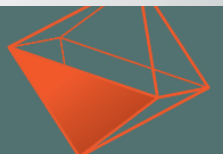
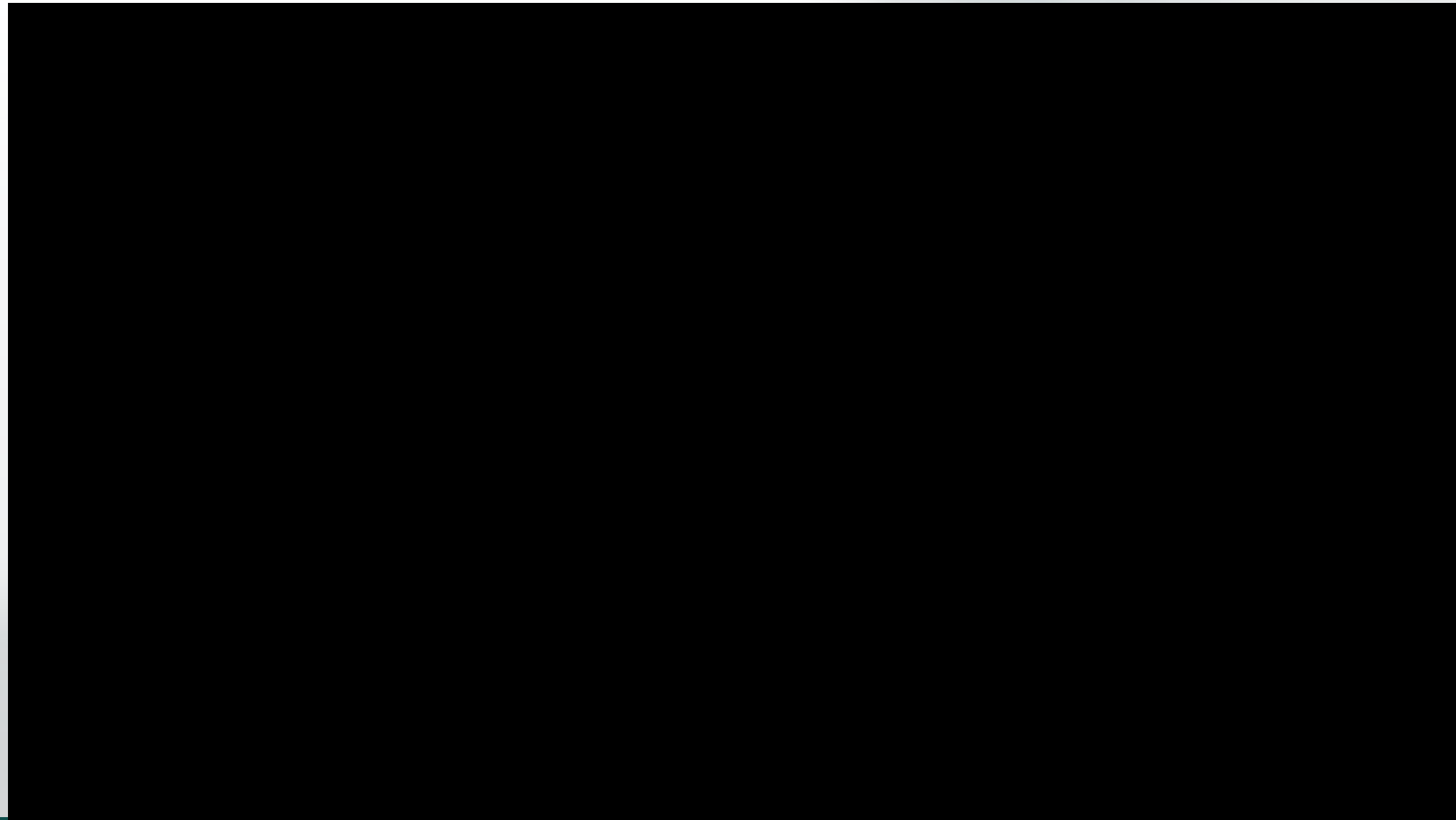


