Smart Speakers

An overview of an up-and-coming category

Jeferson Valadares
Co-founder/CEO, Doppio

@valadaj

We are the world's leading voice game developer

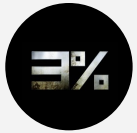
The complete voice games stack

- World-class team
- Cutting-edge technology
- Voice-tailored tools
- Growing player network

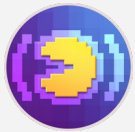
GROUNDBREAKING VOICE GAMES

Always pushing the envelope and challenging the status quo.

The Vortex



The 3% Challenge



PAC-MAN™ Waka Waka

Voice Quest

INDUSTRY RECOGNIZED EXPERTISE

Sought after by key innovators in the space

amazon · Google · SAMSUNG · NETFLIX · BANDAI NAMCO™ · zoom · WB · Mercedes-Benz · cerence

TOP GROSSING FOUNDING TEAM

Passion for games and the right experience and connections. Working together since 2012.

EA · BANDAI NAMCO · BioWARE · playfish · DIGITAL CHOCOLATE

The Simpsons · Dragon Ball Z · Harry Potter · minions · MASS EFFECT · DOCTOR WHO · NEED FOR SPEED · DRAGON AGE · FIFA

Voice

is the new touch

Watson Conversation / SpaceStory / Build

Intents Entities **Dialog**

Welcome
welcome
1 Response / 0 Context set

#StartCallWithOfficer
0 Responses / 1 Context set / Skip user input

Skip user input. The first child node will be eva

Start a call
$person == null
1 Response / 1 Context set / 1 Slot

#GoToRoom
0 Responses / 2 Context set / Skip user input

Skip user input. The first child node will be eva

go to room
($person == null) and ($spaceShipRoom == null)
1 Response / 2 Context set / 2 Slots

#Repair
0 Responses / 1 Context set / Skip user input

End call
#EndCall
1 Response / 0 Context set

go to room

Custo

If bot recognizes:

($person == null) and ($spaceShipRoom == null)

Then check for:

Manag

	Check for	Save it as	If not present, ask	Type
1	@sys-person	$person	Who do you want to c	Required
2	@spaceShipRoom	$spaceShipRoom	Where should the off	Required

Add slot

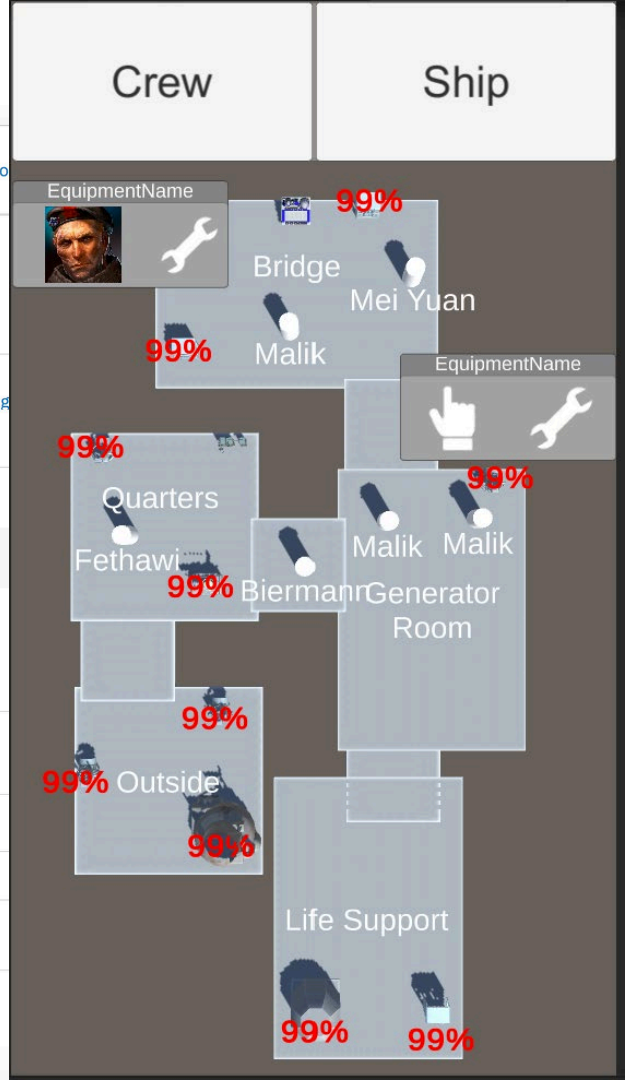
Then respond with:

