



FREE vs. PAID: Discoverability for Smaller Mobile Games

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Radiangames

GAME DEVELOPERS CONFERENCE

MARCH 18–22, 2019 | #GDC19



1997-2003

OUTRAGE

2010-2015

RADIANGAMES

2018-20??

RADIANGAMES

VOLITION

2004-2010

REVIVAL

2014-2018












BETTER CONTEXT

Video!

THE NEW RADIANGAMES?



	Inferno 2 iOS	543,346 ▼ 37%	18,736 ▲ >1,000%	\$1,098 ▼ 35%	17,312 ▲ 19%
	JoyJoy iOS	316,757 ▲ 67%	7,779 ▲ >1,000%	\$480 ▼ 35%	6,472 ▼ 7%
	Inferno+ iOS	264,790 ▲ 138%	8,316 ▲ >1,000%	\$197 ▼ 5%	4,364 ▲ 153%
	Super Crossfighter iOS	233,053 ▲ 119%	13,002 ▲ >1,000%	\$233 ▼ 21%	5,741 ▲ 136%
	SideSwype iOS	204,451 ▲ 254%	4,715 ▲ >1,000%	\$28 ▼ 30%	3,242 ▼ 18%
	CRUSH! iOS	195,040 ▲ 562%	6,012 ▲ >1,000%	\$50 ▲ 28%	2,706 ▲ 258%
	Fluid SE iOS	184,508 ▲ 227%	13,698 ▲ >1,000%	\$109 ▼ 11%	3,685 ▲ 723%
	Slydris iOS	151,906 ▲ 331%	8,147 ▲ >1,000%	\$142 ▲ 14%	51,124 ▲ 35%
	Devastator iOS	139,388 ▲ 78%	5,435 ▲ >1,000%	\$189 ▲ 13%	1,625 ▲ 33%



DISCOVERABILITY

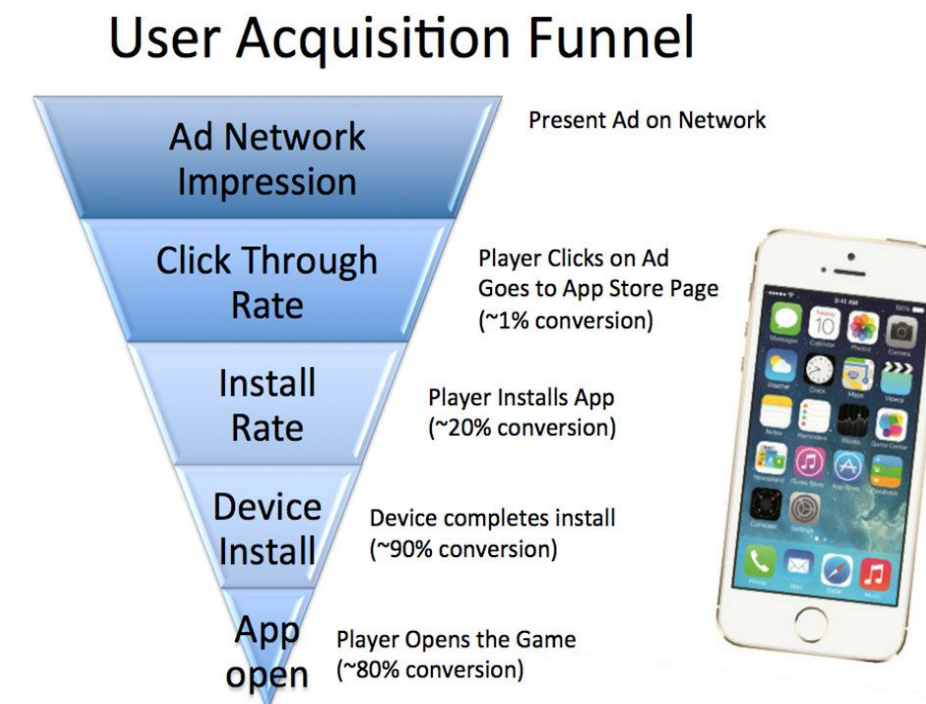
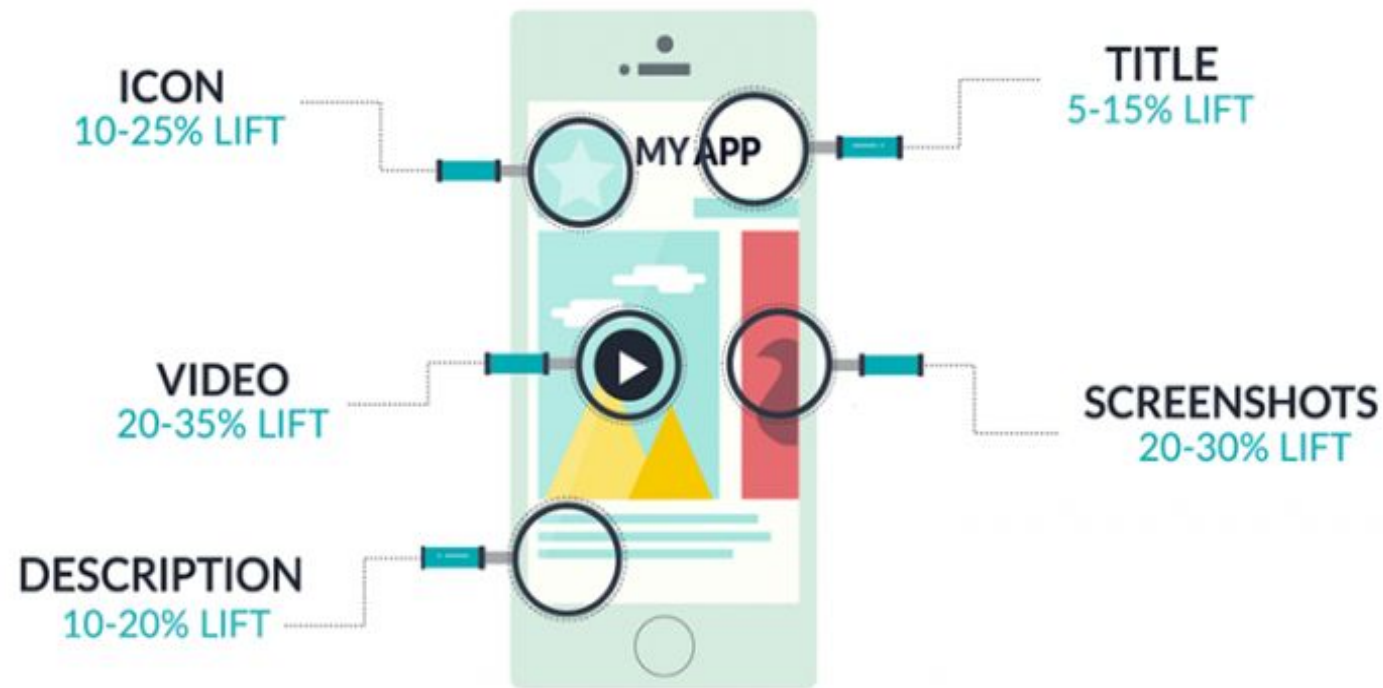
Worth spending on time (but I don't):



DISCORD

DISCOVERABILITY

Vital to free games:



DISCOVERABILITY



DISCOVERABILITY

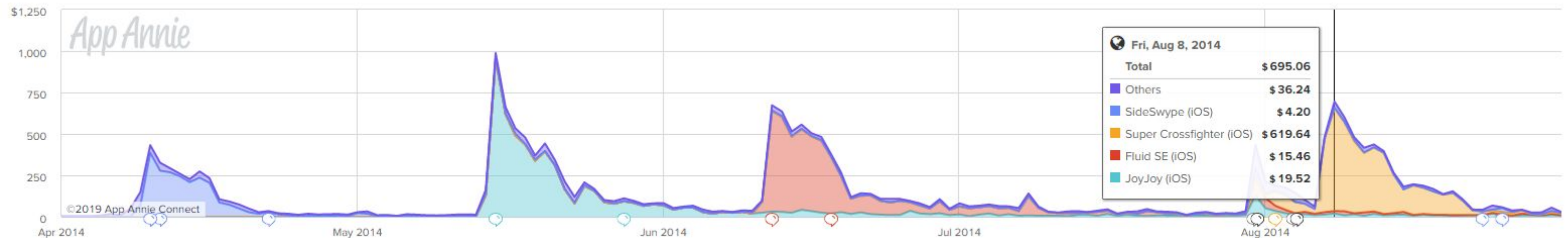
The Radiangames Cycle:



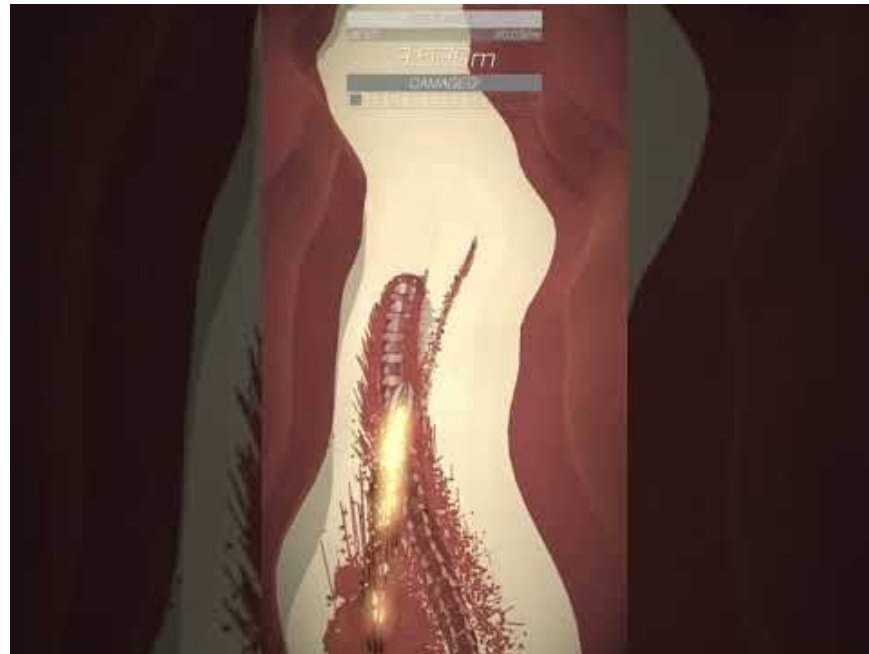
DISCOVERABILITY



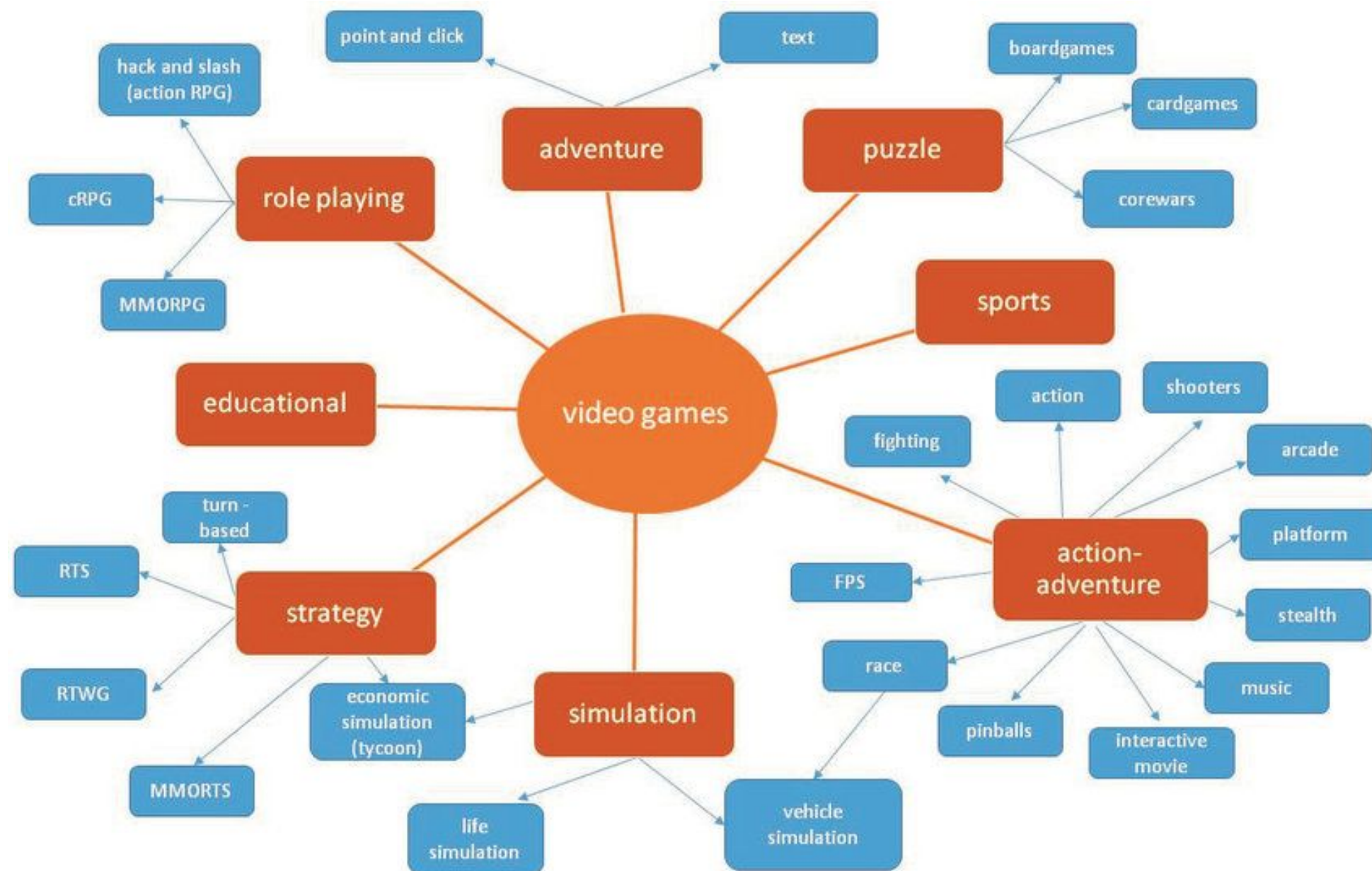
THE CYCLE OF 2014



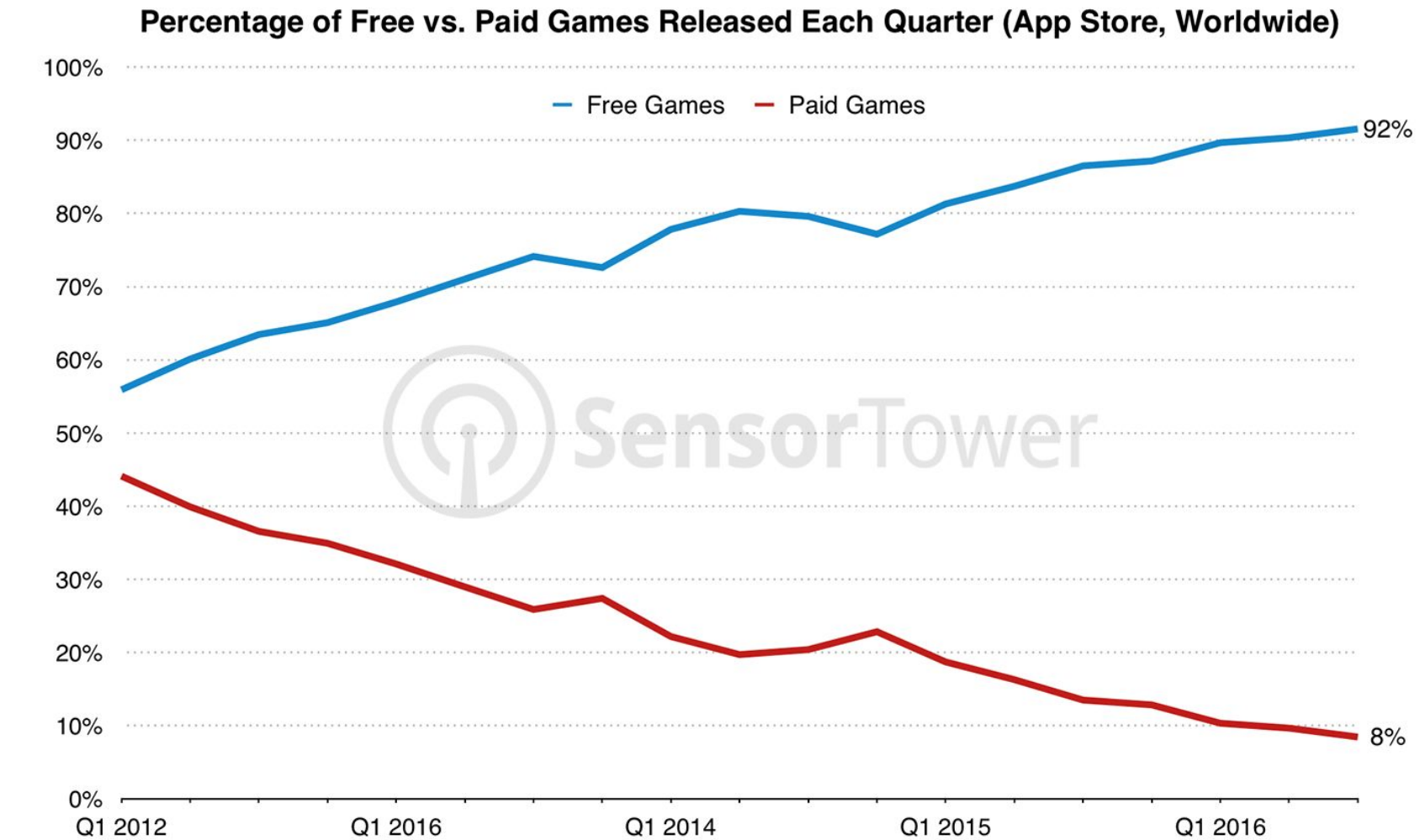
WAYS TO SCREW IT UP



THE GENRE CAVEAT



FREE VS. PAID



SensorTower Data That Drives App Growth

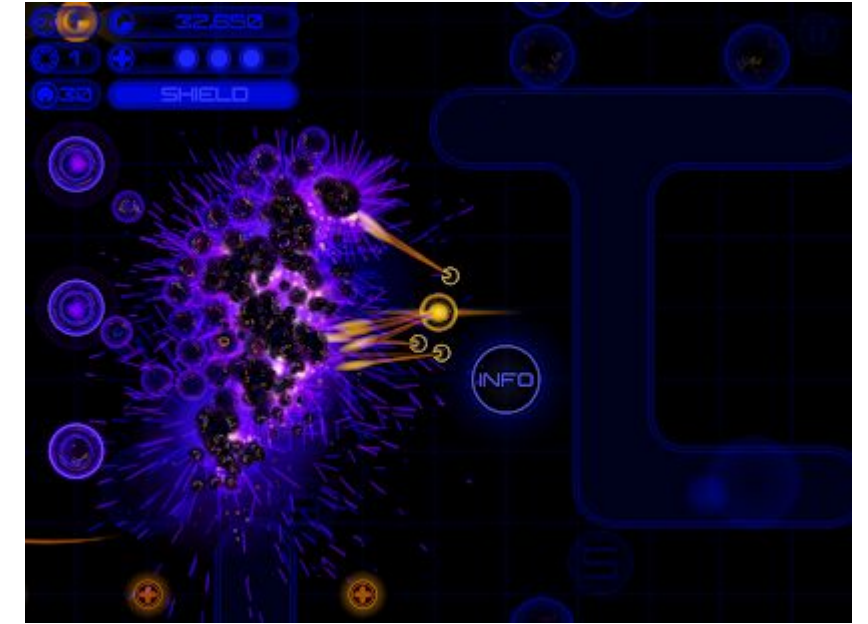
sensortower.com

R.I.P. PAID GAMES?

62	 Bui Thi Thanh Nga Robber Shooting G... ★★★★★ (75) Free -31	 Fireproof Games The Room: Old Sins ★★★★★ (15,246) \$4.99 -6	 Mojang Minecraft ★★★★★ (10,895) \$6.99 -3