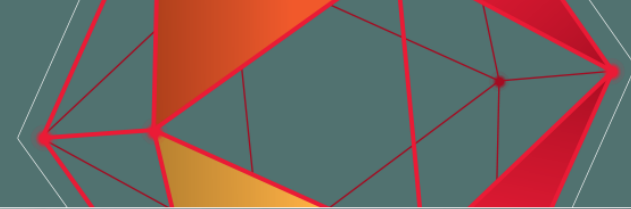
CHANGE LOADOUT ZOOM OUT



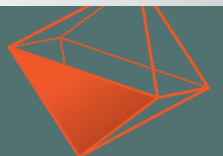


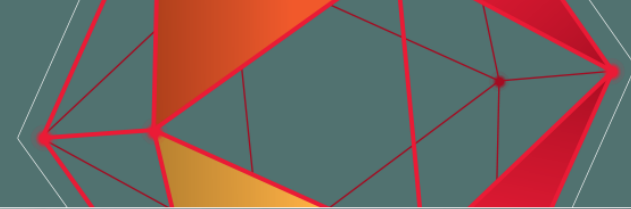
2016 MISS: Lunaro





So what did we do?





GAME MEDIA NEWS COMMUNITY STORE ENGLISH LOGIN PLAY FREE NOW

PC
PLAINS OF EIDOLON: UPDATE 22.9.0
LIVE

PS4
PLAINS OF EIDOLON: UPDATE 22.8.2
LIVE

XBOX ONE
PLAINS OF EIDOLON: UPDATE 22.8.2
LIVE

WARFRAME BUILDS

TENNOGEN ROUND 11
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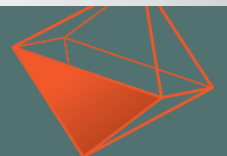
WARFRAME COMIC NO. 3 OUT NOW
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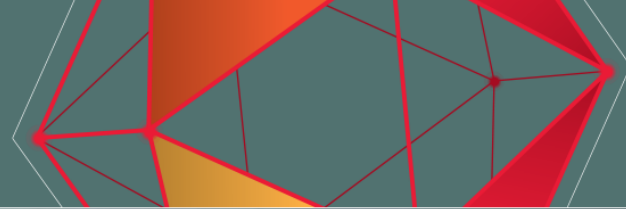
WARFRAME STARTER PACK
The best way to begin [Read More](#)

TENNOGEN ROUND 11
Posted On 2018-01-17 13:43:00
Batch One is Available Now
[Read More](#)

Tweets by @PlayWarframe

WARFRAME @PlayWarframe
Ready your weapons and equipment, Tenno!
A Double Affinity Weekend begins





Warframe Website

PC

Version

Shrine of the Eidolon: Hotfix 22.12.5

Status

Live

Url

<https://forums.warframe.com/topic/921306-shrine-of-the-eidolon-hotfix-22125>

XBOX

Version

Plains of Eidolon: Update 22.10.1

Status

Live

Url

<https://forums.warframe.com/topic/916781-xb1-plains-of-eidolon-update-22101/>

PS4

Version

Plains of Eidolon: Update 22.10.1

Status

Live

Dev

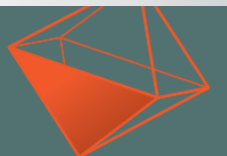
In Cert

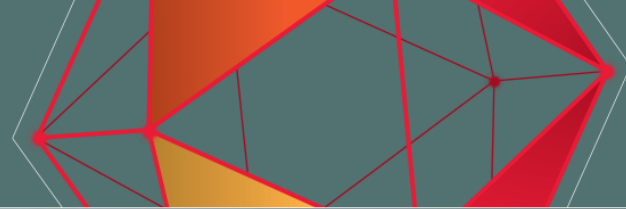
Live

Url

<https://forums.warframe.com/topic/916786-ps4-plains-of-eidolon-update-22101/>

Save

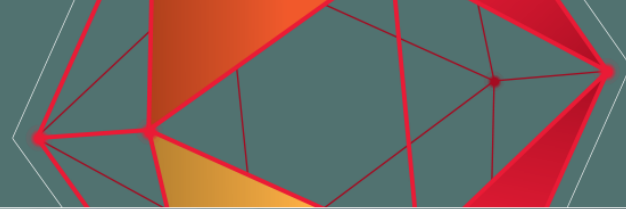




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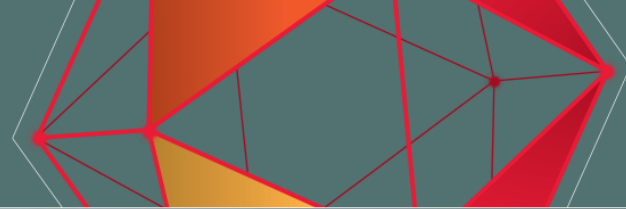




2017: Overview

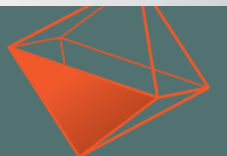
The year we had one of the worst and one of the best community relationship moments in Warframe.

