

jackbox
games®

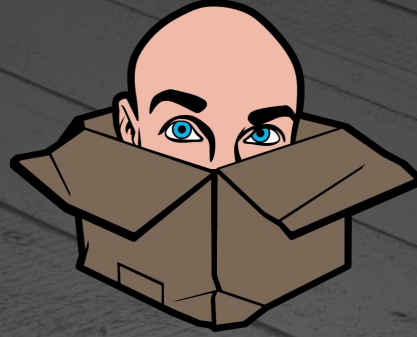
The Players You Didn't Plan For: How Jackbox Games Has Adjusted to Life During Quarantine



Mike Bilder
CEO, Jackbox Games

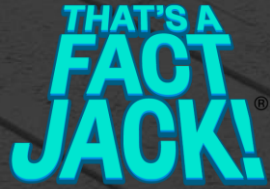


Brooke Hofer
Marketing Director, Jackbox Games



Background

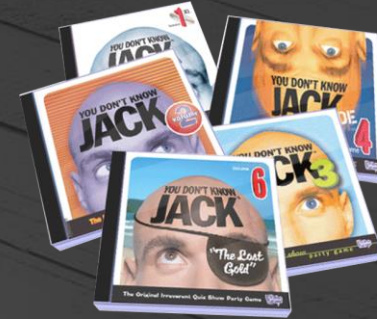
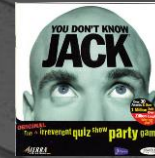
History



Learn Television
Founded 1989



1995



1997-2002

Dark Period

2002 - 2008



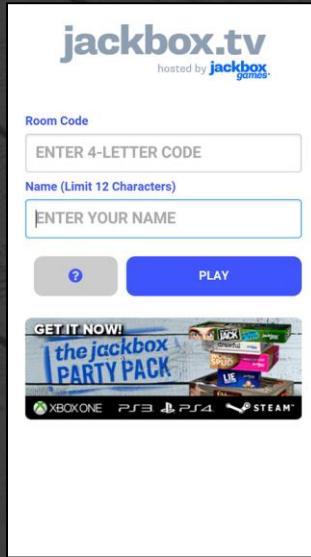
Restarted 2008

jackbox
games®



Renamed 2013

2014



A Website



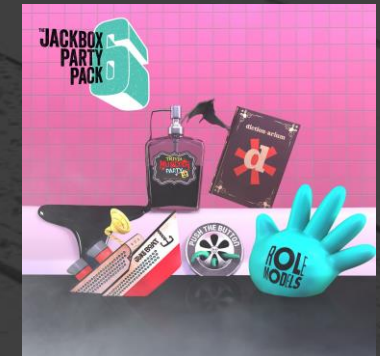
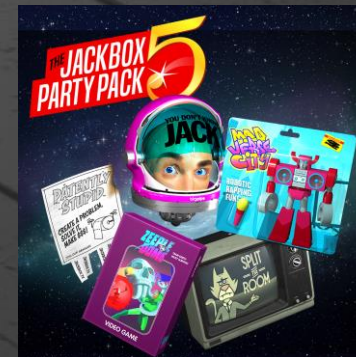
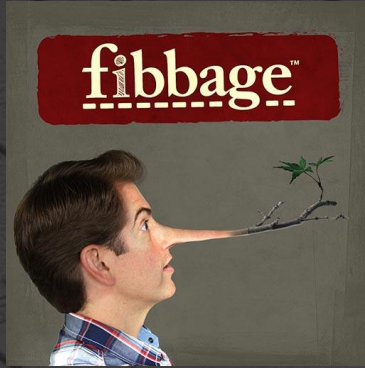
Any Browser



Frictionless

“Blobcast / Ecast”

2014 - Today



2014 - Today

- Fibbage
- Drawful
- Word Spud
- Lie Swatter
- Fibbage XL
- Quiplash
- Earwax
- Bidiots
- Fibbage 2
- Role Models
- Patently Stupid
- Bomb Corp
- Drawful 2
- Fakin' It
- Quiplash XL
- Trivia Murder Party
- Tee K.O.
- Guesspionage
- Quiplash 2
- Civic Doodle
- Trivia Murder Party 2
- Push the Button
- Bracketeering
- Fibbage 3
- YOU DON'T KNOW JACK: Full Stream
- Mad Verse City
- Split The Room
- Dictionarium
- Zeeple Dome
- Survive the Internet
- YOU DON'T KNOW JACK 2015
- Monster Seeking Monster
- Joke Boat

- 33 Games since 2014
- 25 New IPs
- 430M Game Sessions



Chapter 1:

A Brief History of Players We Didn't Plan For (2014 – Pre-COVID)



- Fibbage launched August 2014
- The Jackbox Party Pack launched November 2014



Didn't Plan for: STREAMERS

The screenshot shows a live stream interface for Rooster Teeth. The top banner includes the Rooster Teeth logo, the streamer's name "JON RISINGER" with the tagline "THE RISEMONGER", a "FOLLOW" button, and social media handles "@BDUNKELMAN" and "@JONRISINGER". The main video area displays a text overlay: "The New York Times was forced to issue a correction after they incorrectly identified the Nintendo characters Mario and Luigi as _____ instead of plumbers." Below the text are eight circular icons representing different camera angles. The bottom of the screen features a video player with a red progress bar, a play button, a volume icon, and a timestamp of "23:25 / 1:44:11". On the right side, there is a small video inset showing two people, and a merchandise section titled "ROOSTERTEETH.COM/STORE" with images of t-shirts labeled "LADIES OF RVB SHIRT" and "MEN'S".

STREAMERS



- Added an Audience mode to our games **allowing up to 10,000 people** to interact in any game session
- Extended streamer value via new features:
 - Extended timers
 - VIP for censoring
 - Required Twitch login
 - User generated content



STREAMERS



- Some of the biggest Twitch streamers & YouTubers play our games

- Our games help build audiences




- Streamers can interact with their followers

Didn't Plan for: FAMILIES



FAMILIES

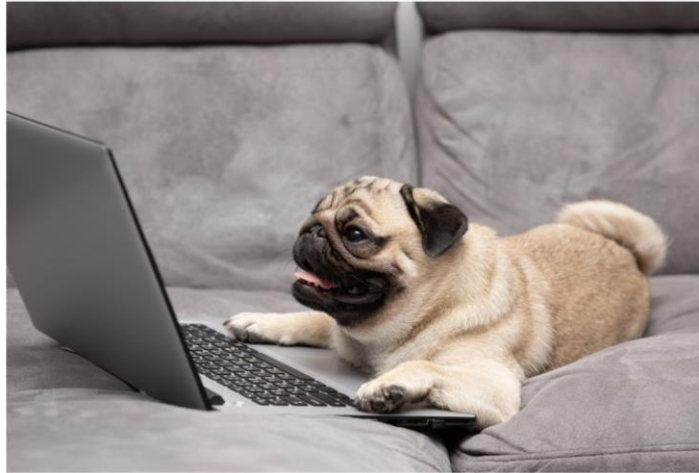
- Created Blog posts and emails explaining the features
- All of our games are rated T for Teen 
- Added a Family Friendly Setting
 - Removes some of the more risqué prompts
 - Effectively an E-10+ rating

family friendly **ON**



WHAT IS STEAM AND HOW CAN I USE IT TO PLAY JACKBOX GAMES?

© Brooke Hofer April 24, 2019



This blog goes out to all fans who have a Mac or a PC but have never played a computer game on it. This blog goes out to all fans who look at the [list of platforms](#) we're available on and see a list of names they don't recognize.