1. Ok, $person is going to $spaceShipRoom

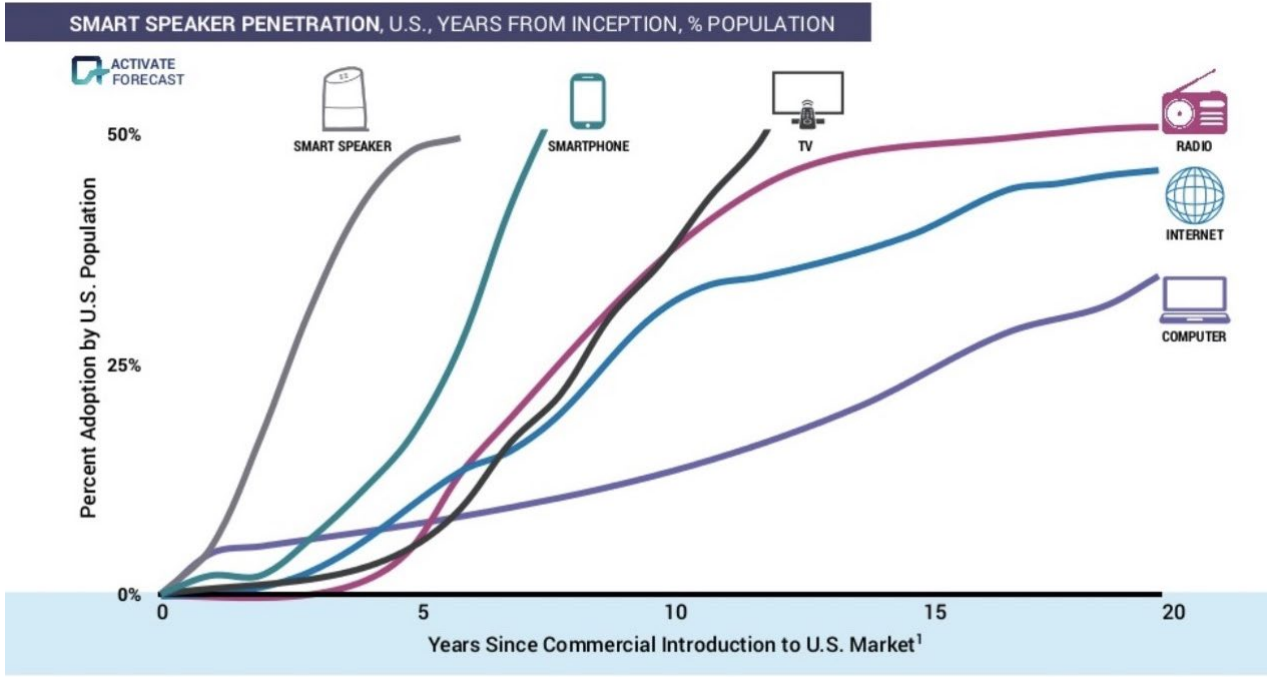
Add a variation to this response

And finally

Wait for user input



Smart Speaker Penetration



1. Radio, TV, and computer measured as share of U.S. households. Smartphone and Internet measured as share of U.S. population.
Sources: Activate analysis, U.S. Census Bureau, World Bank

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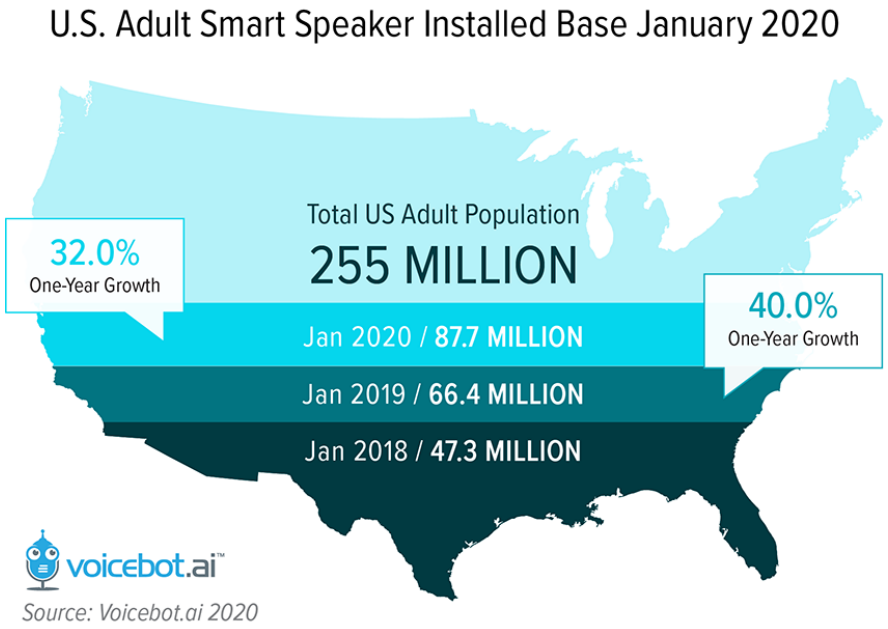
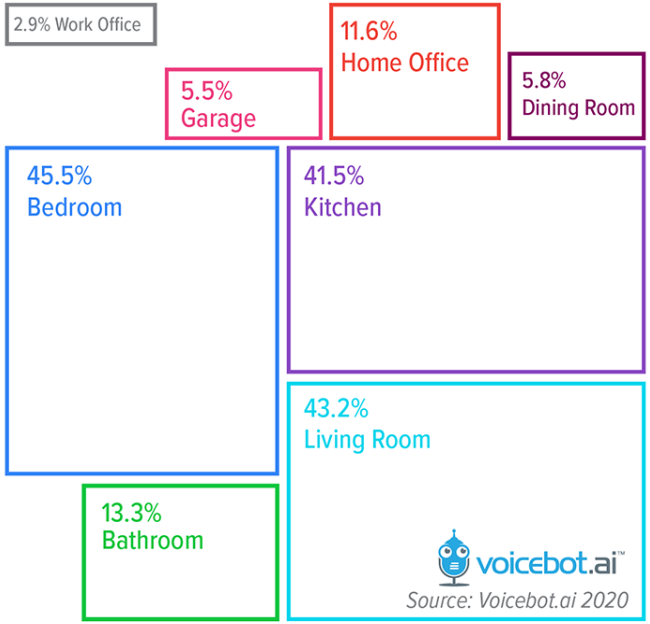
THE WALL STREET JOURNAL. D.LIVE

Smart Speaker Penetration

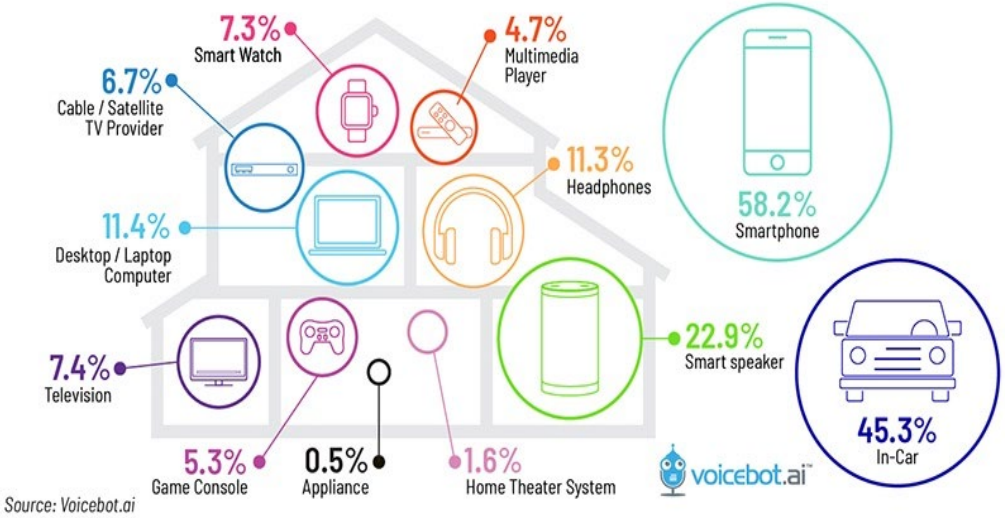


How do people use these things?