224	 Coco Play Gymnastics Superstar ★★★★★ (122) Free +35	 SQUARE ENIX INC FINAL FANTASY VII ★★★★★ (576) \$15.99 +33	 Ninja Kiwi Bloons TD 6 ★★★★★ (997) \$4.99 +6



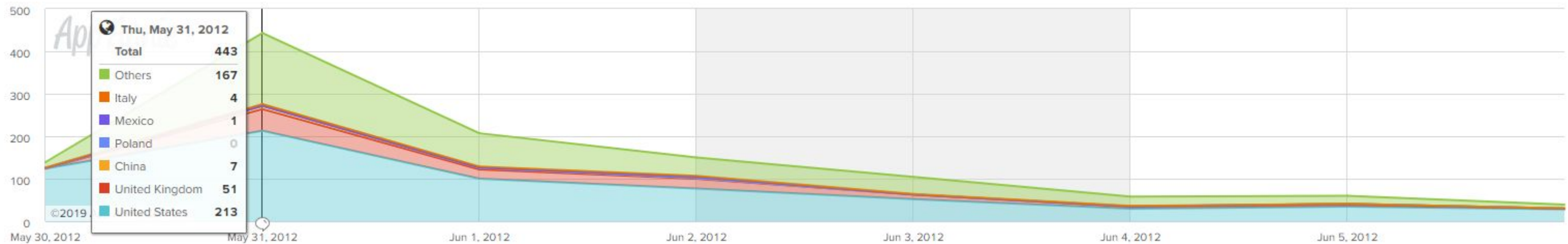
INFERNO+



Launched: May 2012

Revenue (5 weeks): \$4,908

Peak Units: 213 (US) - Games #247



THE BIG ONE



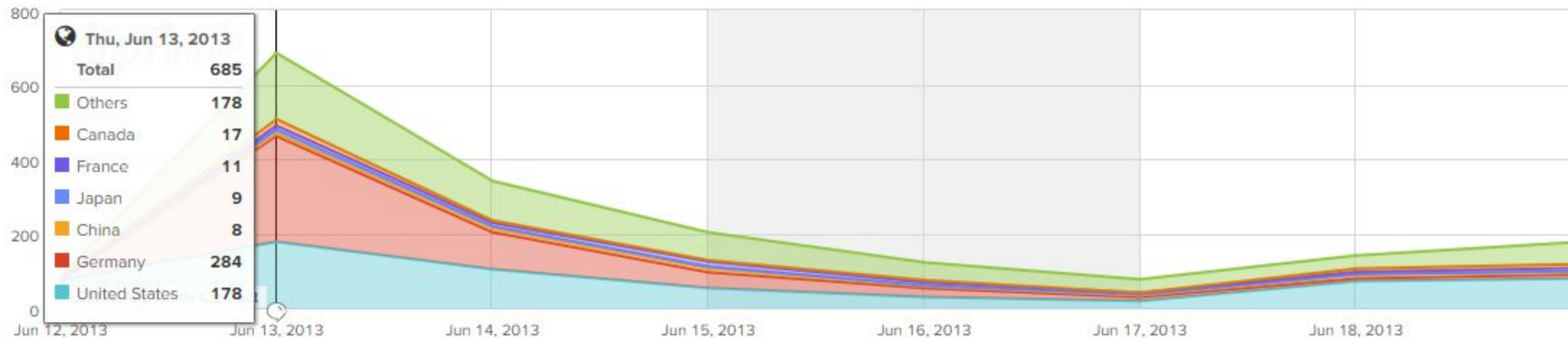
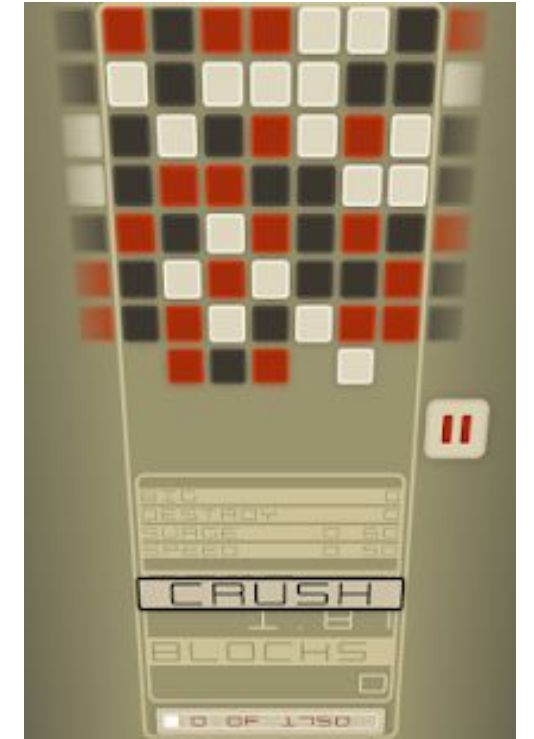


