

GDC China

2010 游戏开发者大会 · 中国

Game Developers Conference™ China 2010

December 5-7, 2010

Shanghai International Convention Center | Shanghai, China

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***We make the games
that we are proud of!***



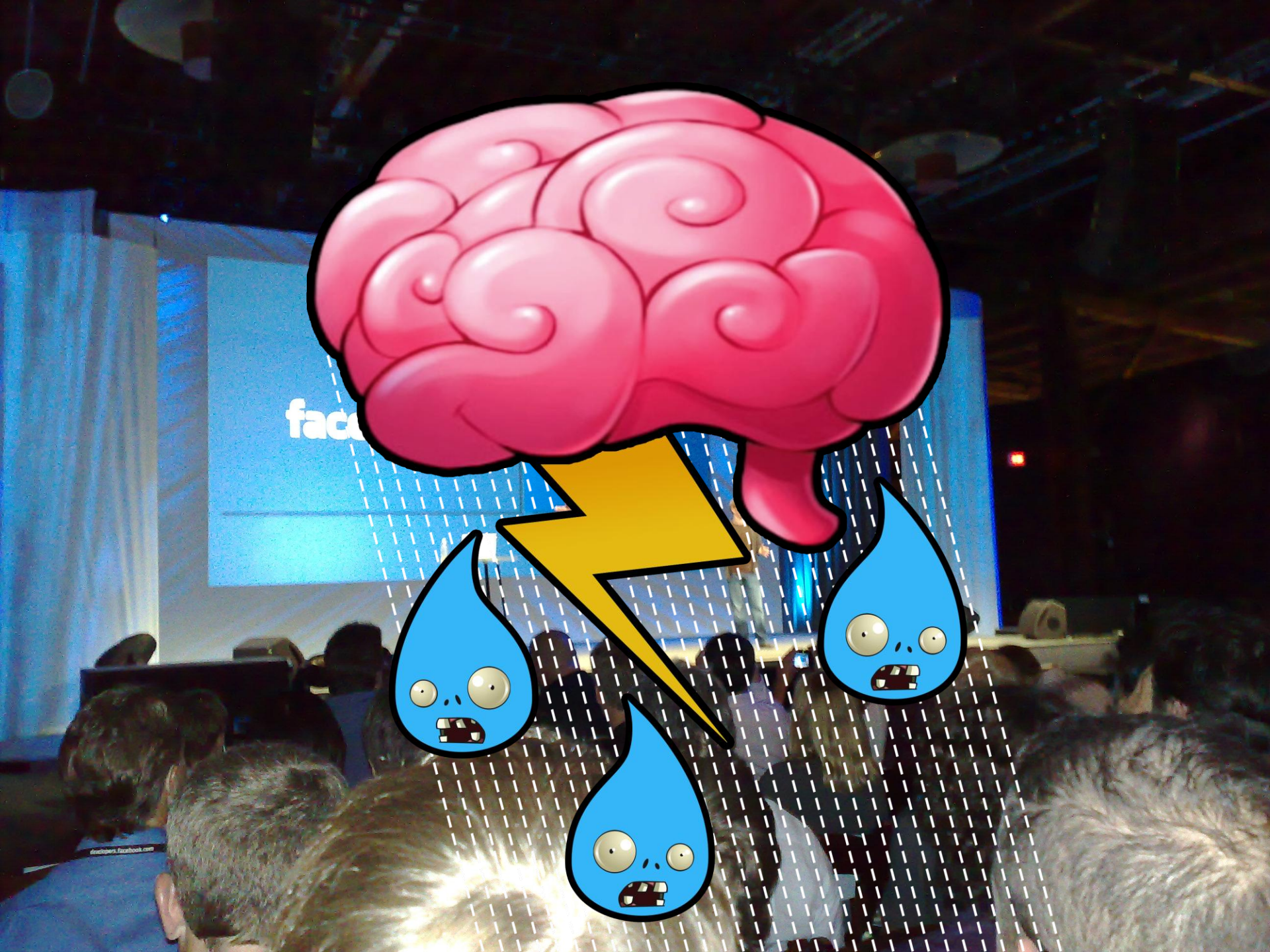