FAMILY GAME NIGHT



SNACKS

Pizza, veggies, popcorn



DRINKS

Something for everyone



TIMING

Friday night after school and work



AMBIANCE

Living room! Everyone has a spot on the couch



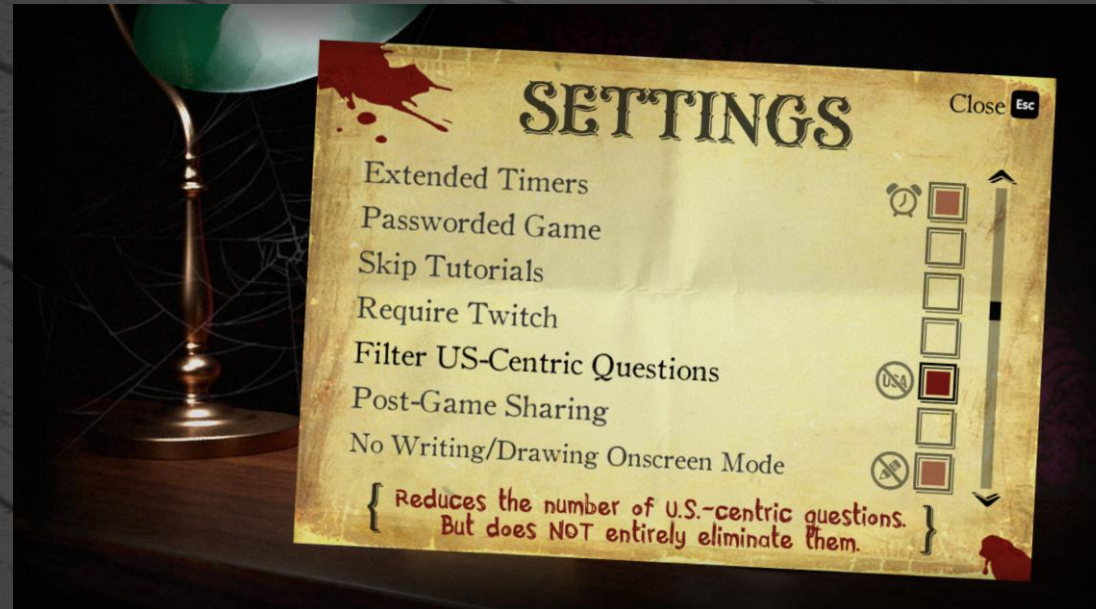
Didn't Plan for: Non-US PLAYERS



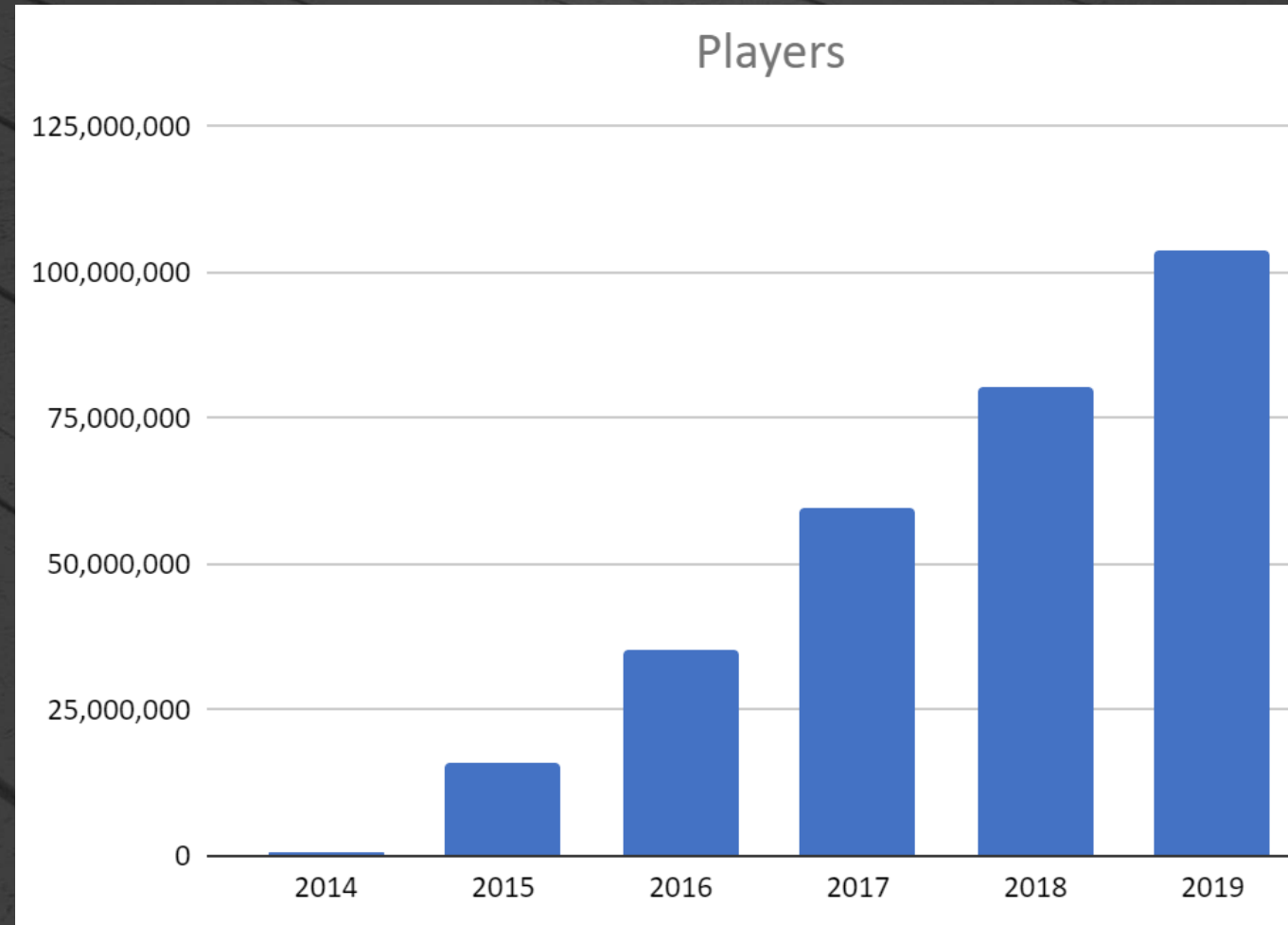
Non-US PLAYERS



- Added a US-centric content filter
- Working on FIGS (French, Italian, German, Spanish) versions of games



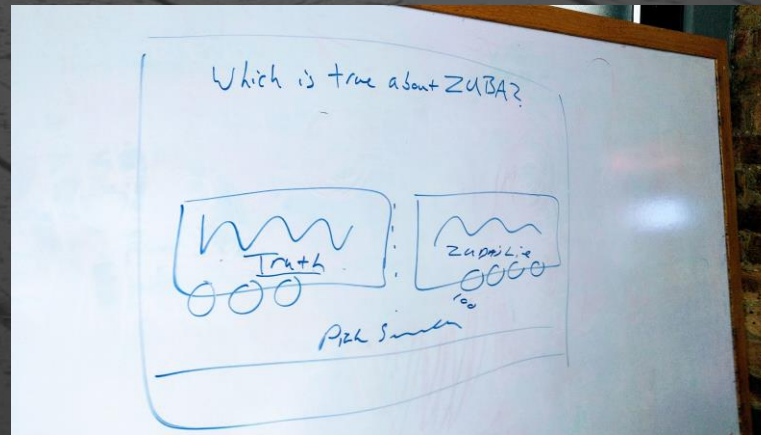
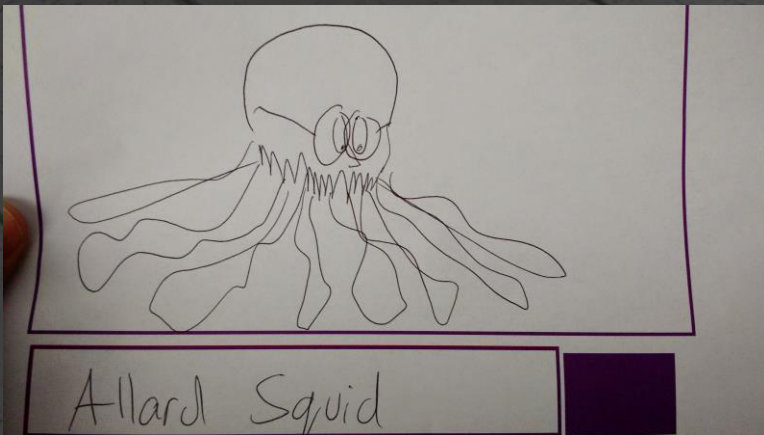
Player Growth (2014 – Pre-Covid)



Over 100M players last year

Jackbox Production (2014 – Pre-Covid)

- Annual Cycle:
 - 5 games per year in a Party Pack
 - Paper and Pencil Testing
 - Rapid Prototyping
 - Focus Testing
 - Greenlight – Production – Ship





Chapter 2:

Quarantine – The Ultimate Players We Didn't Plan For (March 2020 - Now)

Are we really
going to work
from home?!?!