CRUSH

Launched: June 2013

Revenue (5 weeks): \$2,395

Peak Units: 178 (US) - Games #230



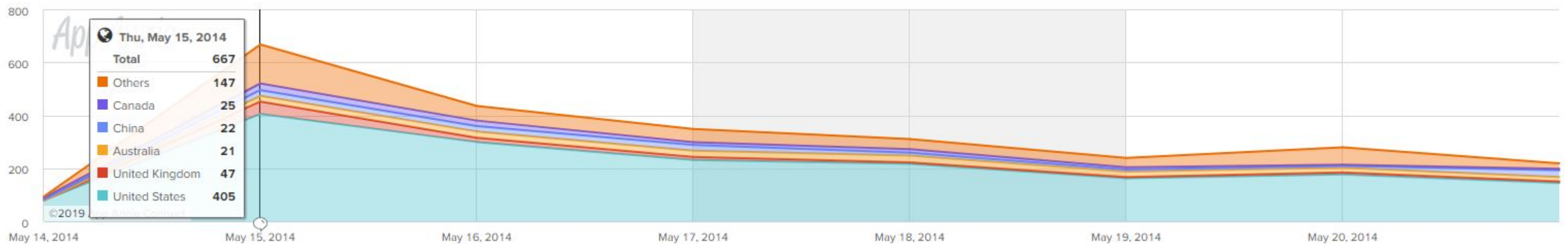
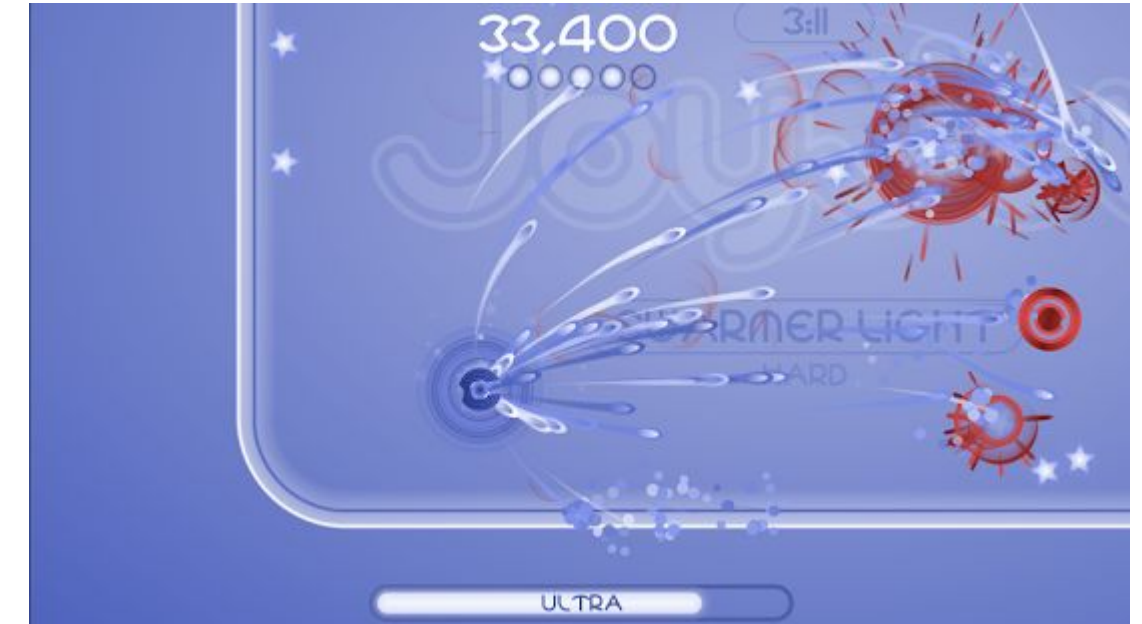