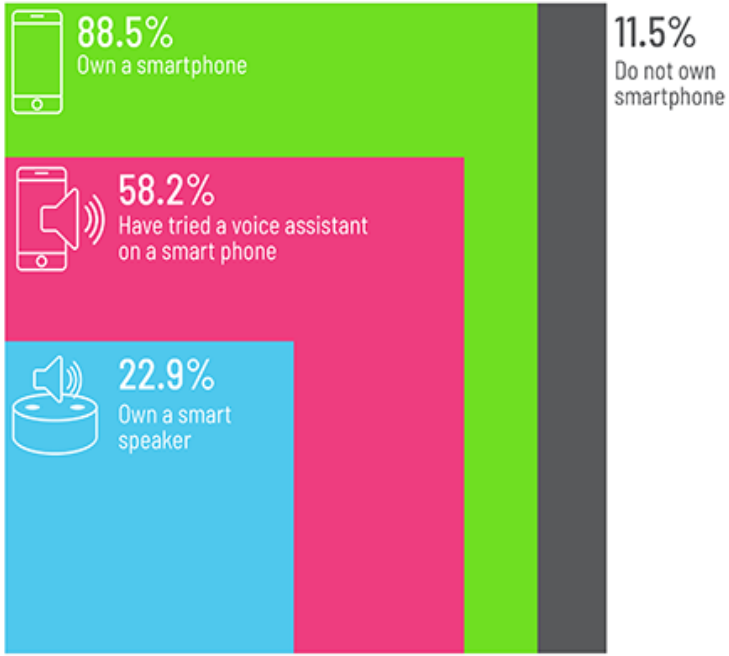
Where Consumers Have Smart Speakers in 2020



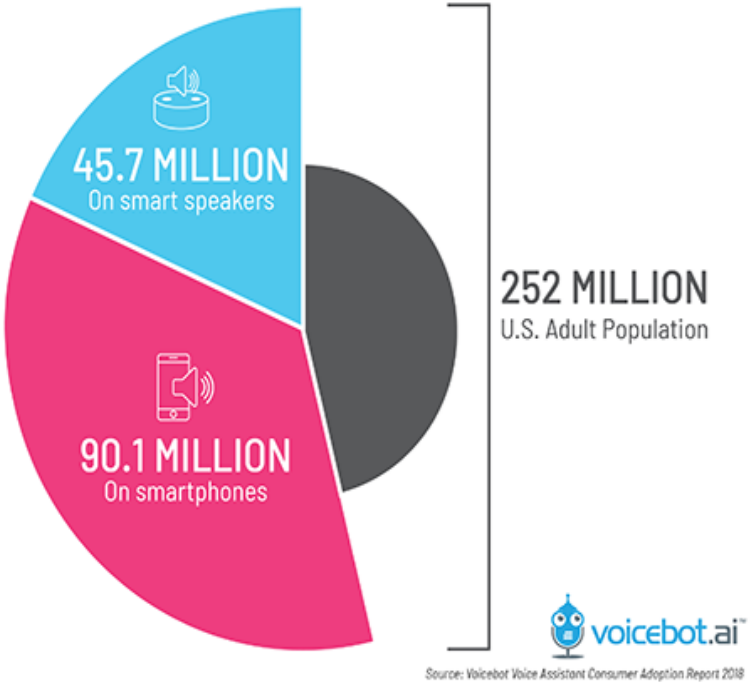
U.S. Adult Voice Assistant Use by Surface - September 2018



Voice Assistants are More Prevalent on Smartphones

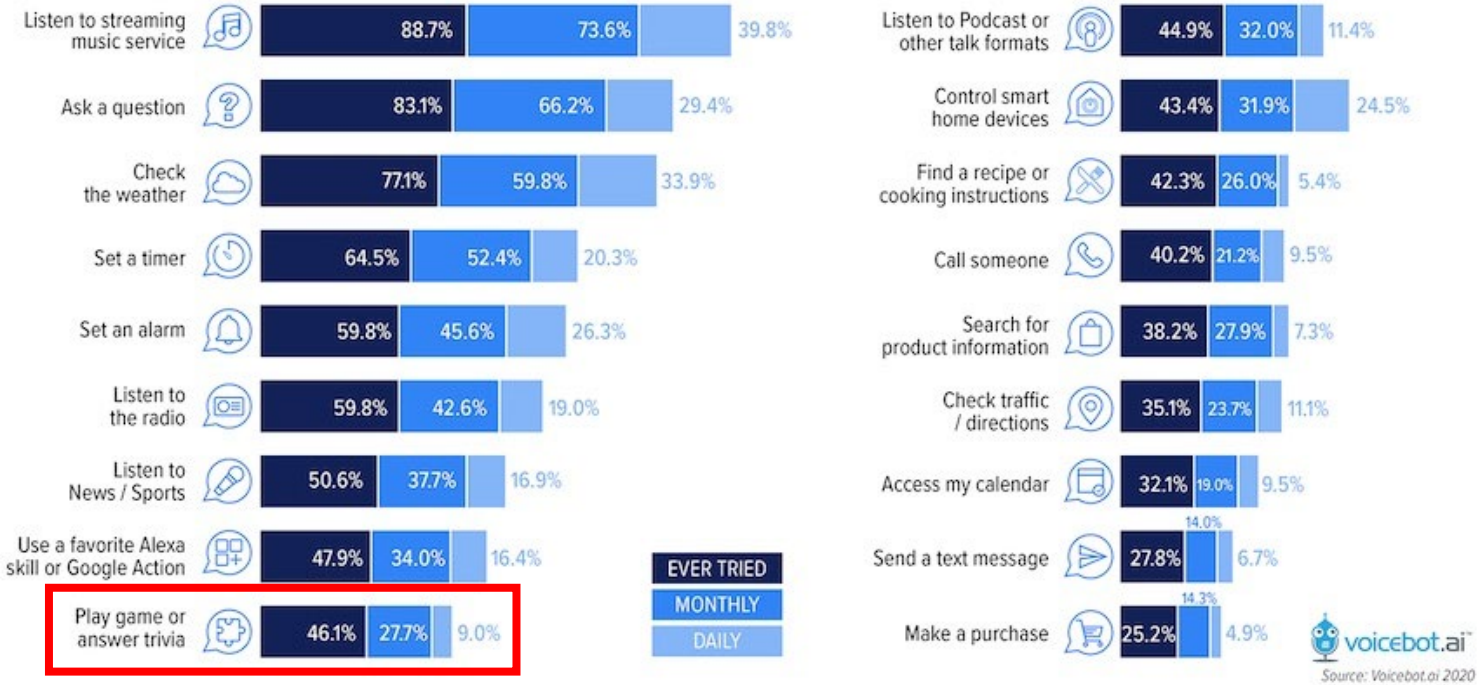


Monthly Active Voice Assistant U.S. Adult Users



Source: Voicebot Voice Assistant Consumer Adoption Report 2018

Smart Speaker Use Case Frequency January 2020



What kind of games are out there?