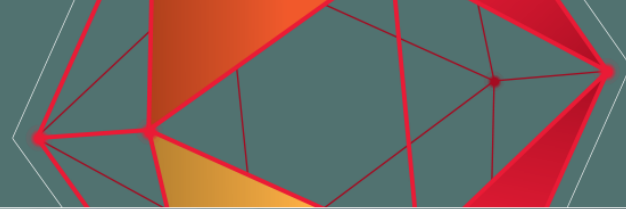




2017 MISS: DE vs. Datamine

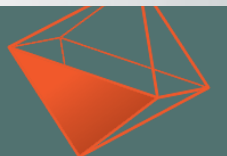
Up until this year, we had turned a blind eye to data-mining. Whose game is it anyway?

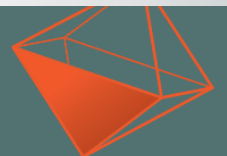
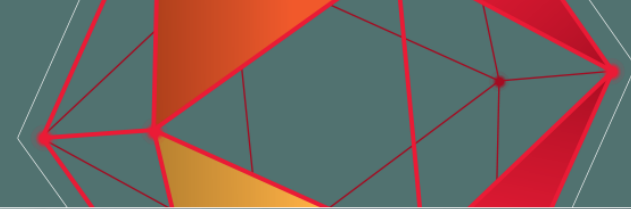


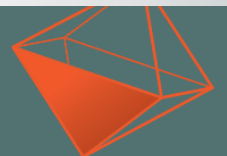
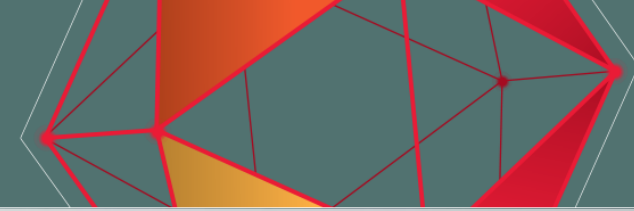


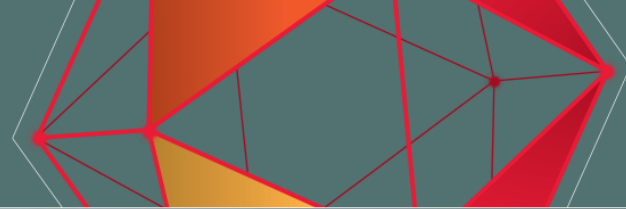
2017 HIT: Open World

We did something no one thought possible...

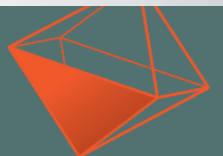








So what did we do?





Disclaimer:

This list represents data and drops from the PC version of the Free-to-play game Warframe. That's right - Warframe is free! Which means our drop system is designed to maintain a balance. Our free players can earn the game's content, and our paying players who support us with purchases usually get first dibs on the content by using Platinum (which can be traded to free players)! As far as we can tell... we are the first developers to post something quite like this - correct us if we're wrong! Let's hope it works out for us and we may start a trend.

This is automatically generated from our internal data but this data comes with no guarantees -- do not expect it to be comprehensive for how complex the game is. This list will be maintained by an automated process combined with manual publishing with Updates (not all Hotfixes). We update often and new game systems may or may not be covered here. This list can be discussed [here](#). Know a free-to-play game that provides official drop rates in a different way? We'd love to know.

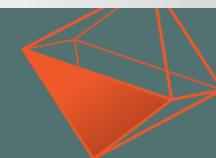
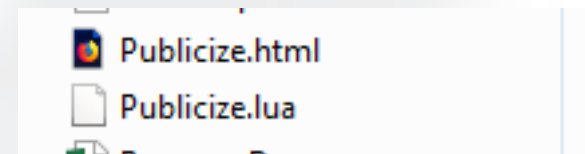
Thank you for playing Warframe.