**TWO WEEKS
LATER...**

March 2020

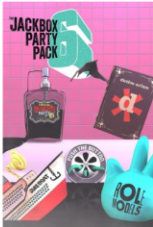
Didn't Plan for: An Influx of New Users



Website & Direct Sales



[HOME](#) [ABOUT US](#) [GAMES](#) [HOW TO PLAY](#) [BLOG](#) [SUPPORT](#) [STREAMERS](#) [MERCH](#) [JOBS](#) [CONTACT](#)




The Jackbox Party Pack 6


It's the wildest Party Pack yet, with the absurd deathmatch *Trivia Murder Party 2*, the weird word circus *Dictionary*, the hidden identity game *Push The Button*, the comedy contest *Joke Boat* and the offbeat personality test *Role Models*. Use your phones or tablets as controllers and play with up to 10 players, plus an audience of up to 10,000!


BUY STEAM
CODE HERE


~~\$29.99~~ **\$22.49**


WINDOWS / MAC / LINUX



STEAM
(PC/MAC/LINUX)
~~\$29.99~~



PLAYSTATION
4
~~\$29.99~~



XBOX
ONE
~~\$29.99~~



NINTENDO
SWITCH
~~\$29.99~~



APPLE TV
& IPAD
~~\$29.99~~



AMAZON FIRE
TV
~~\$29.99~~



HUMBLE
(PC/MAC/LINUX)
~~\$29.99~~



FANATICAL
(PC/MAC/LINUX)
~~\$29.99~~ **\$20.99**


EPIC GAMES
(PC/MAC)
~~\$29.99~~


COMCAST
XFINITY
~~\$29.99~~


MAC
APP STORE
~~\$29.99~~


ANDROID
TV
~~\$29.99~~



The Jackbox Party Pack 6 (Windows/Mac/Linux Steam Code)

~~\$29.99~~ **\$22.49** Sale

ADD TO CART

Available only in the United States! If you are located elsewhere, please go to **the Steam store** to purchase this code. You will not receive your code from us if you are located outside of the United States. We will have to refund your order.

It's the wildest Party Pack yet, with the absurd deathmatch *Trivia Murder Party 2*, the weird word circus *Dictionary*, the hidden identity game *Push The Button*, the comedy contest *Joke Boat* and the offbeat personality test *Role Models*. Use your phones or tablets as controllers and play with up to 10 players, plus an audience of up to 10,000!

To see the player count information for each game in this pack, check out [this blog post](#).

What are the system requirements? Review these [here](#).

What is Steam and how can I use it to play Jackbox Games? [Read our blog](#).

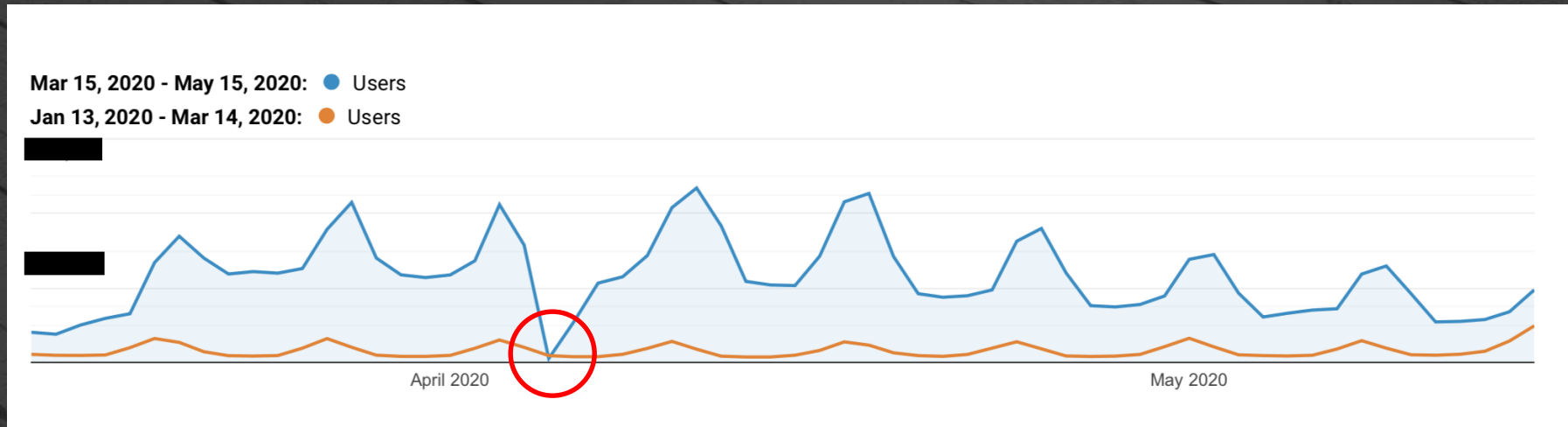
Jackbox Games Refund Policy: Steam codes that have been redeemed will not be eligible for a refund. If you have not redeemed your Steam code, you will have 2 weeks from the date of purchase to request a refund. When you are refunded, your purchased Steam code will be made inactive. Refunds can be requested at help@jackboxgames.com.