Knowledge / Trivia / Quiz

Jeopardy (2016)

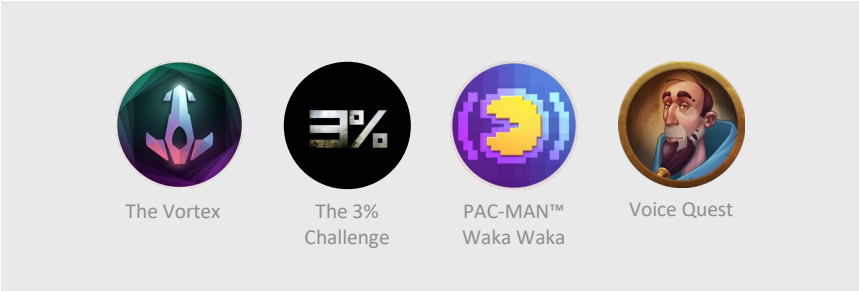
Companion Experiences

Destiny Ghost (2017)

When in Rome (2018)

Kids

The SpongeBob Challenge (2017)



Our Games

First Iteration: Design for the Limitations

launch my spaceship

Your ship, the Enterprise, currently has 100 fuel and 100 gold in its hold, and 100 crew aboard. Your officers are Jayce, an officer specializing in diplomacy; Carter, an officer specializing in diplomacy; Aaliyah, an officer specializing in commerce; Grayson, a well-balanced officer; and Aria, an officer specializing in combat. What do you want to do next?

send an away team

This isn't implemented yet. What do you want to do?

status report

Alexa Simulator | Manual JSON | Voice & Tone

English (US)

Type or click and hold the mic

tell my spaceship to give me a status report

Your ship, the Drake, currently has 100 fuel and 100 gold in its hold, and 100 crew aboard. Your officers are Sebastian, an officer specializing in science; Ellie, an officer specializing in science; Matthew, an officer specializing in science; Jayce, a well-balanced officer; and William, a well-balanced officer. What do you want to do next?

scan the system

Which officer do you want to send on the mission?

Sebastian

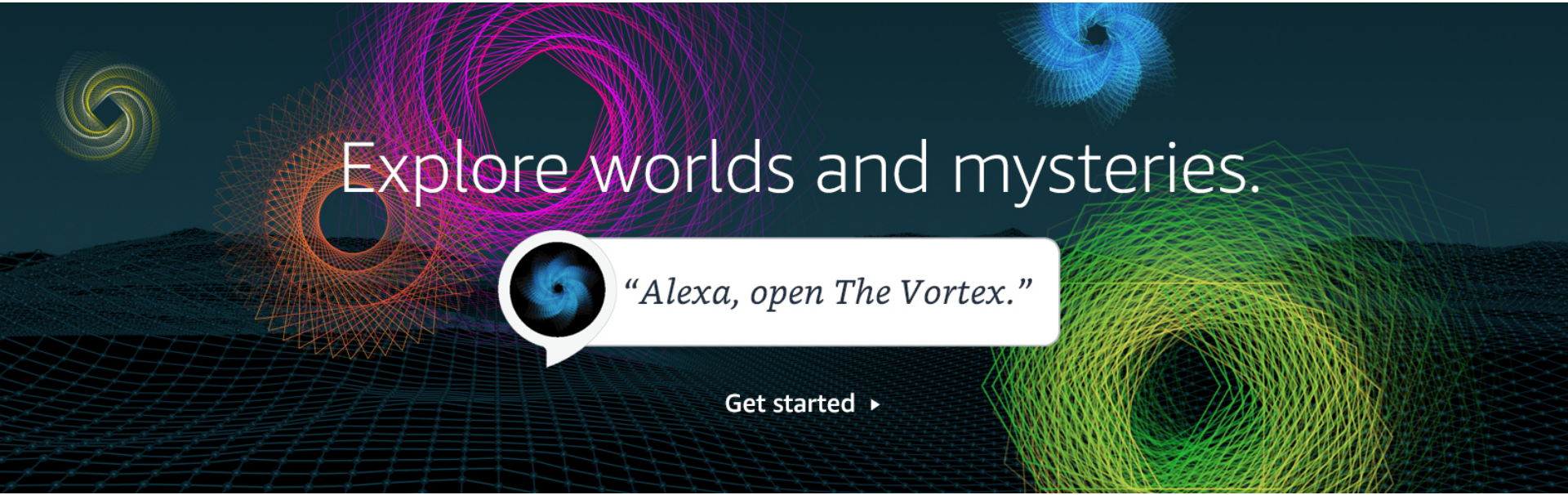
Which mission should Sebastian do?

investigate the asteroid

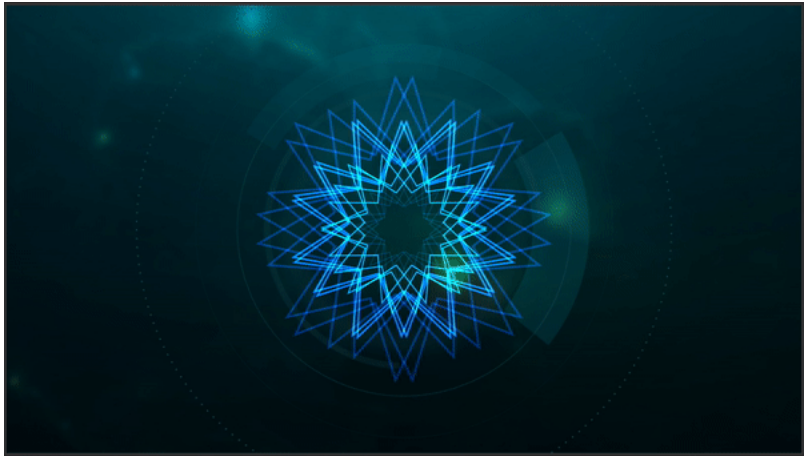
You requested Sebastian to go to asteroid but this isn't implemented yet. What do you want to do?