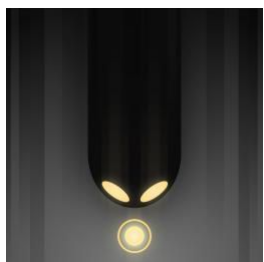
JOYJOY

Launched: May 2014

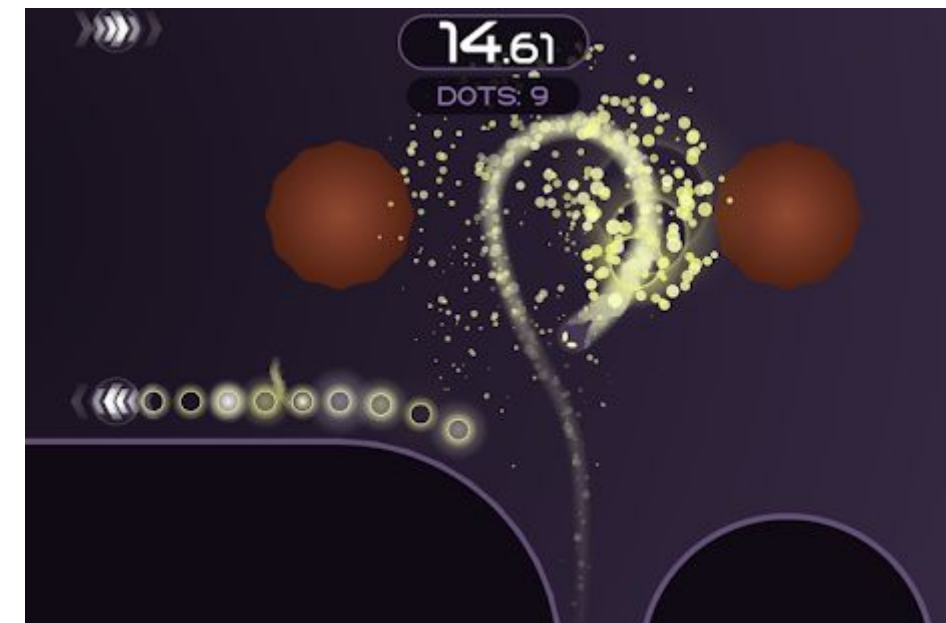
Revenue (5 weeks): \$5,325

Peak Units: 405 (US) - Games #188





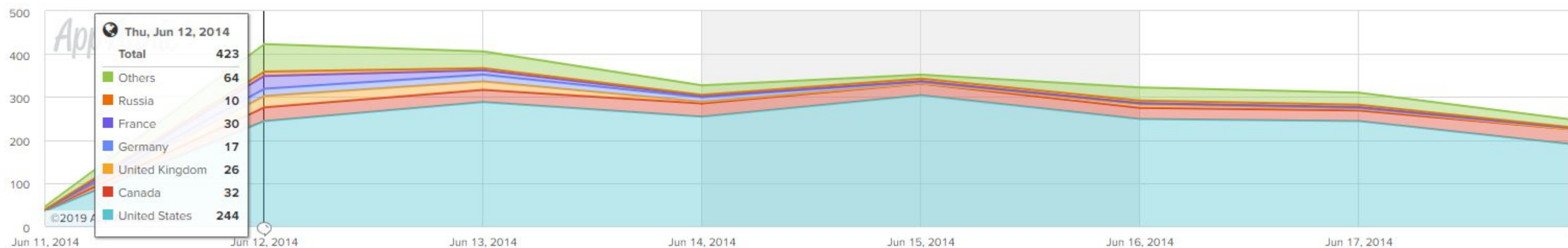
FLUID SE

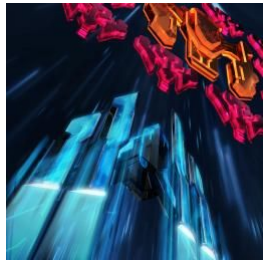


Launched: June 2014

Revenue (5 weeks): \$5,015

Peak Units: 244 (US) - Games #115



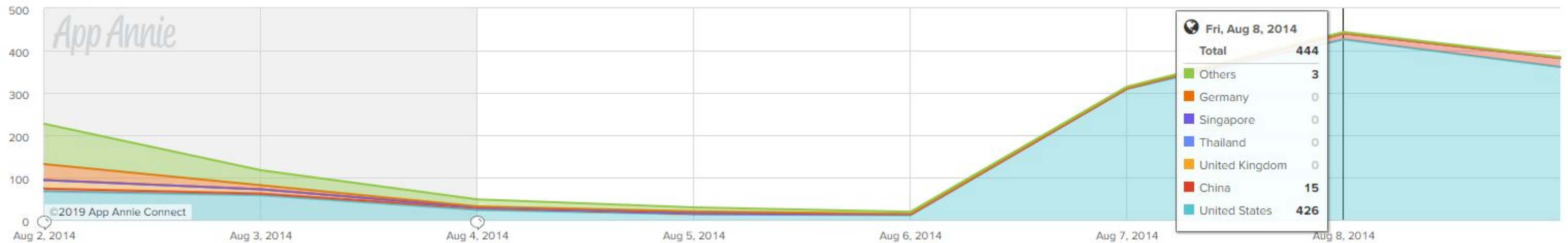


SUPER CROSSFIGHTER

Launched: August 2014

Revenue (5 weeks): \$4,820

Peak Units: 426 (US) - Games #74





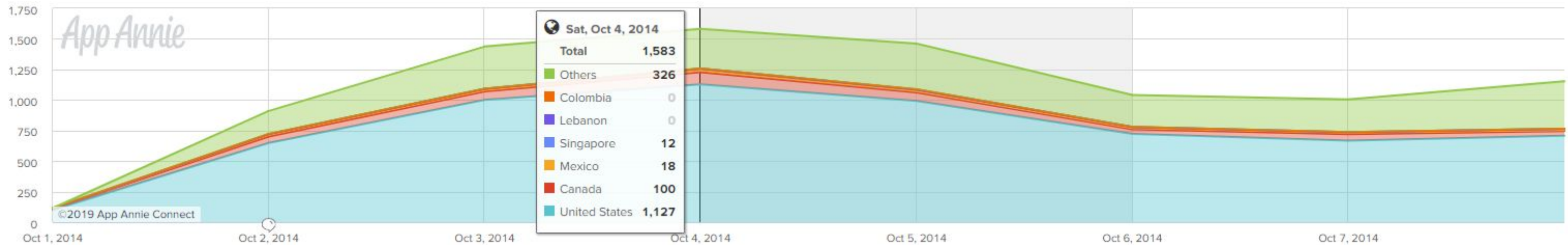
INFERNO 2



Launched: October 2014

Revenue (5 weeks): \$33,168

Peak Units: 1,127 (US) - Games #44





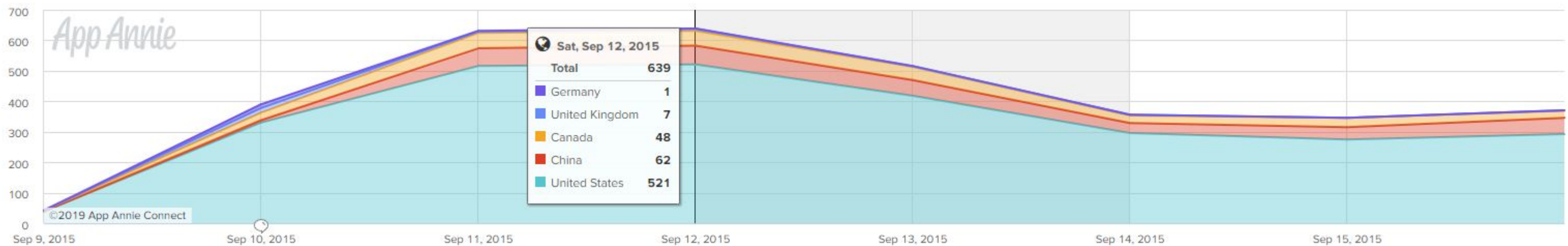
DEVASTATOR



Launched: September 2015

Revenue (5 weeks): \$5,059

Peak Units: 521 (US) - Games #46



INTERMISSION: OVERLOAD



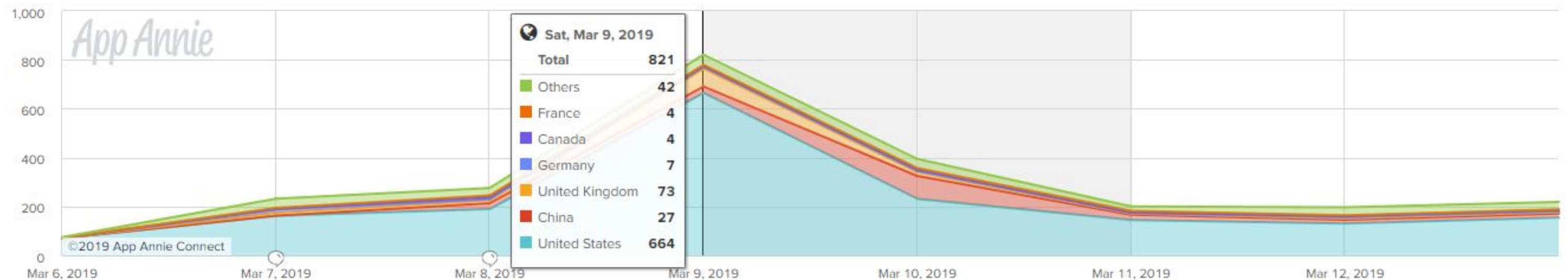
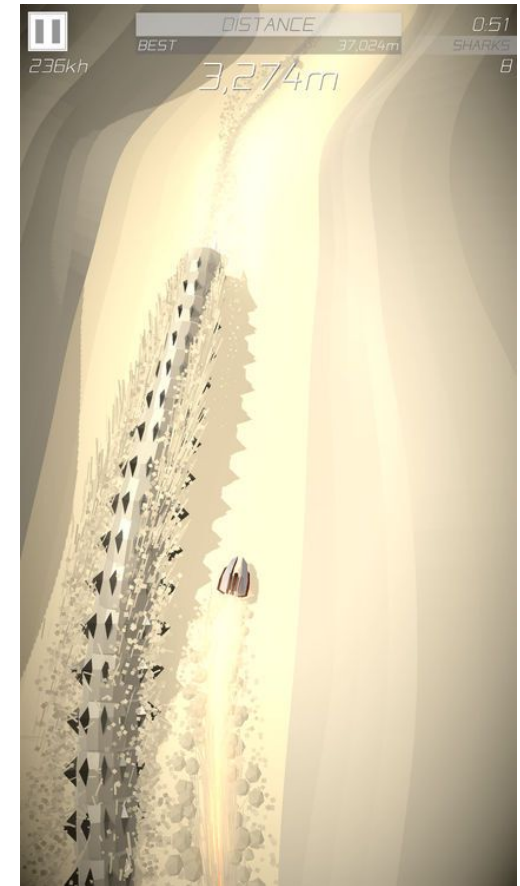