**Hoho~ it's so
much fun here!**

***We make the games
that we are proud of!***

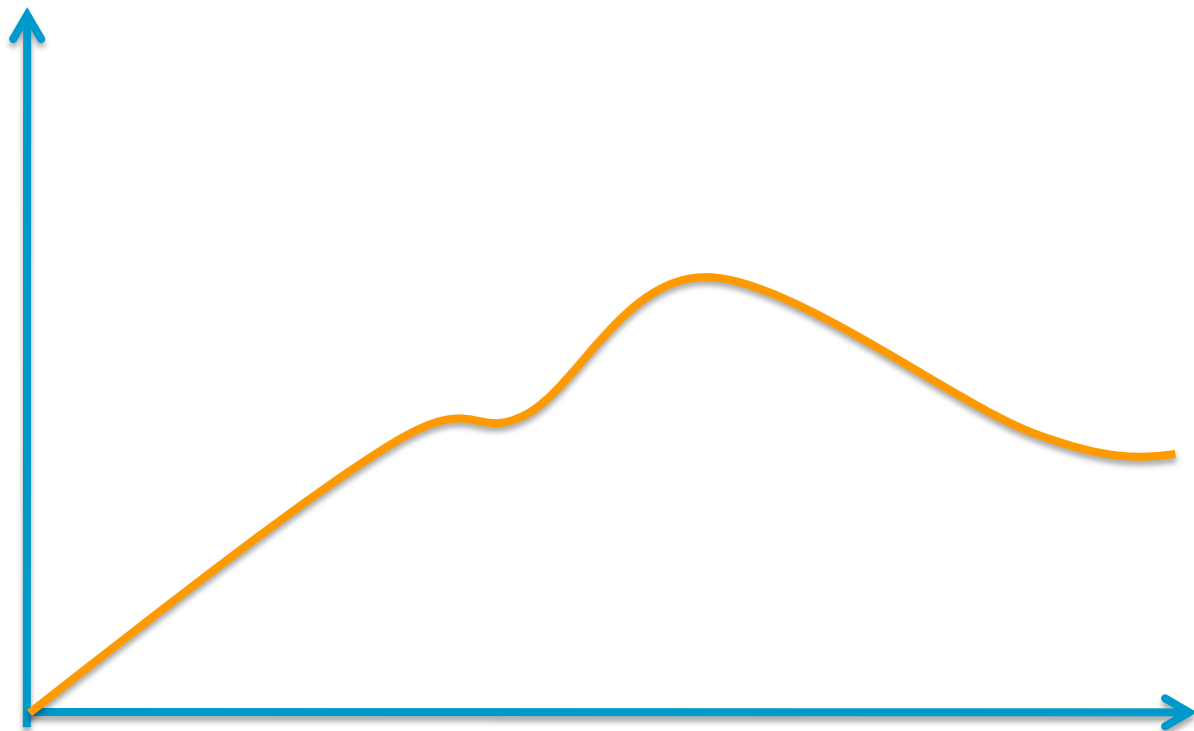
facebook



developers.facebook.com



DAUs – Type A

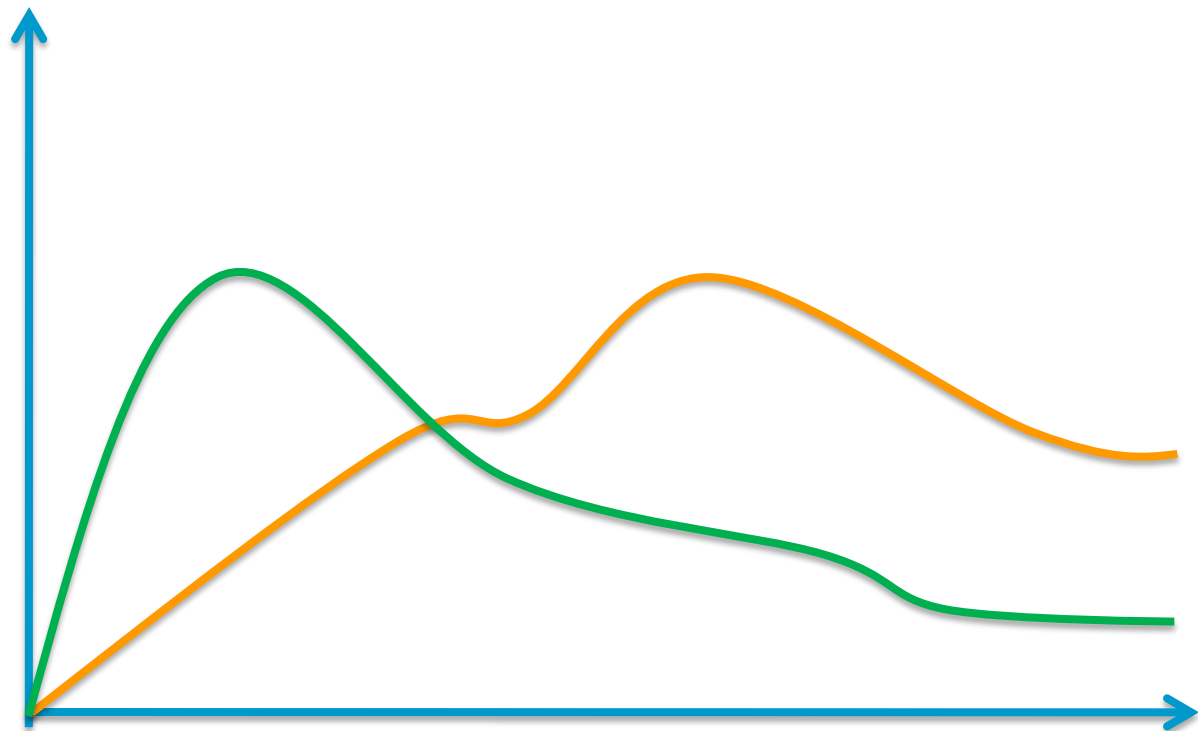


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DAUs – Type B