Tools Overview (c. 2020)

	Interaction Model	VUI content management	State management	Persistence	Voice over	Localization support	Multimodal support	Monetization	Analytics	Notifications	Identity	GUI editing tools?	Cross platform?	Cost?	Well maintained?
SFB	Yes	Yes	Yes	Yes (ASK)	Limited	Limited	Limited (APL)	Limited (ASK ISP)	No	No	No	No	No	Free	No
Jargon	Yes	Yes	No	No	No	Yes	Limited (Cards)	No	No	No	No	Yes	Yes	$87/mo (3 seats)	Yes (proprietary)
Jovo	Yes	No	Yes	Yes	No	No	Limited (APL + Rich Responses)	Yes	Yes	Yes	No	No	Yes	Free	Yes (open source)
Dialogflow	Yes	Yes	No	No	No	Yes	No	No	No	No	No	Limited	Yes	Free for AoG	No
Actions Builder	Yes	Yes	No	No	No	Yes	No	No	No	No	No	Yes	No	Free	Yes? (1st party)
Voiceflow	Yes	Yes	No	No	No	No	Limited (cards)	Limited (Alexa only)	No	Limited (Alexa only)	No	Yes	Yes	$40/seat/mo	??? (proprietary)
Alexa Conversations	Yes	Yes	Yes	No	No	No (coming later)	Limited (APL only)	No	No	No	No	Yes	No	Free	Yes? (1st party)

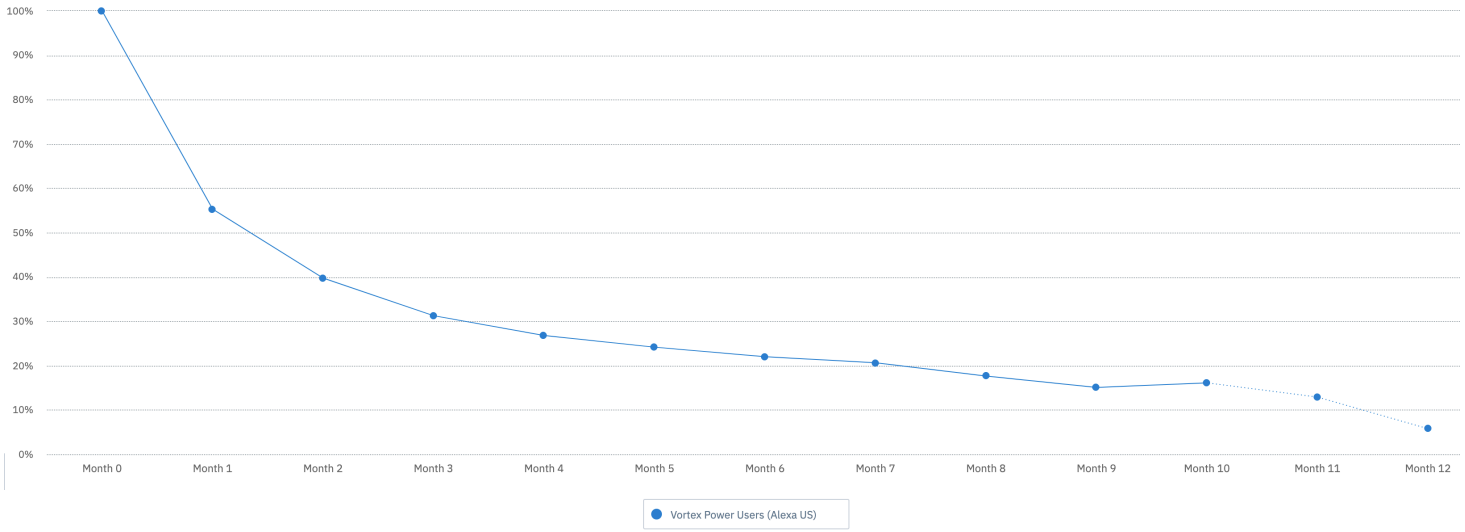

Explore worlds and mysteries.
“Alexa, open The Vortex.”
Get started

Adventure / Story / RPG



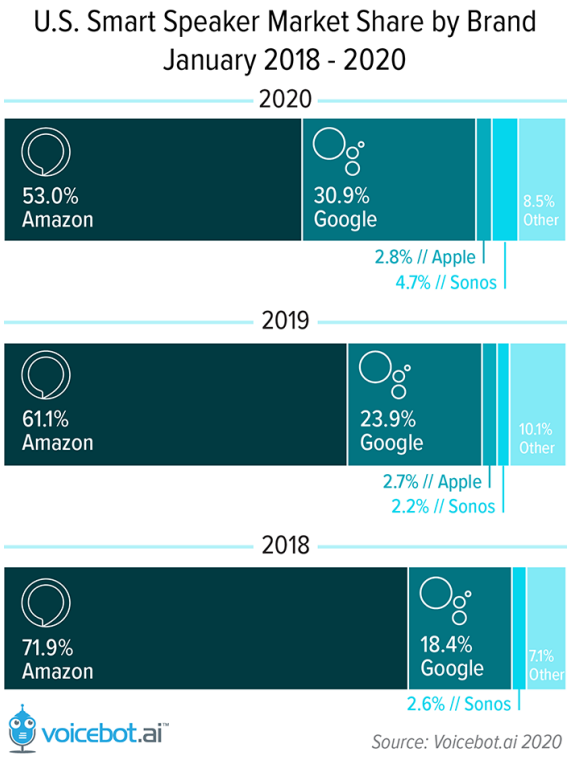
The Vortex (2018)