SHARE

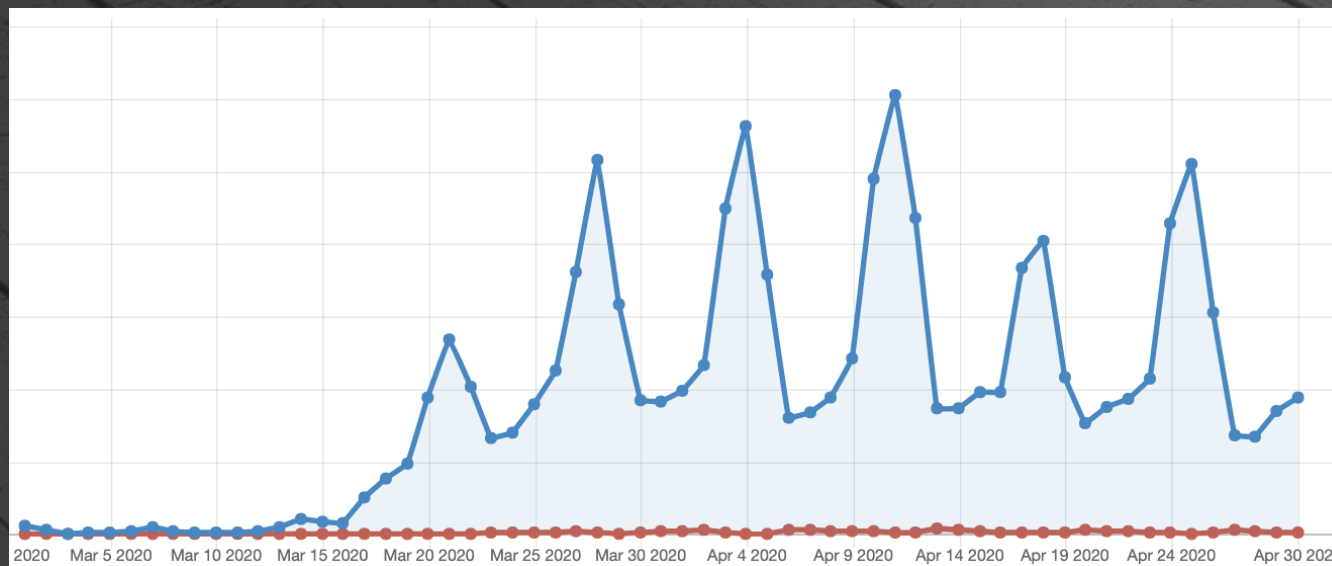
TWEET

PIN IT

Website & Direct Sales

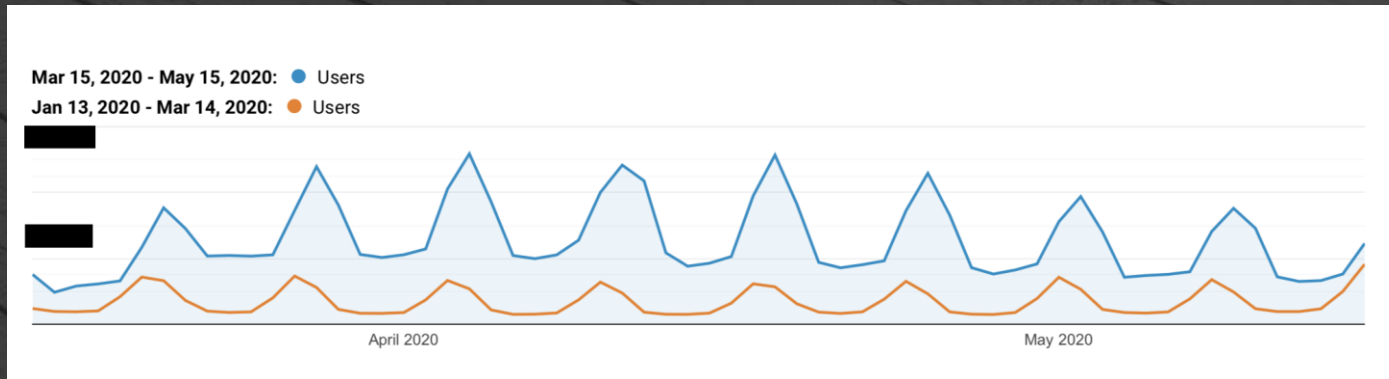


Website
Traffic

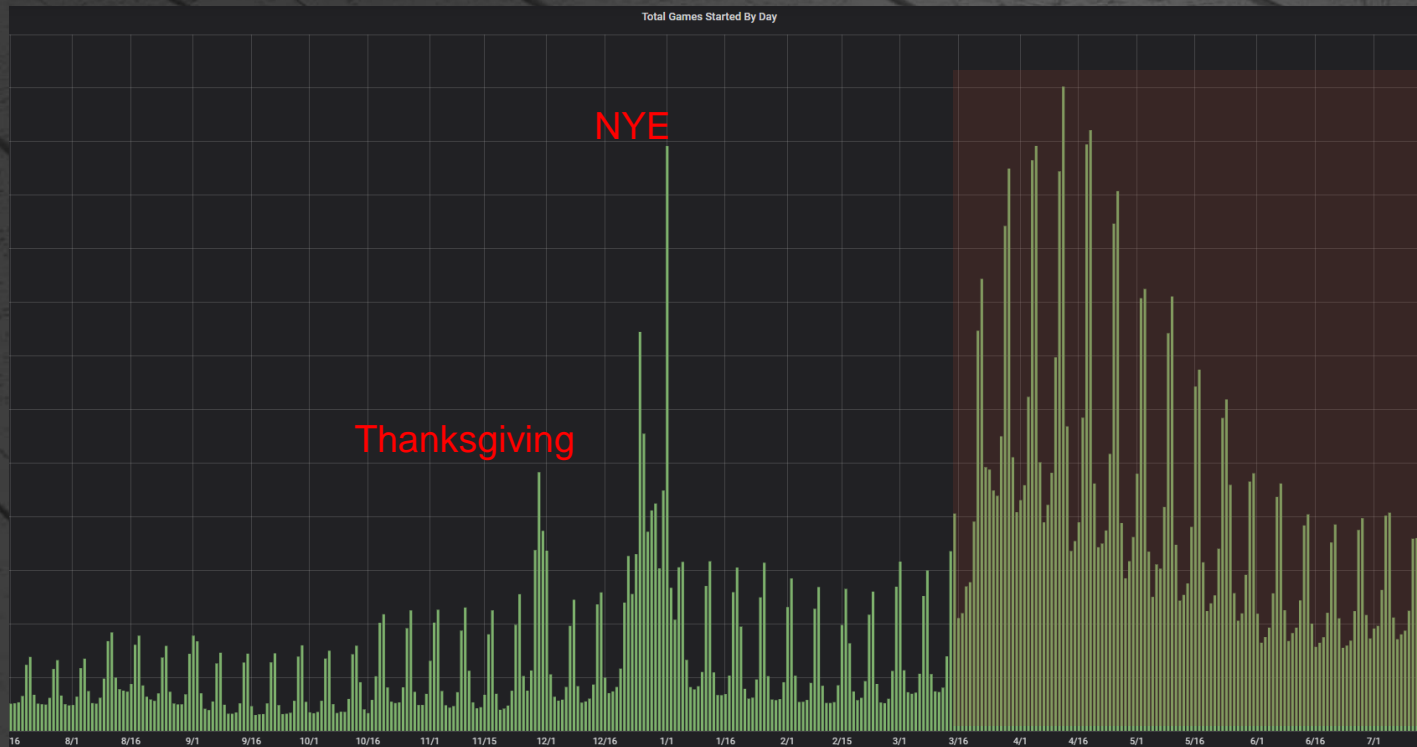


Direct Sales

Controller & Server Traffic

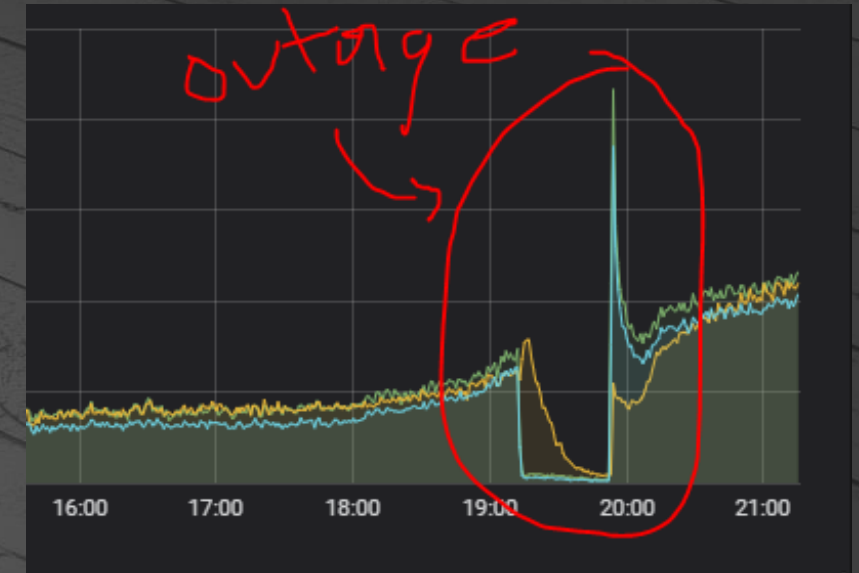
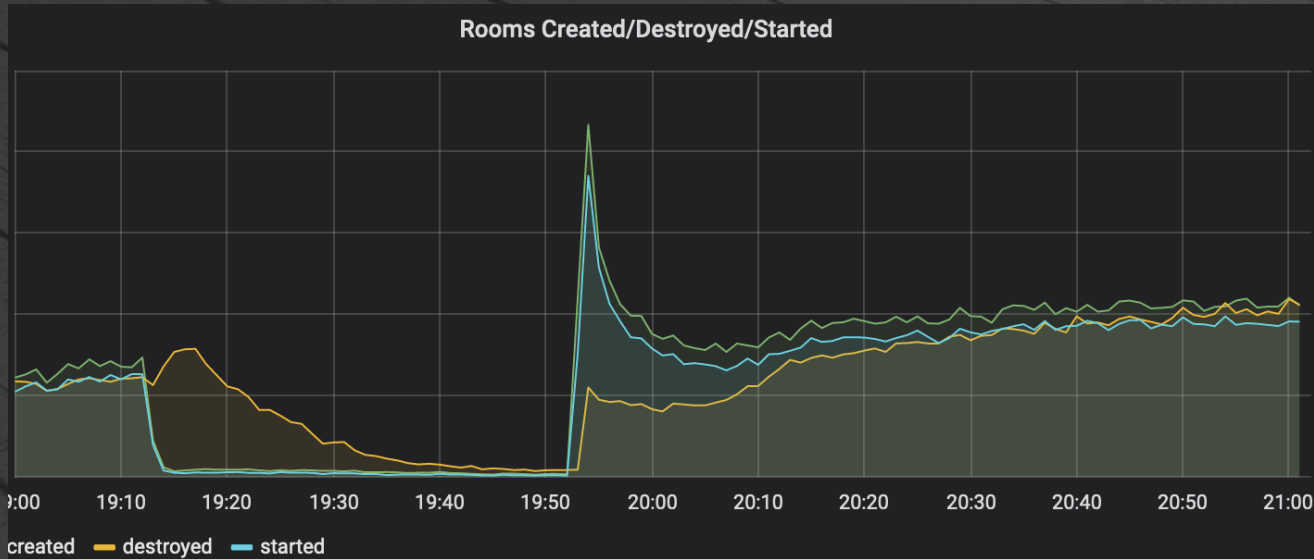