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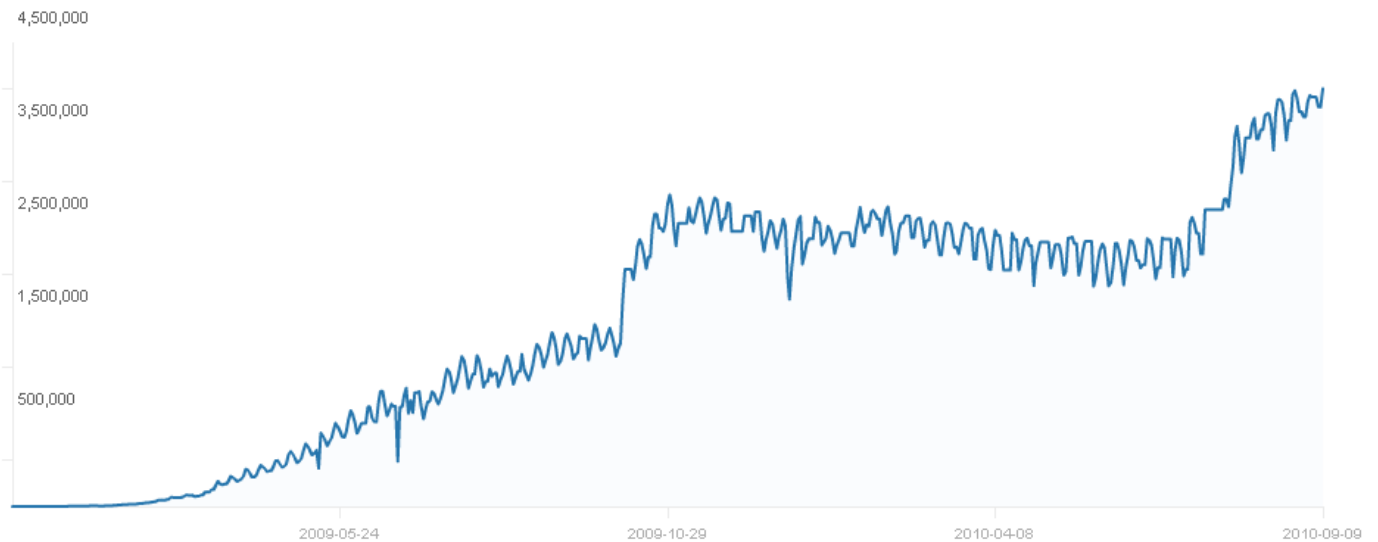
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DAUs – Bejeweled Blitz

Unique Active Users

View: **Daily** | Weekly | Monthly



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How to Succeed in Social without Selling your Soul