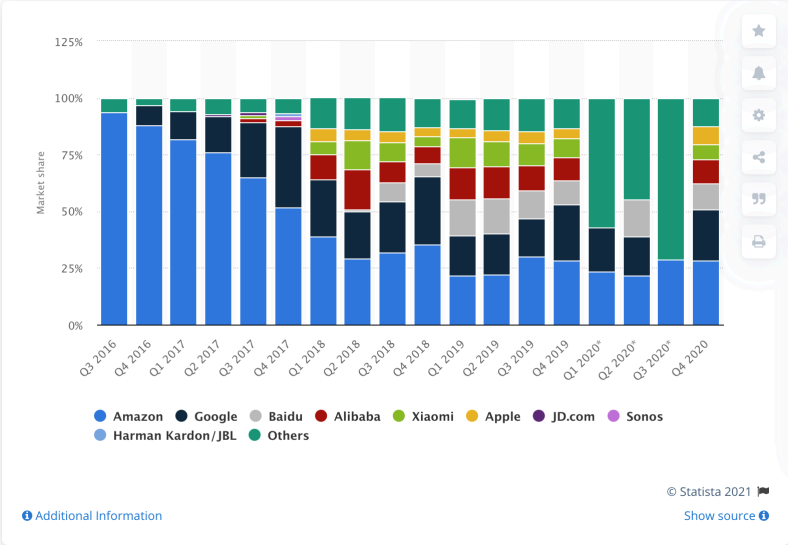
Vortex Power Users



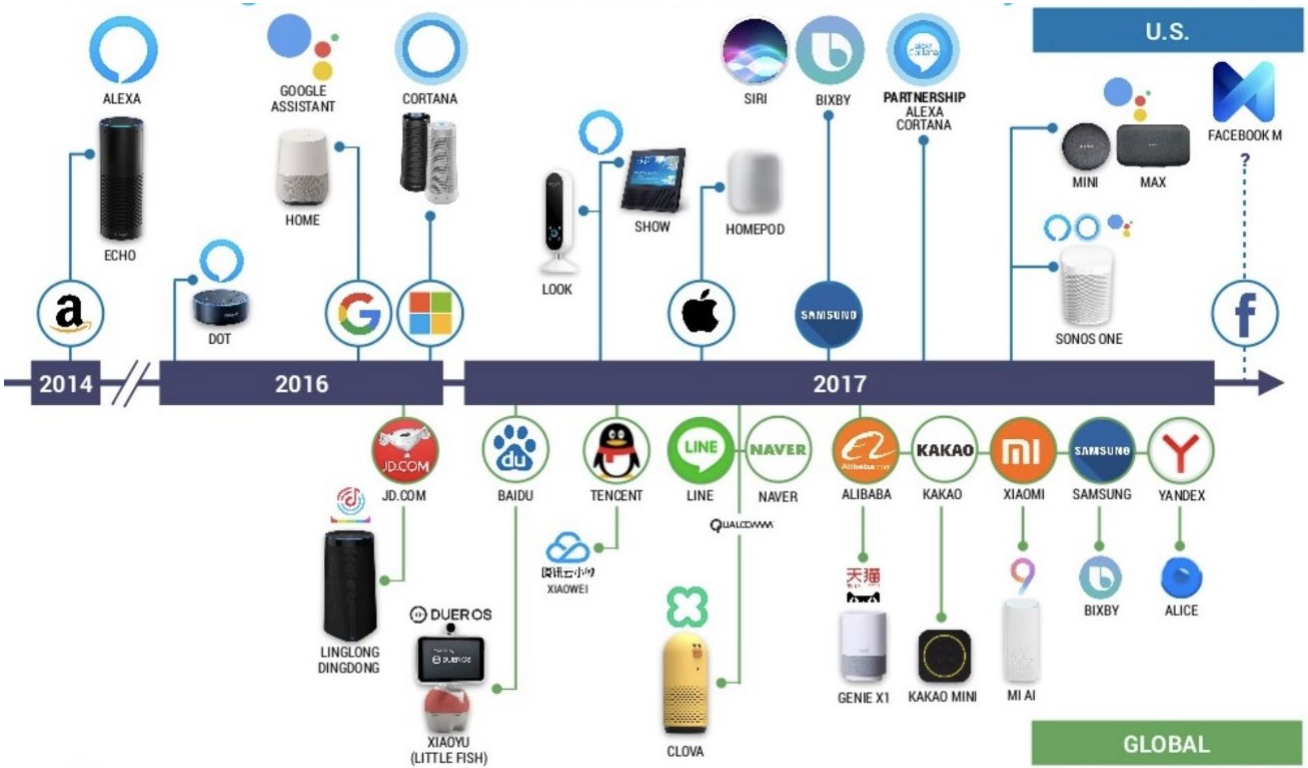
Metric	Session time	Sessions per day	Conversion rate	Gross ARPPU
The Vortex Power Users	17m	3.5	4%	$42

Not Just Alexa





Global, Multiplatform



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Note: Positioning represents either product announcement or launch date.
Sources: Activate analysis, Company press releases, Press reports

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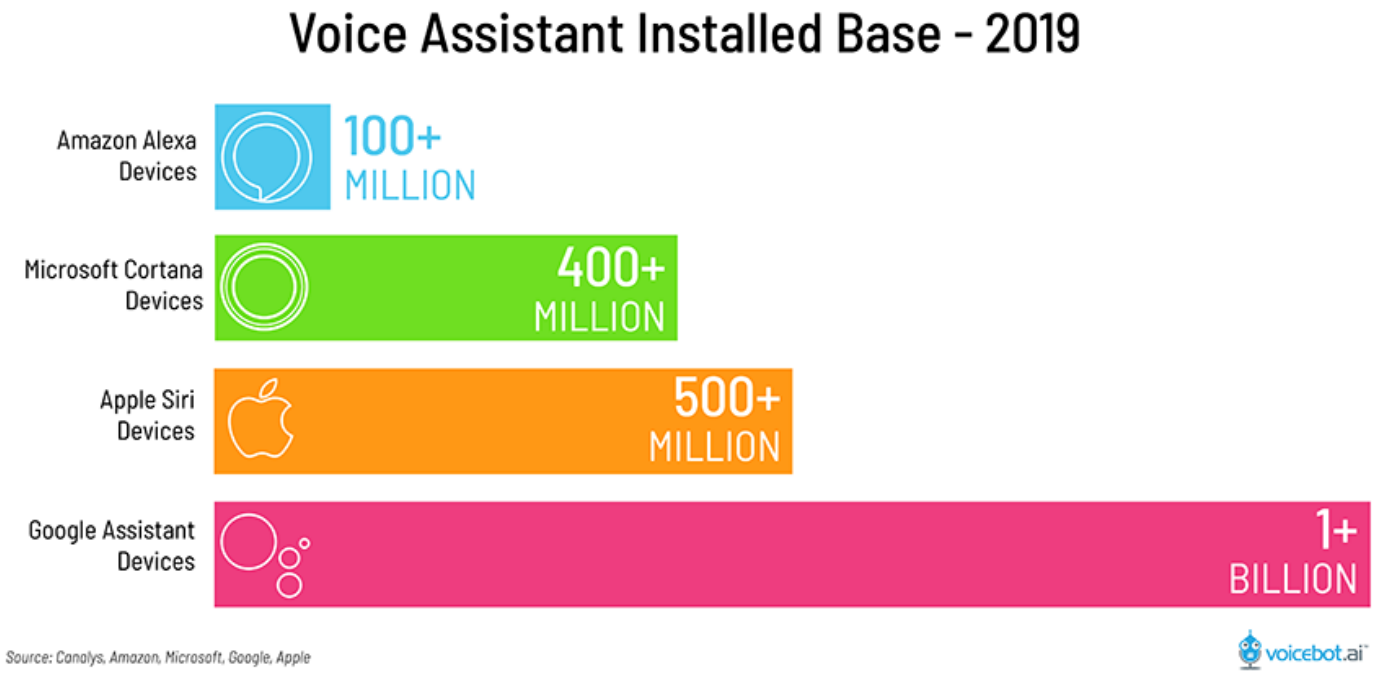
Installed Base