SCORCHER

Launched: March 2019

Revenue (5 weeks): \$7,000-\$8,000? (\$5,800 so far)

Peak Units: 664 (US) - Games #25



SALES PEAK VS. RANK

2012

213 downloads = #247

96 downloads = #502

2013

178 downloads = #230

72 downloads = #543

2014

1,127 downloads = #44

651 downloads = #59

202 downloads = #165

2015

516 downloads = #46

292 downloads = #59

187 downloads = #104

2016

236 downloads = #77

90 downloads = #378

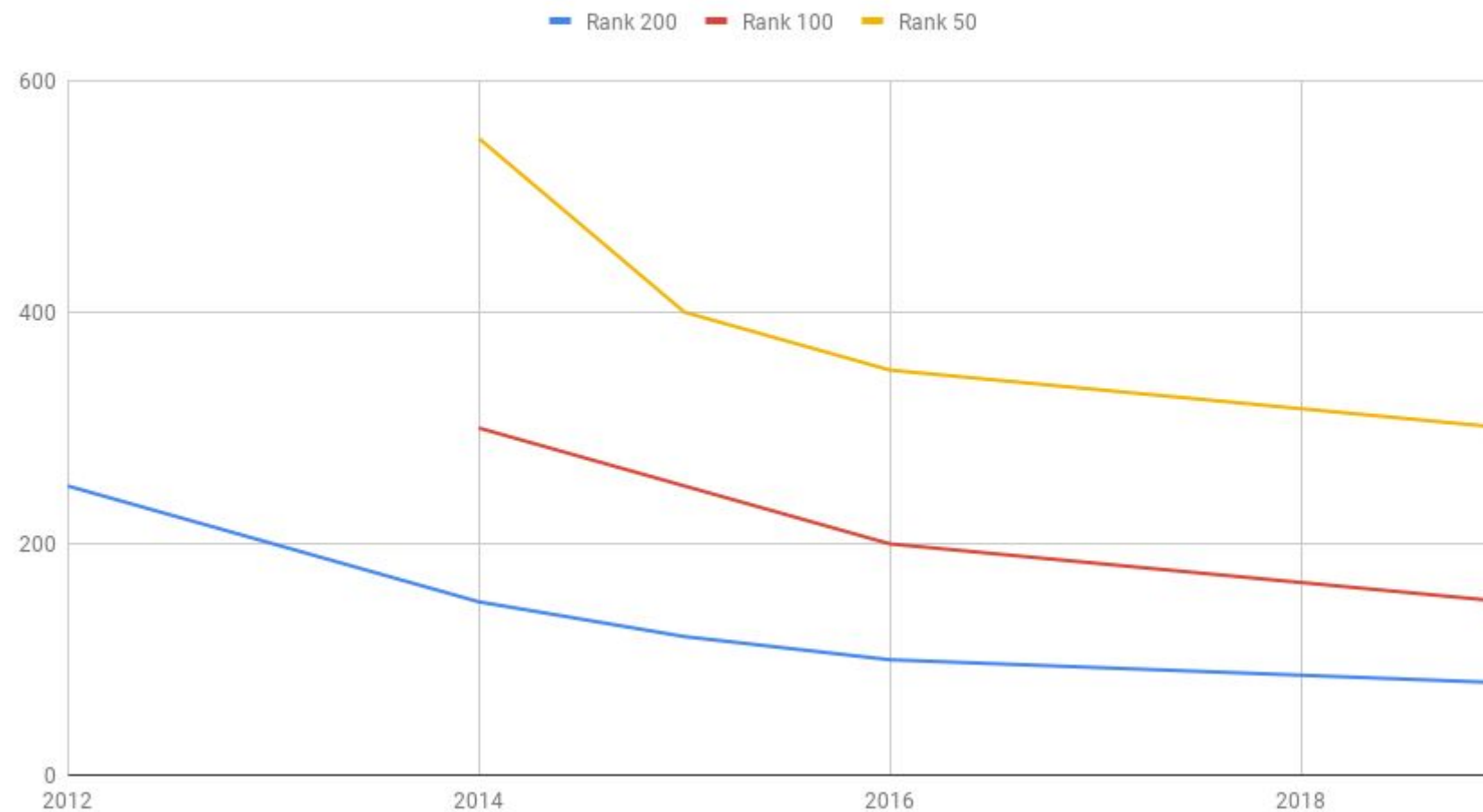
2019

664 downloads = #25

189 downloads = #79

APPROXIMATE PAID SALES TO REACH RANK 50/100/200

Rank 200, Rank 100 and Rank 50



TWO REASONS

DEFINITELY
FEWER Paid Games

MAYBE
Fewer Paying Players?

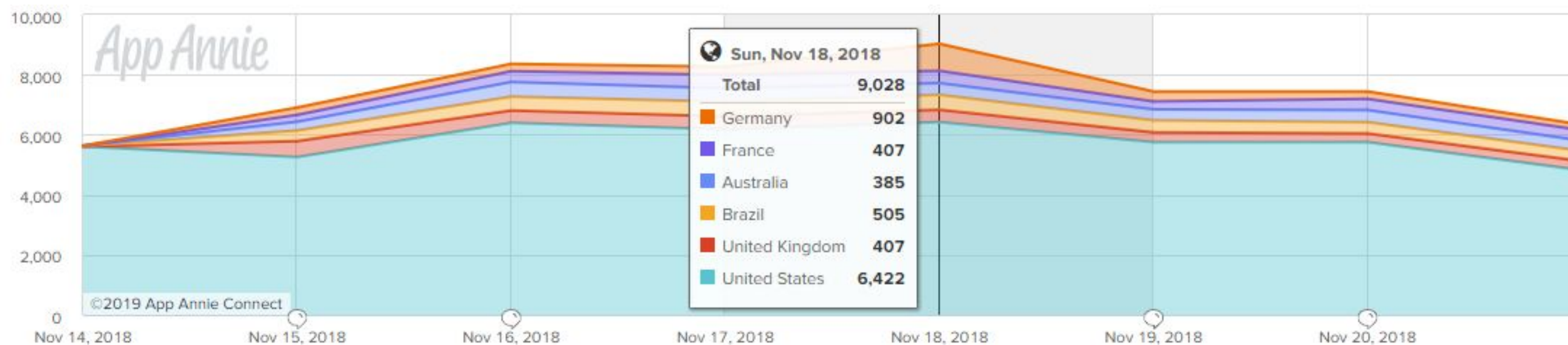


SLYDRIS 2

Launched: November 2018

Revenue (5 weeks): \$2,154 (IAP) + \$4,556 (Ads)

Peak Units: 6,422 (US) - Free Games #207



FREE VS. PAID: APPLE FEATURE COMPARISON (#7 EDITION)



THE GOLDEN RATIO

Slydris 2

#7 Slot - FREE

46,180

US Rank #207

FREE:PAID

20:1

Scorcher (\$2.99)

#7 Slot - PAID

2,325

US Rank #25

QUALITY MATTERS

Featured in US - January 6th, 2019

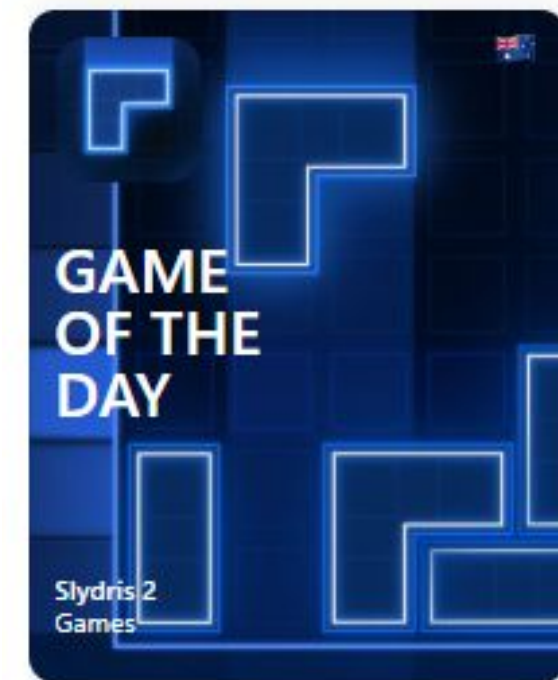
31,084 downloads in US - Free Games #99

Featured in other countries - February 21st, 2019

62,691 downloads WORLDWIDE (9,219 in Russia)

Featured in China - March 3rd, 2019

42,662 downloads in China - Free Games #19



SLYDRIS 2 STAT DUMP

Total downloads: 339,654 (Thanks Apple!)