Cao Long
Executive Producer
PopCap Shanghai Studio

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50,000,000



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Ten years of Bejeweled



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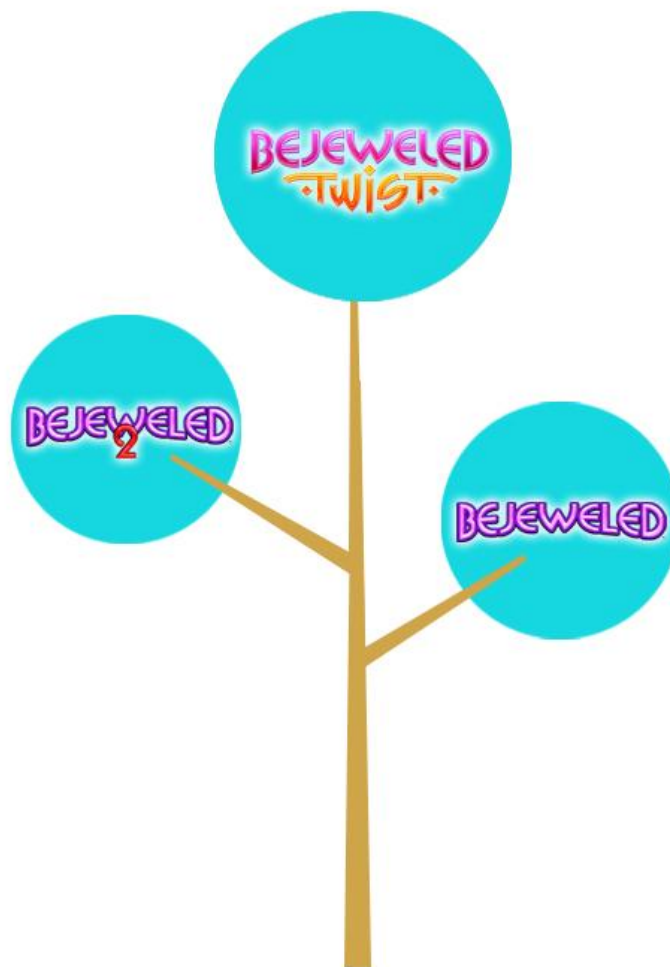