Lessons Learned

- Pick the right platform for your goals
- The right game can engage and monetize fans
- Challenges: general user retention and volume

Google, Amazon invests in voice-controlled games studio Doppio

Portuguese developer secures €1m in seed funding

James Batchelor
Editor-in-Chief
Tuesday 23rd July 2019

SHARE THIS ARTICLE

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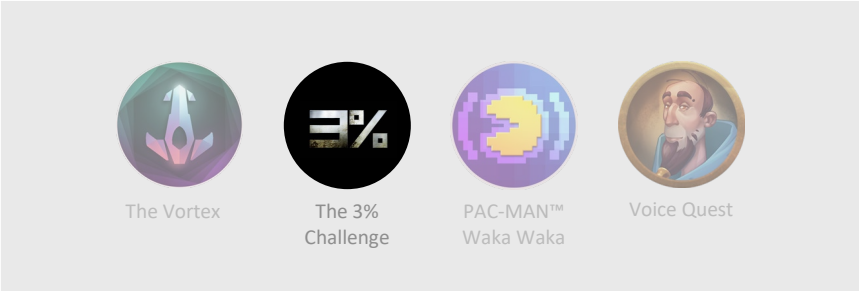
Doppio has completed a round of seed funding to the tune of €1 million.

The round includes investments from the Amazon Alexa Fund, the Google Assistant Investment Program, Sisu Game Ventures and other known game and tech investors.

Several angel investors from the world of games also contributed, including Unity founder David Helgason and Supercell game lead Lasse Seppänen.



Next Iteration: IP, multiplayer

THE 3% CHALLENGE

DOPPIO RIO GAMES

NETFLIX

Official Netflix Merchandise

© Netflix, Inc. 2019

The 3% Challenge

Based on the Netflix Hit Thriller

Original prequel storyline written in collaboration with the TV show writers

The lead actress of the series, Bianca Comparato, lends her voice to the game

Several custom-made voice-based challenges to test your skills

Compete with other players across the globe in weekly tournaments

amazon.com

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Deliver to Christo... Manhasset 11030 | Whole Foods | Browsing History | Christo... 's Amazon.com | Today's Deals | Buy Again | Gift Cards | Help | Registry | Sell | 50% off Prime for students

Alexa Skills | For Your Smart Home | Games and Trivia | Lifestyle | Your Skills | Getting Started | Help

Show results for

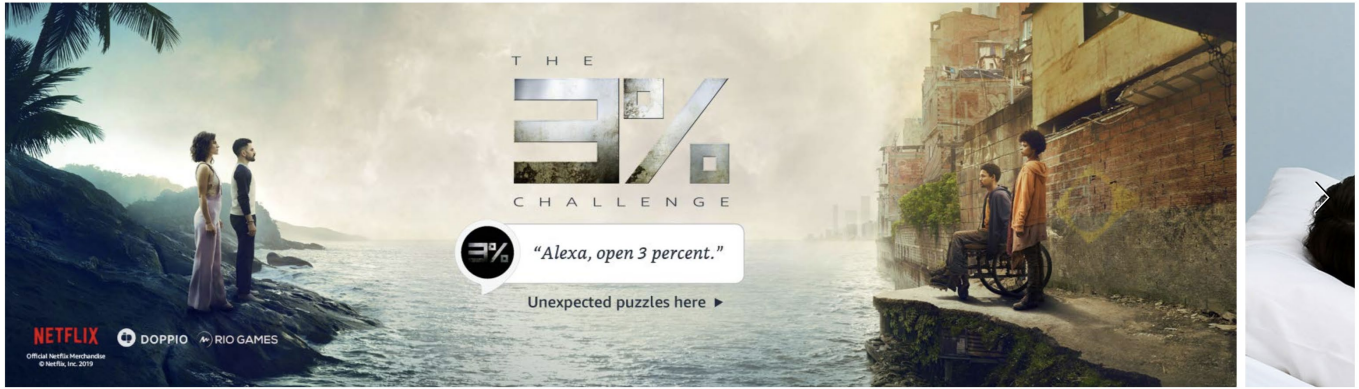
New Arrivals
- Last 7 Days
- Last 30 Days
- Last 90 Days

Alexa Skills
- Business & Finance
- Communication
- Connected Car
- Education & Reference
- Enterprise
- Food & Drink
- Games & Trivia
- Health & Fitness
- Home Services
- Kids
- Lifestyle
- Local
- Movies & TV
- Music & Audio
- News
- Novelty & Humor
- Productivity
- Shopping
- Smart Home
- Social
- Sports
- Travel & Transportation
- Utilities
- Weather

Refine by

Language
- English
- Spanish

Skill Type
- Echo Button Skills



Editor's Picks

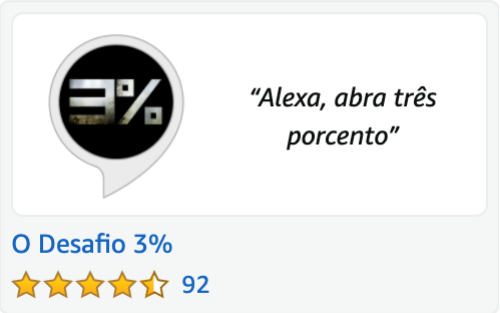
"Alexa, ask SAT Word of the Day what is the word of the day."	"Alexa, open the magic door"	"Alexa, gas prices!"	"Alexa, open wiki How."	"Alexa, play Jeopardy!"	"Alexa, open Bamboo Music"	
SAT Word of the Day	The Magic Door	Gas Prices	wikiHow	Jeopardy!	Bamboo Music	Translated
2,383	3,169	330	28	24,106	21	3,167

"Alexa, what are your top skills?"