IAP total: \$6,425

Ads total: \$16,323

CERTIFICATE OF INEPTITUDE

Day 1 Retention: 29.9%

Day 7 Retention: 14.0%

ARPPDAU: \$0.02

SAD PIVOTOL STATS

Total downloads: 73,425 (most in the 1st week)

IAP total: \$276

Ads total: \$1,412

LOOK AWAY! SERIOUSLY!

Day 1 Retention: 14.8%

Day 7 Retention: 5.2%

ARPPDAU: \$0.01 (OUCH!)



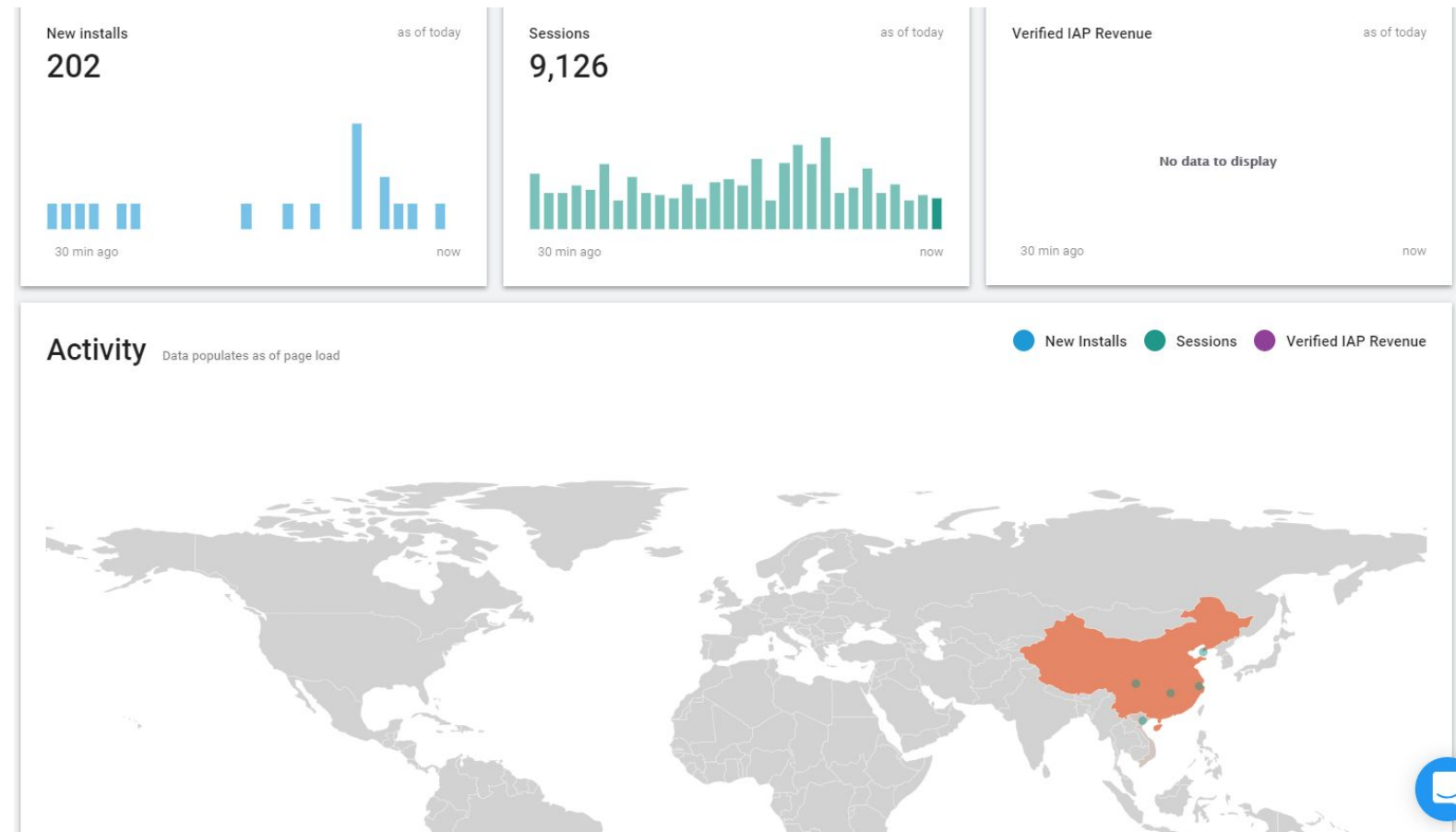
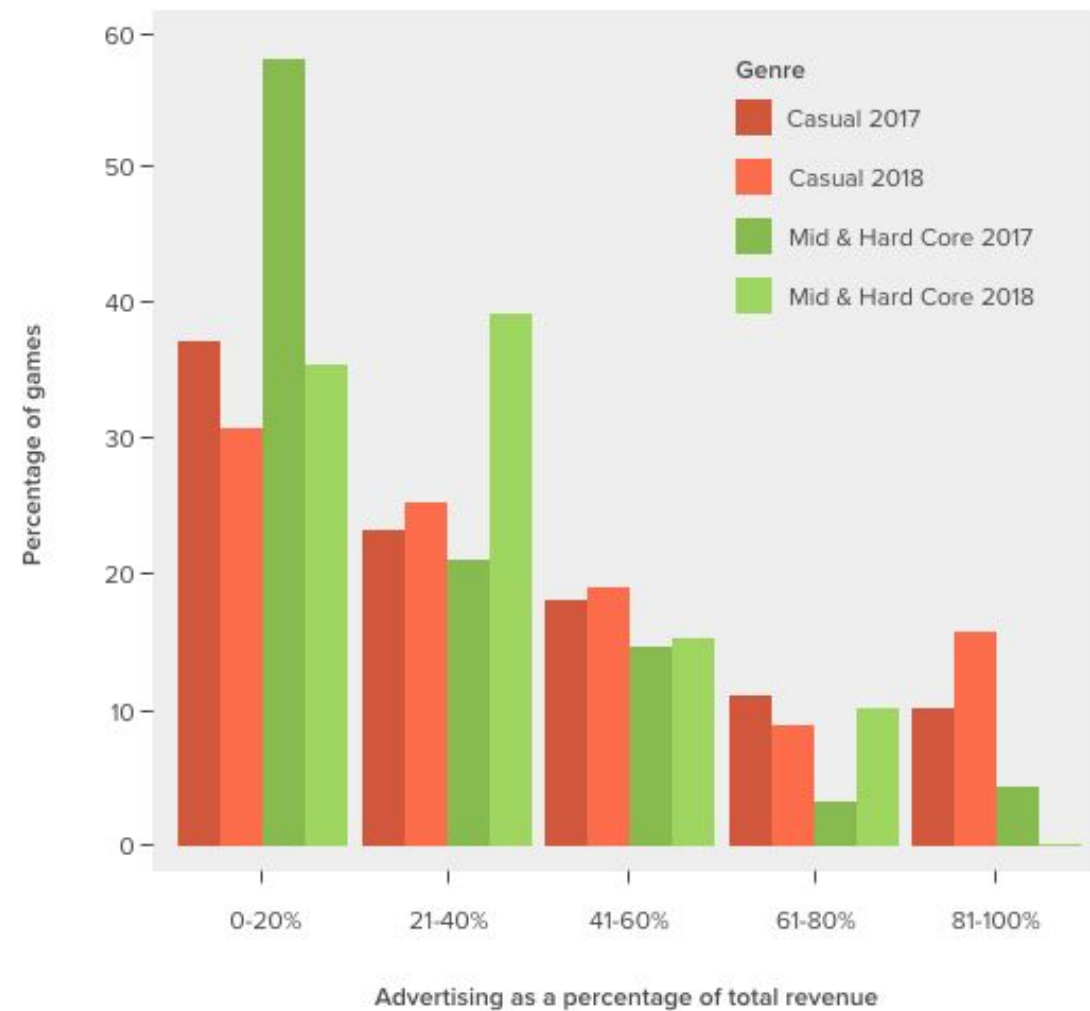
FREE GAME MENTALITY (THE EASY STUFF)