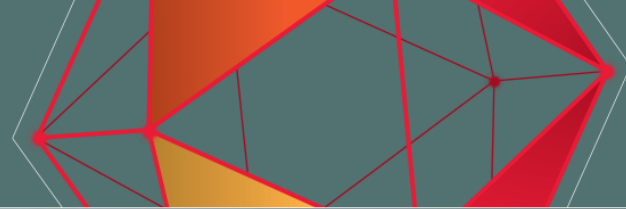
Table of Contents:

- [Missions](#)
- [Relics](#)
- [Keys](#)
- [Dynamic Location Rewards](#)
- [Sorties](#)
- [Cetus Bounty Rewards](#)
- [Mod Drops by Mod](#)
- [Mod Drops by Enemy](#)
- [Blueprint Drops by Blueprint](#)
- [Blueprint Drops by Enemy](#)
- [Miscellaneous Enemy Drops](#)

Missions:

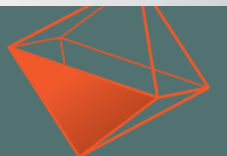
Mercury/Apollodorus (Survival)	
Rotation A	
Synthula	Uncommon (14.29%)
1000 Credits Cache	Uncommon (14.29%)
1500 Credits Cache	Uncommon (14.29%)
2000 Credits Cache	Uncommon (14.29%)
15 Endo	Uncommon (14.29%)
50 Endo	Uncommon (14.29%)
80 Endo	Uncommon (14.29%)
Rotation B	
Lith V2 Relic	Rare (7.14%)

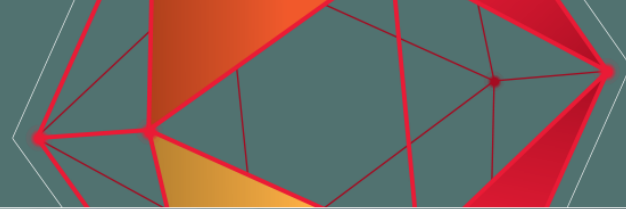




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6. 2016: Never stop changing and overhauling. The fun you have developing something may never resonate with your players, move on quickly.
7. 2017: If you quickly become an enemy in the relationship, work on repairing it head on with more than words. If you're years into your game, do things that were definitely once impossible.

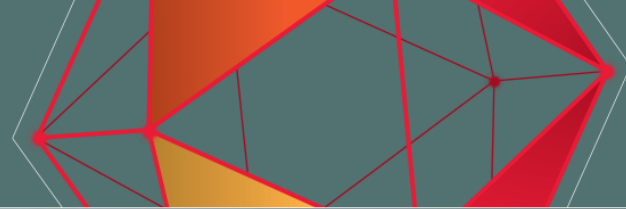




Whose game is it anyway?

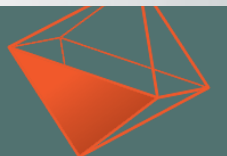
For Warframe, it's shared.

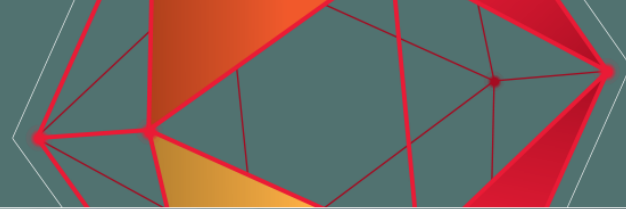




After 5 years...

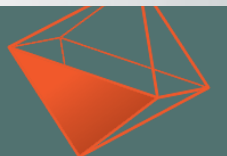
Players are citizens.

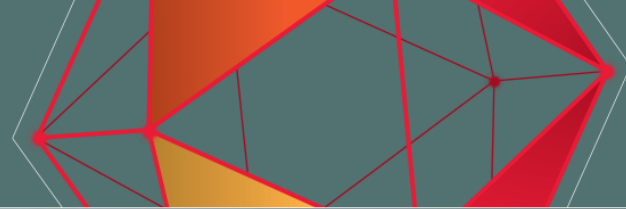




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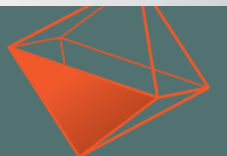
A community team has a seat at the developer table.

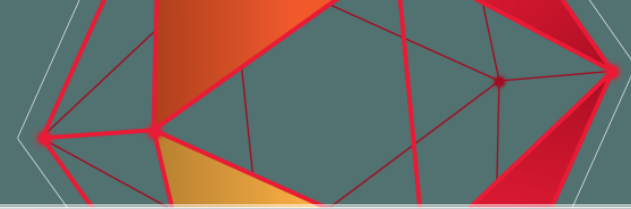




After 5 years...

Transparency is painful but crucial.
Humanize and admit mistakes.





THANK YOU!