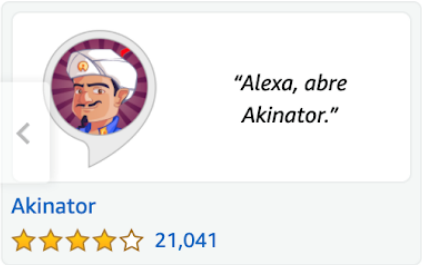
"Alexa, what's my Flash Briefing?"	"Alexa, open Rain Sounds"	"Alexa, play Jeopardy!"	"Alexa, play NPR"	"Alexa, Find My Phone."	"Alexa, start Song Quiz"	
Reuters TV (U.S.)	Sleep Sounds: Rain Sounds	Jeopardy!	NPR	Find My Phone	Song Quiz	Sleep Sounds: Ocea
		24,106	26,565	19,959	12,459	8,024

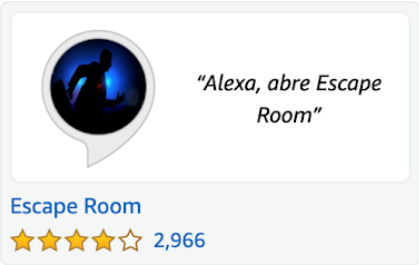
Open #https://www.amazon.com/gp/browse.html?node=13727921011&ref_=nav_em_T1_0_4_8_3__ods_ha_con_skills_st# on this page in a new tab

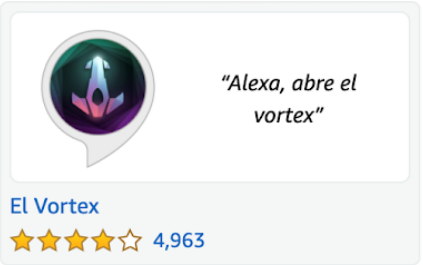
Alexa, vamos jogar!



"Alexa, ¿cuáles son tus skills de juegos?"

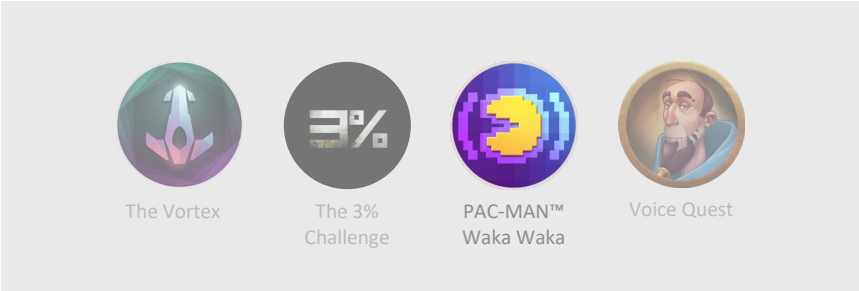






Lessons Learned

- The right IP can get you fans and platform support
- Localization can pay off
- Challenges: games can’t be too complex/hard to communicate



Next Iteration: Multimodal, Subscriptions

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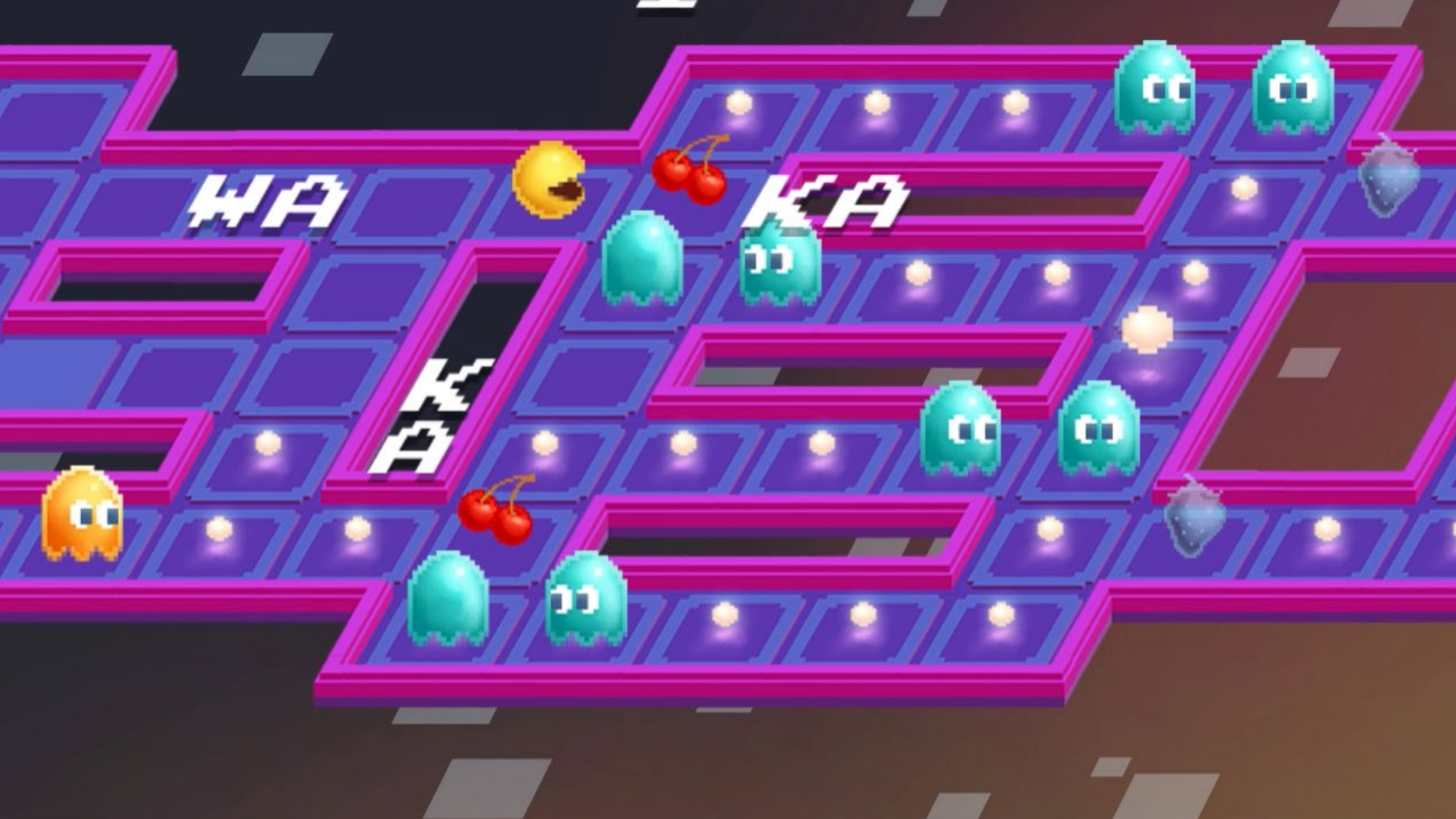
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Lessons Learned

- Screens lead to more engagement
- Visuals help with marketing
- Challenges: Subscriptions can be hard to pull off

Next Iteration:
More control over the mic

VOICE
QUEST

Voice Quest

Lessons Learned

- Our best game in user satisfaction so far
- You can do quite a lot these days!
- Challenge: platform basics still matter

Final Thoughts

Summary

- Big platform with potential, but many challenges remain
- Understand your goals and choose wisely
- You can do quite a lot these days, and things keeps on getting better!

Thanks!

@doppiogames