Controller Traffic



Server Traffic
(Games Started by day)

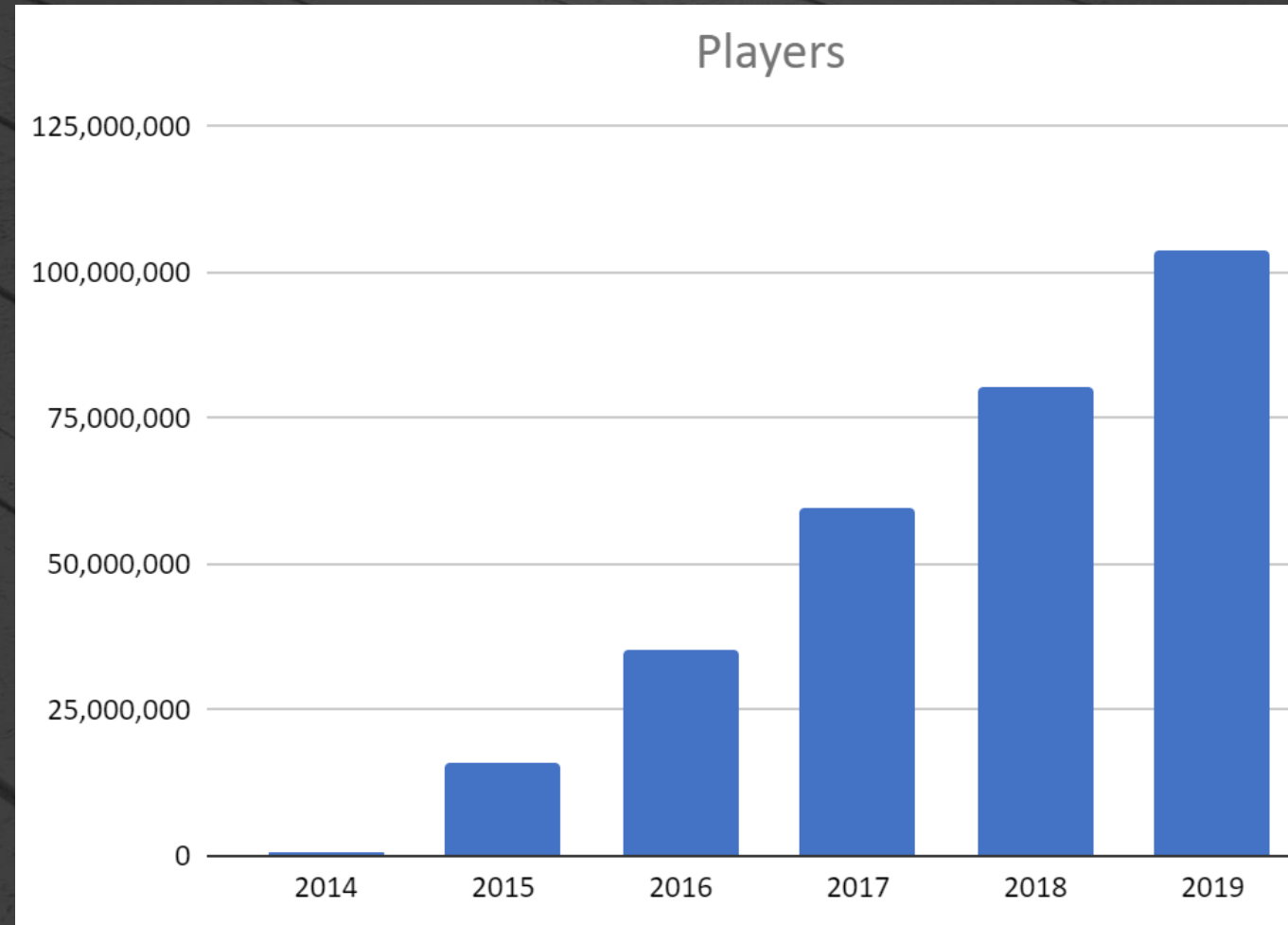
Server Outages



- Had a few big outages
- Twitter notifications come quickly!
- Diverted Engineering resources to triage
 - Minimized the outages and stabilized the infrastructure

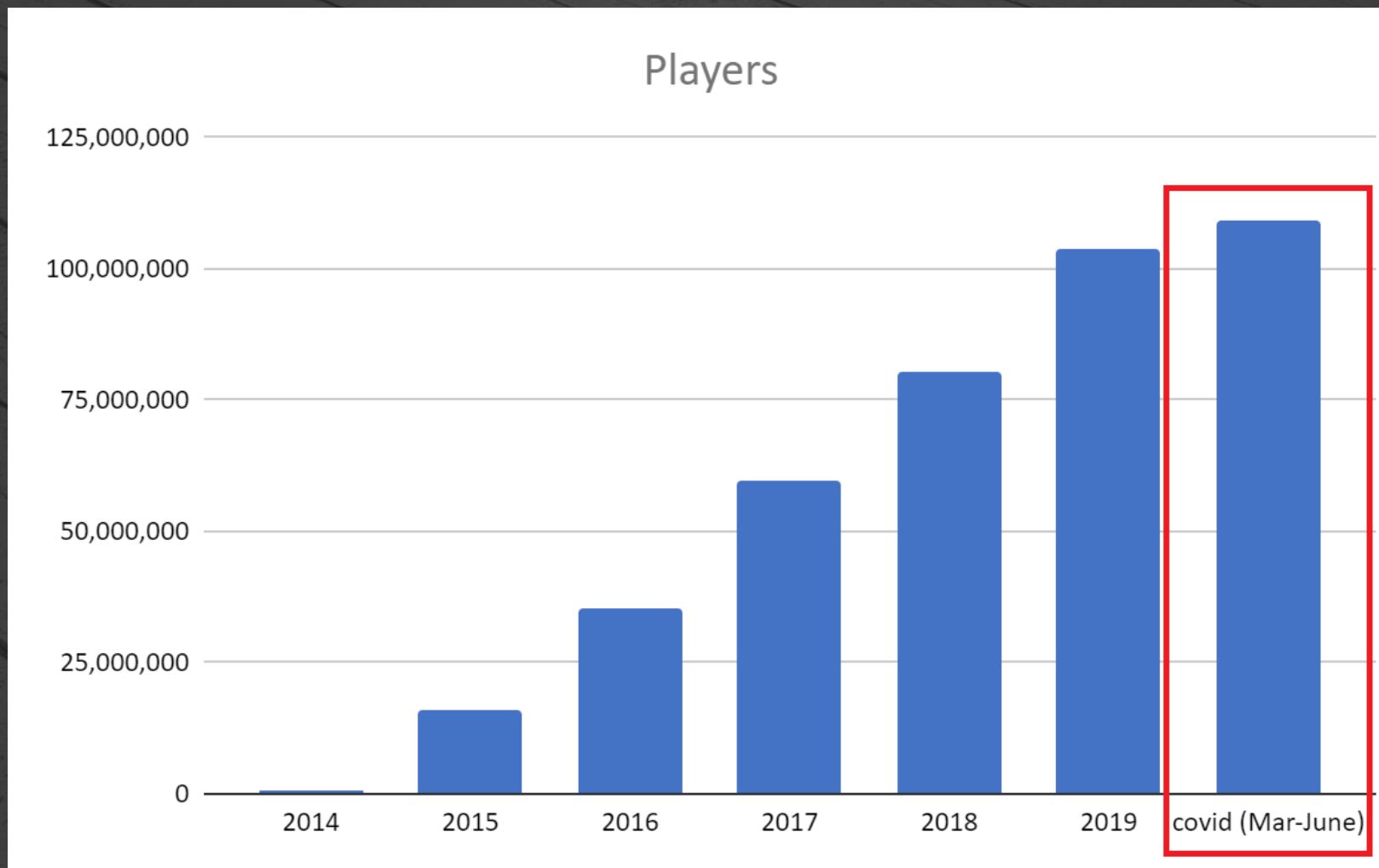


Player Growth (2014 – Pre-Covid)