EXTREME focus on ease of use

Expect to make frequent UPDATES

Iteration and refinement

FREE GAME MENTALITY (THE HARD STUFF)



FREE GAME MENTALITY (THE HARD STUFF)



APPOLOVIN



Tetris without the options... or fun ★★★★★

by repreKent – Jan 6, 2019

Can't flip pieces? Why would you make a tetris game not as good as tetris? Blocks can only slide left and right.

Version 1.05

United States

[Report a Concern](#)

GET HELP!



FREE VS. PAID IN 2019 (FOR SMALL DEVELOPERS)



FREE VS. PAID IN 2019 (FOR SMALL DEVELOPERS)



?

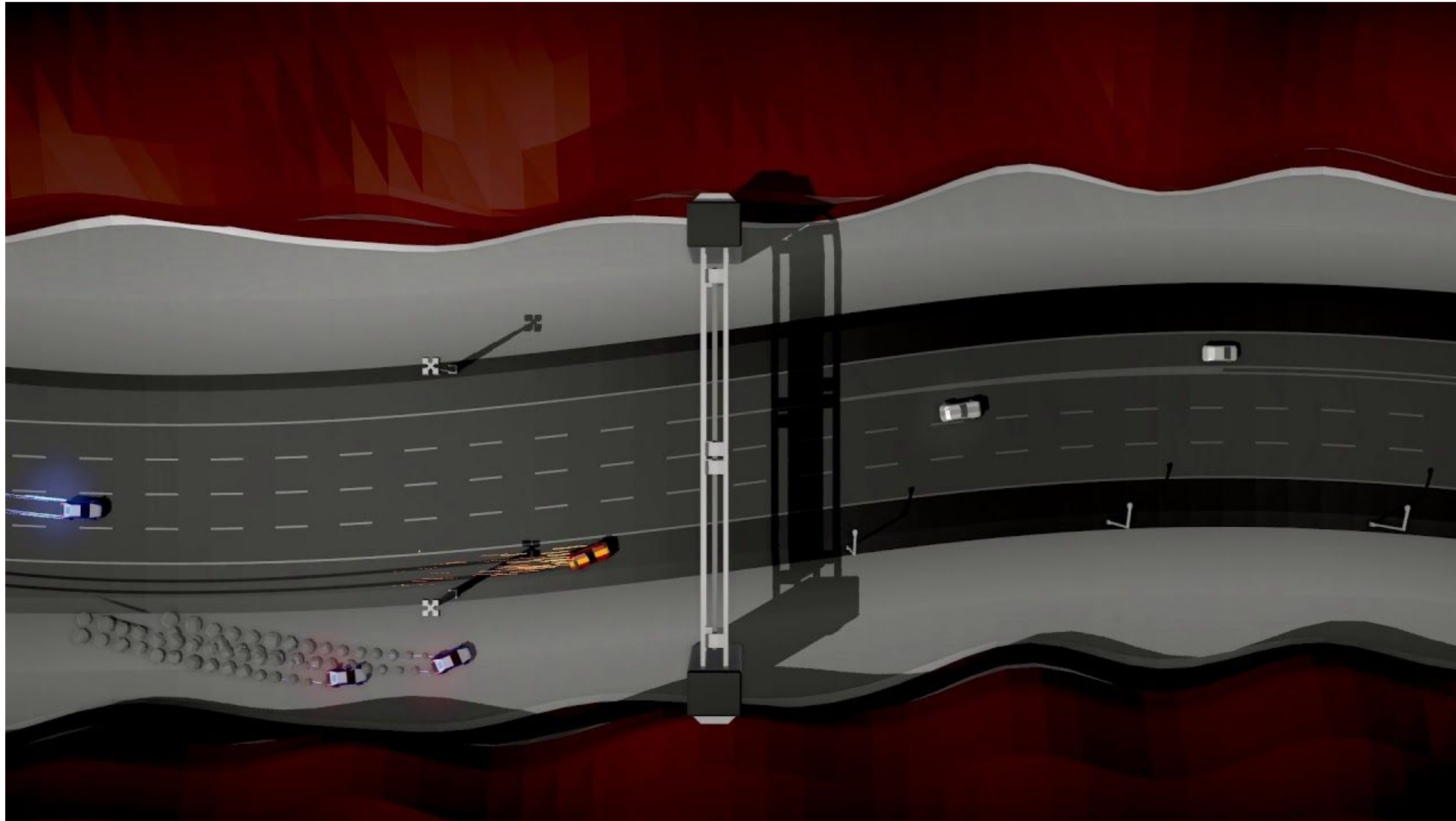






























FINAL REMINDERS



























Paid Games are dormant, not dead

I'm not doing free games well

EARLY TRAILERS



	Inferno 2 Radiangames		\$63,155.39	N/A
	Inferno+ Radiangames		\$14,912.06	N/A
	Slydris Radiangames		\$12,909.97	N/A
	JoyJoy Radiangames		\$11,145.57	N/A
	Ballistic SE Radiangames		\$10,200.41	N/A
	Super Crossfighter Radiangames		\$7,207.63	N/A
	Fluid SE Radiangames		\$6,755.95	N/A
	Slydris 2 Radiangames		\$6,215.50	N/A
	Devastator Radiangames		\$5,976.71	N/A
	CRUSH! Radiangames		\$4,966.49	N/A
	Scorcher Radiangames		\$4,567.46	N/A
	Fireball SE Radiangames		\$4,304.14	N/A
	SideSwype Radiangames		\$3,042.22	N/A
	Pivotol Radiangames		\$278.47	N/A

	Inferno 2 Radiangames		\$26,078.88	N/A
	Inferno+ Radiangames		\$14,125.58	N/A
	JoyJoy Radiangames		\$10,348.22	N/A
	Fireball SE Radiangames		\$8,793.67	N/A
	Slydris Radiangames		\$6,677.33	N/A
	Ballistic SE. Radiangames		\$6,586.03	N/A
	CRUSH Radiangames		\$5,913.30	N/A
	Super Crossfighter Radiangames		\$4,032.77	N/A
	Bombcats: Special Edition Radiangames		\$2,672.45	N/A
	Fluid SE Radiangames		\$2,157.83	N/A
	SideSwype Radiangames		\$1,160.26	N/A
	Slydris 2 Radiangames		\$370.87	N/A
	Devastator Radiangames		\$85.88	N/A

FIRST YEAR RATIO

GAME	WEEK 1	YEAR 1	RATIO
Inferno+	\$2,450	\$10,376	1:4.2
CRUSH	\$1,281	\$4,345	1:3.4
JoyJoy	\$3,664	\$8,644	1:2.4
Fluid SE	\$3,422	\$6,310	1:1.8
Inferno 2	\$18,037	\$56,858	1:3.2
Devastator	\$4,653	\$5,645	1:1.2

QUESTIONS?

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@Radiangames (Twitter)