Over 100M players last year

Player Growth (2014 – today)



Over 110M players in just March - June

March 2020



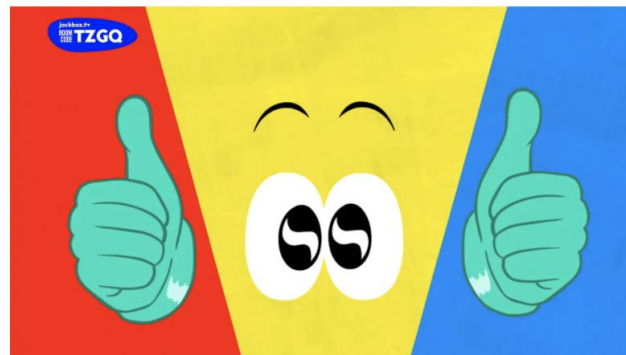
- Platform coordination + quick turnarounds = challenging!
- Over 9M free downloads

Playing Jackbox via Video Conferencing



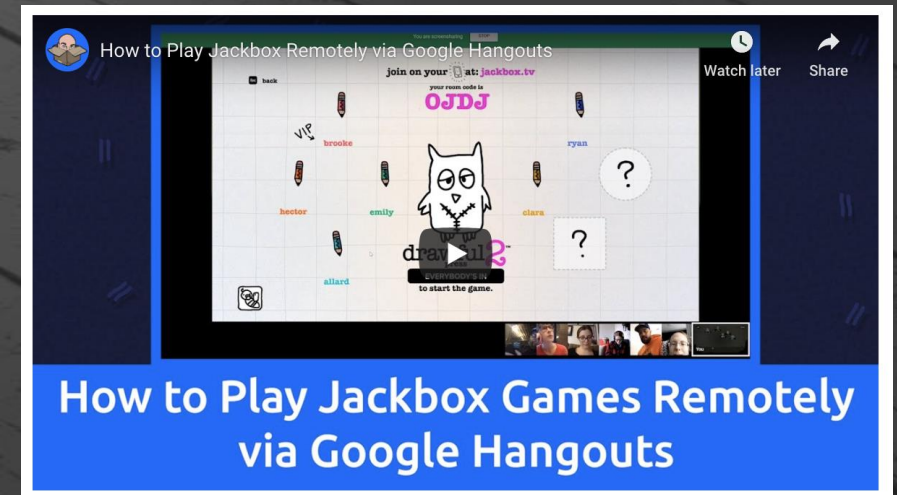
HOW TO PLAY JACKBOX GAMES WITH FRIENDS AND FAMILY REMOTELY

© Brooke Hofer March 11, 2020

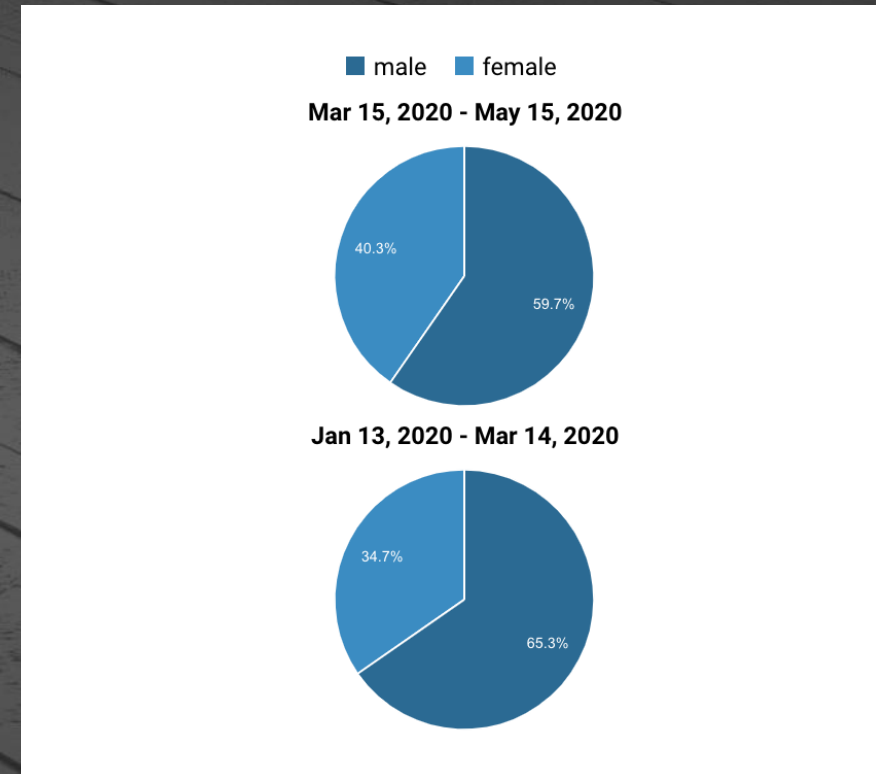
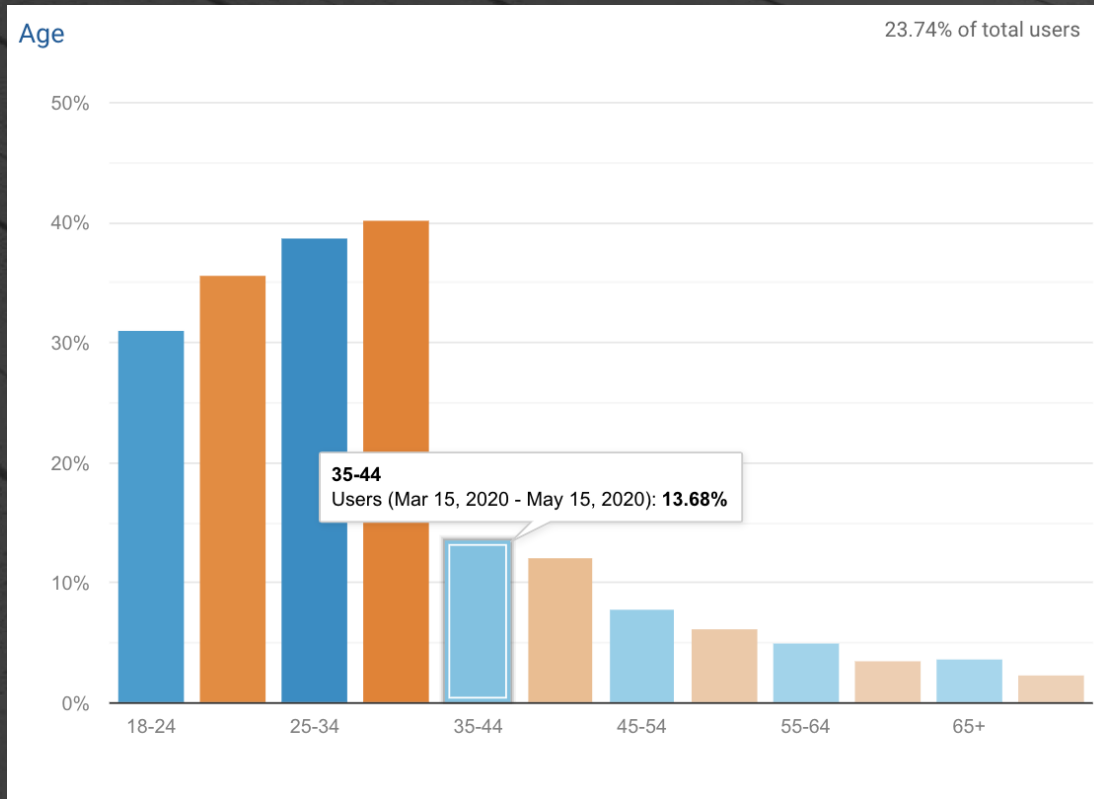


Are you looking for ways to connect with a friend in a different city? Are you not feeling well, but tired of only talking to your pet all day? Want to replace that weekly call home with a wholesome family game of Fibbage?

Congrats! You've found the perfect blog post. Jackbox Games are local multiplayer games, but with a few extra steps, it's easy to get a game started with others in remote locations.

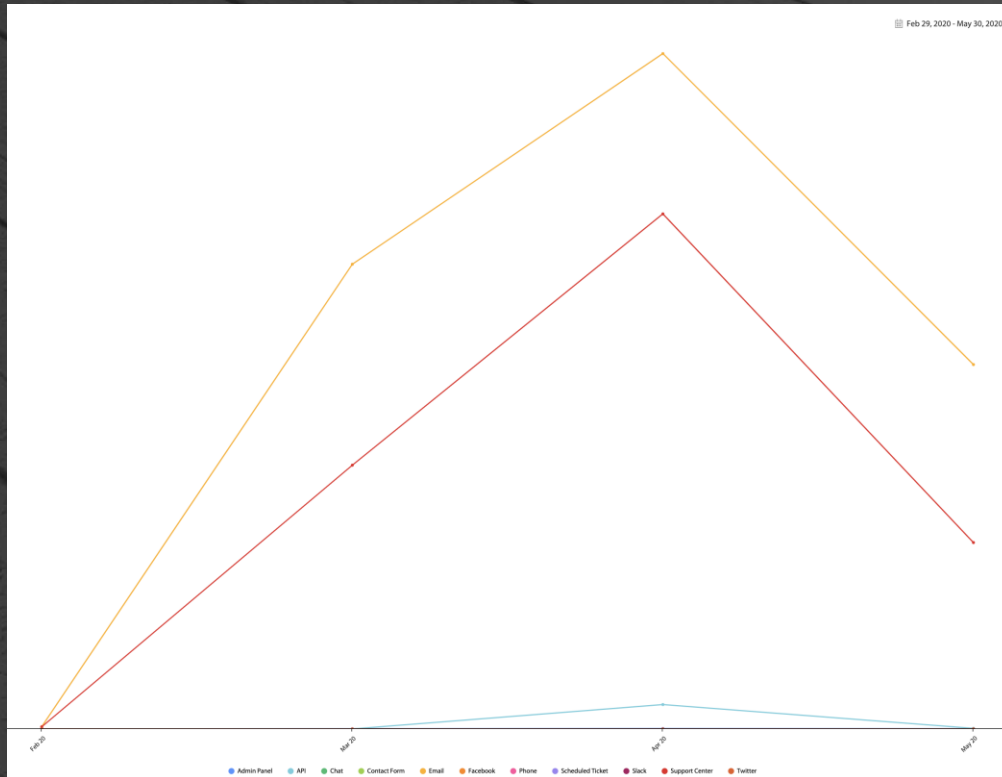


New Audiences

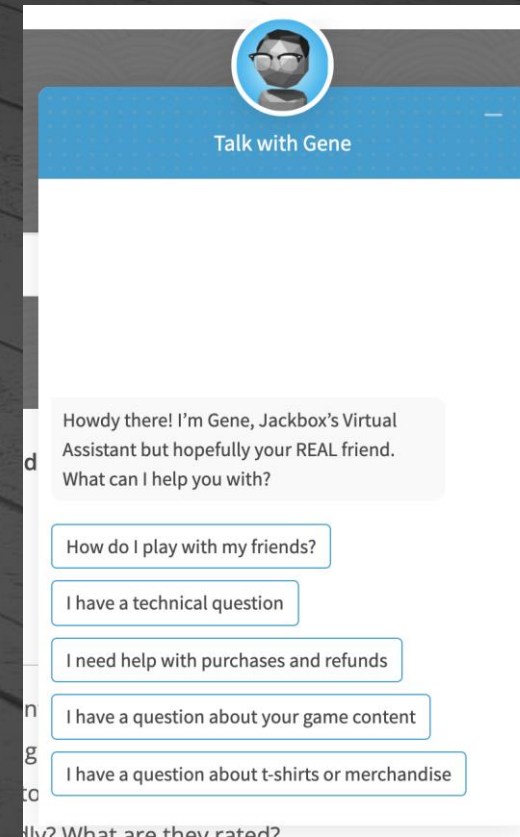


- Growth in ages 35-44 & 45-54 demos
- More people who identify as women are playing our games!

HELP.



- Users needed help & we did too
- 1000+ tickets a day during peak



- Customer service support team
- New support chatbot

More STREAMERS!



Team Members

12

	TopsyTune	88
	UneasyPeasy	36
	Zodiak1787	19
	chloelaura23	
	Teletolumby	
	Lilbumblebear	
	THEFAMOUS	
	Melania	



TopsyTune

88 4,778 104,692

Info

★ Gift a Sub

Drinking Rules

LOSE A GAME

VOTE WRONG ANSWER

SHUT OUT

UP NEXT



RHWI
Play LieSwatter
Jackbox.tv

Word of the Day

France



Here's to France, a day late with Drinking Rules!

Category: The Jackbox Party Pack 6 • Team: Jackbox Streamers



Gaming & Giving

PLAYBILL®
JULY 15, 2020

NEWS



OFF-BROADWAY NEWS

Stranger Things' Gaten Matarazzo, Mean Girls' René Rapp, and More to Join April 3 Broadway Jackbox

BY OLIVIA CLEMENT
APR 02, 2020

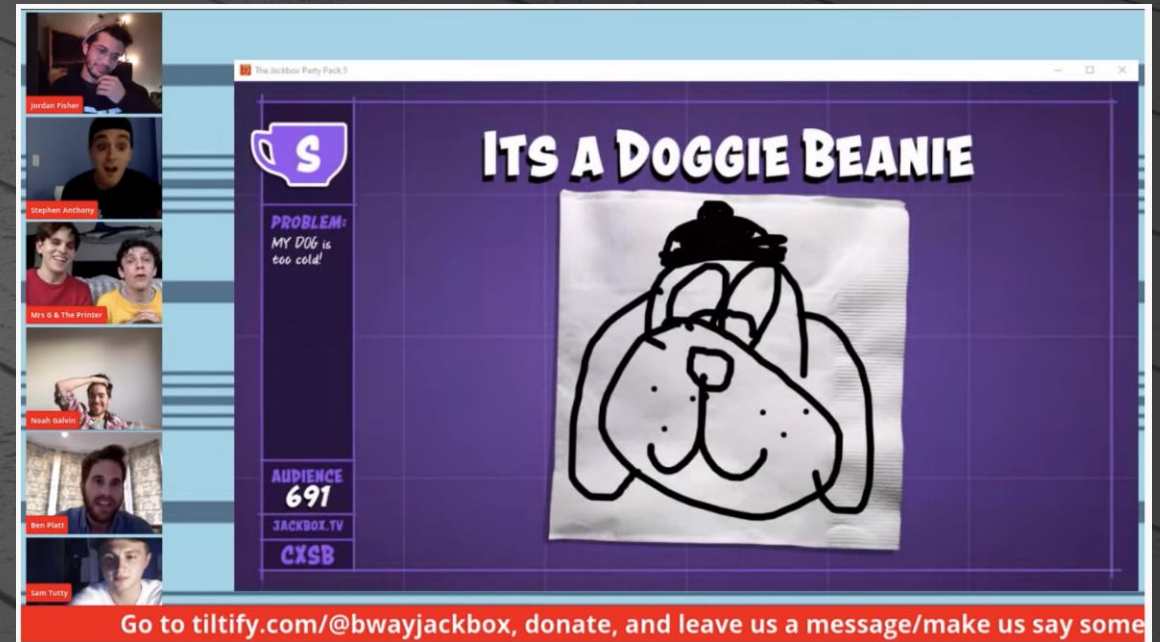
Will Roland will also return to join fellow *Dear Evan Hansen* alums Andrew Barth Feldman and Alex Boniello.



Gaten John Matarazzo III (Marc J. Franklin)

Stranger Things' Gaten Matarazzo, *Mean Girls'* René Rapp, and *Jagged Little Pill's* Antonio Cipriano will be among the guests joining Andrew Barth Feldman and Alex Boniello in the April 3 *Broadway Jackbox* series. The upcoming event will also feature returning guest Will Roland and Michael Park—both of whom, along with Feldman and Boniello, are *Dear Evan Hansen* alums.

Following a successful March 13 launch, the now twice-weekly *Broadway Jackbox* features Broadway personalities playing games from developer Jackbox Games while raising much-needed funds for The Actors Fund during the coronavirus pandemic.



Gaming & Giving



- Supporting with giveaway codes + amplification on social media
- Pro Tip: Involvement with charitable initiatives can be a great influencer relationship development strategy!

Celebrity Jackbox: Games & Giving





- \$1 Million dollars donated to charities responding to the impact of COVID-19
- Guests included Charlize Theron, Finn Wolfhard, Jeff Goldblum, Jack Black, Olivia Wilde, and more
- This wasn't possible without support from our customers

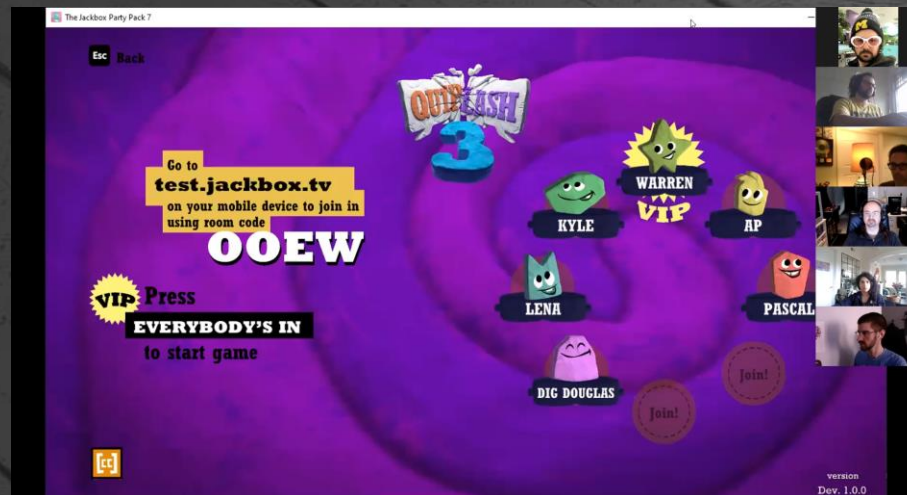
Jackbox Production (Since Quarantine)



Jackbox Production (Since Quarantine)



Whereby





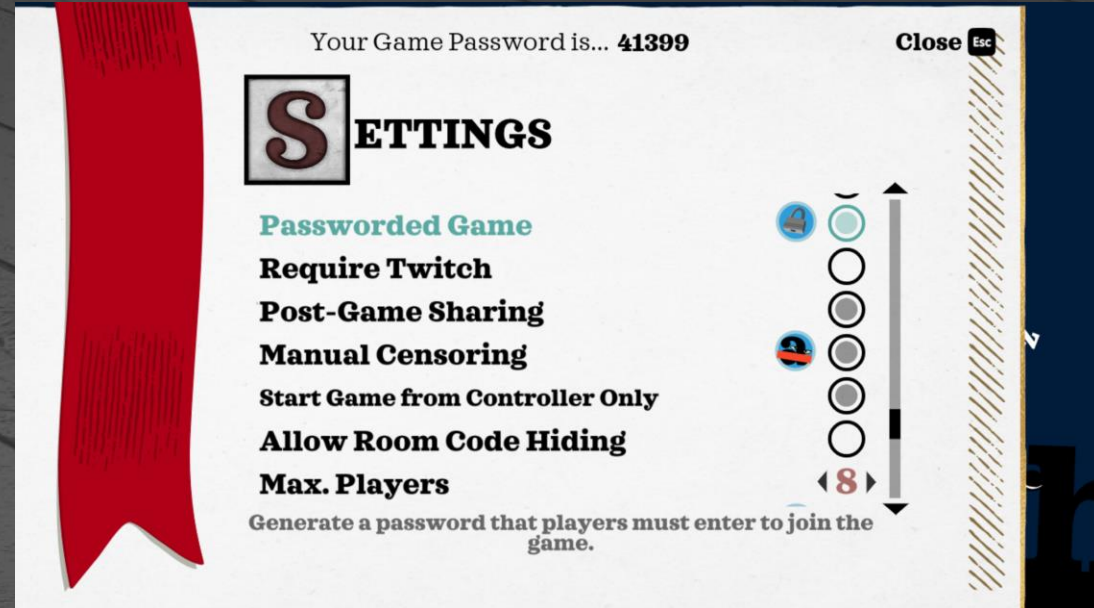
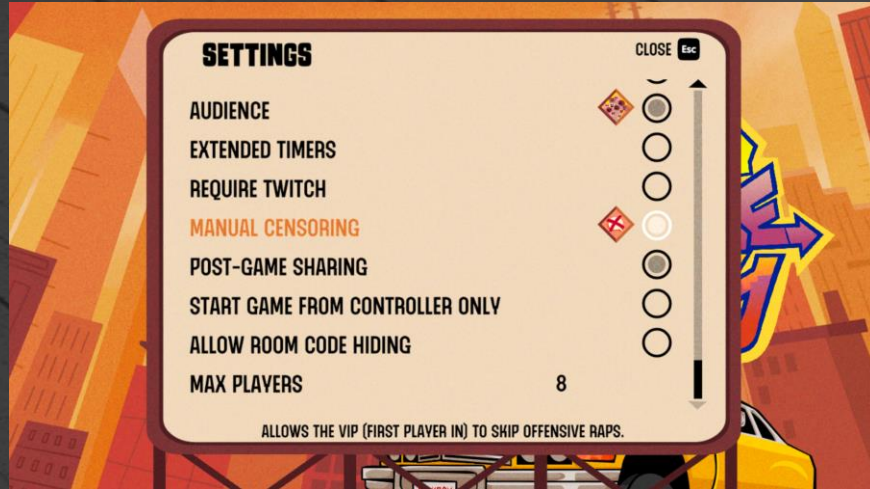
Chapter 3:

Jerks. AND, the players we should be planning for.

Tee K.O. T-Shirts



Silencing Trolls: Censoring Tools



- VIP Censoring
- Twitch Login
- Password Rooms
- Additional Moderation features coming in Party Pack 7



Conclusion / Challenges

Marketing Challenges

- How do we sustain these higher sales / traffic numbers?
- Growing from remarketing to prospecting
- Brand awareness + education
- Try New Things!!
 - TV/streaming service ads, hosting our own virtual events, expanded YouTube/Twitch ads, merch expansion



A Guide to Jackbox Games for Tech and Gaming Novices

📅 July 5, 2020

So you want to play some Jackbox games with your friends but you're not much of a gamer. By the end of this article, you'll be an expert teaching all

[read more](#)

Production Challenges

- What does the immediate and long-term future hold?
 - Will quarantine end soon?
 - What will the Fall look like for PP7's launch?
 - How will prototyping / paper testing / concepting new game ideas for 2021 work?
 - What new features will come from remote play?
 - Will the cabin fever continue?



It's too hot in my apartment for pants but not hoodies.

image.png ▼



Who aren't we planning for now?

- Dogs?
- Robots?
- Robot Dogs?

Seriously, we'd like to know!





FB/TW: @jackboxgames

IG: @playjackboxgames

Visit [JackboxGames.com](https://jackboxgames.com) to learn more.



Mike Bilder
@MikeBilder



Brooke Hofer
@brookehofer



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