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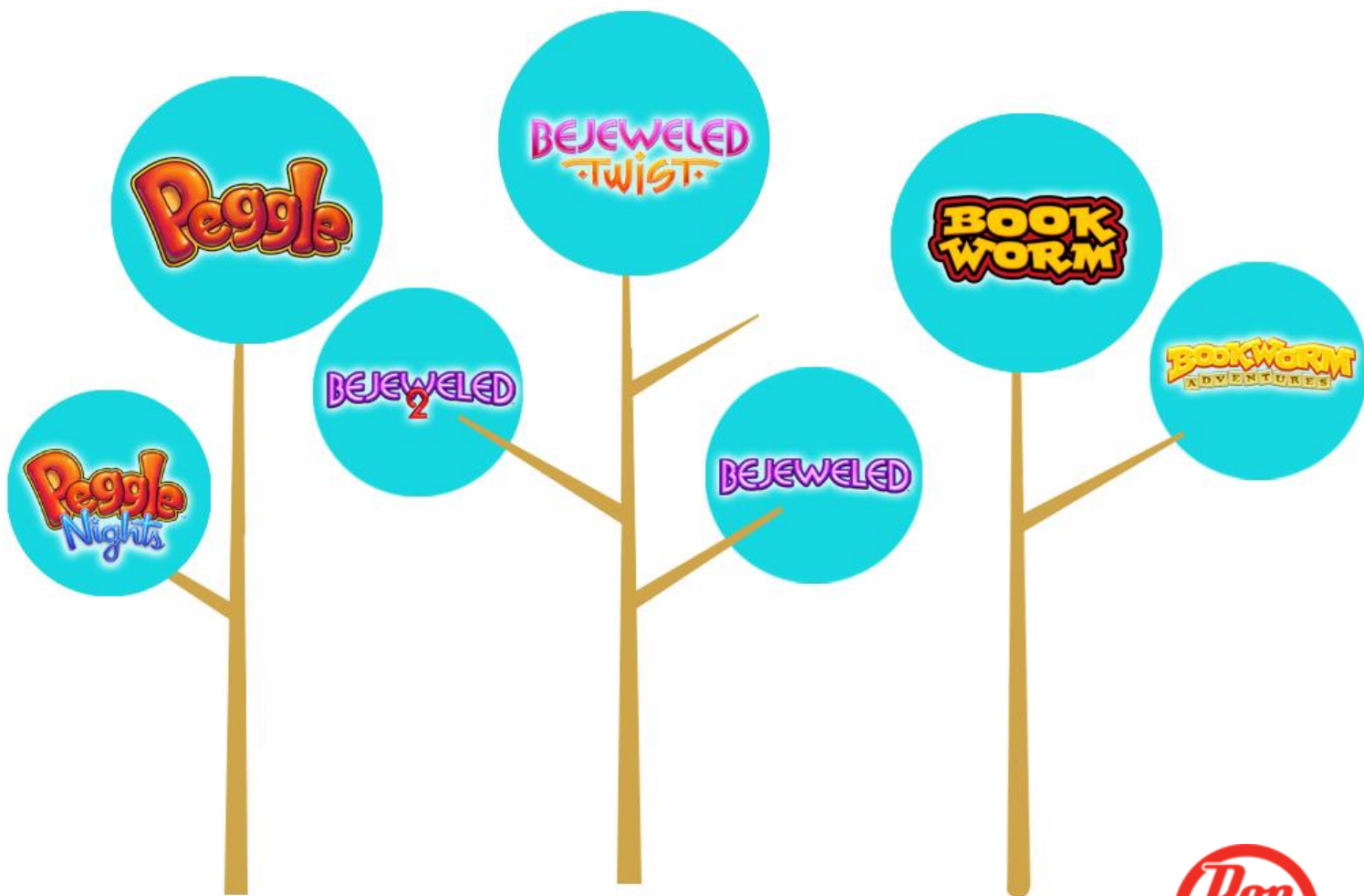
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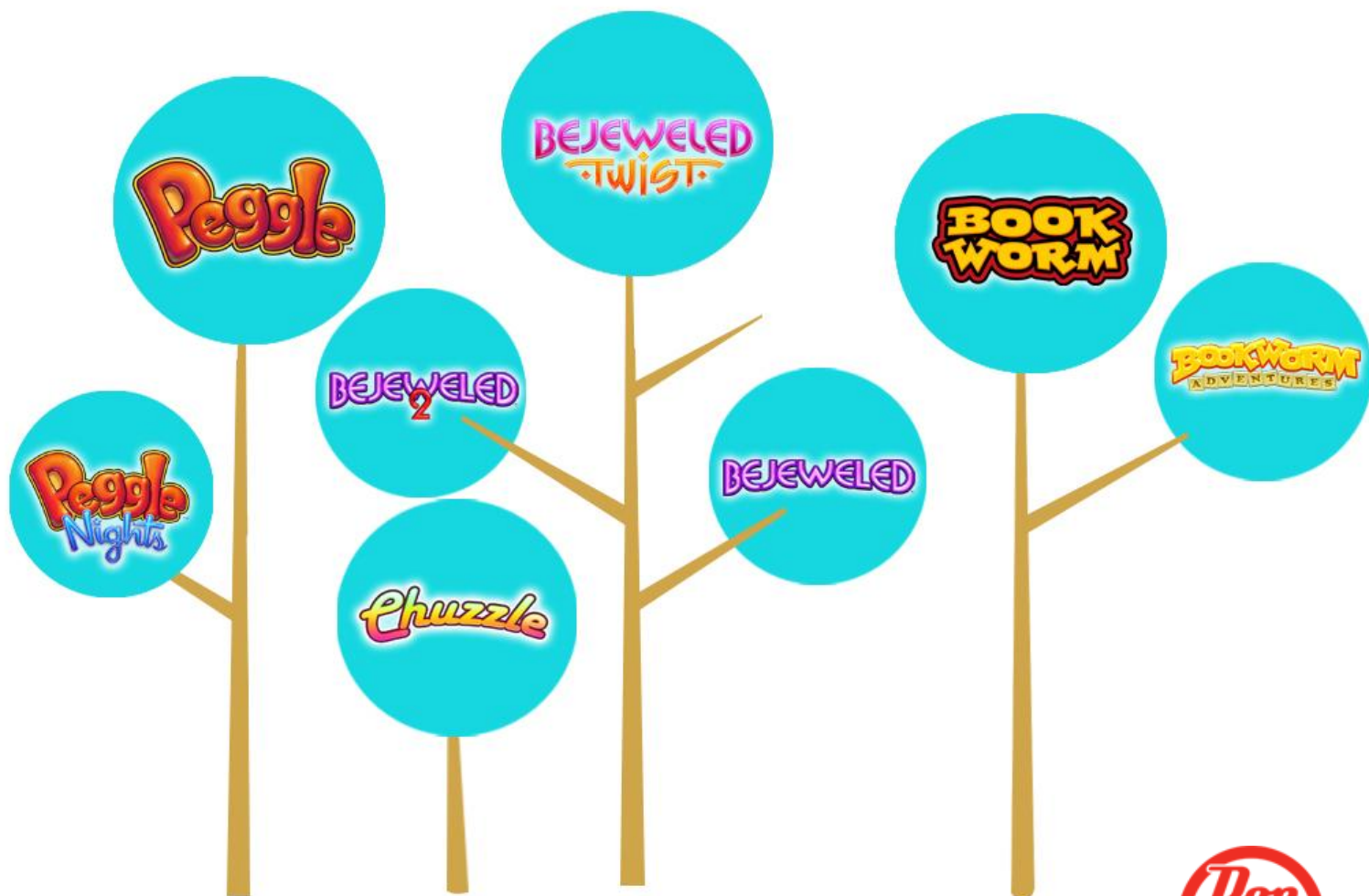
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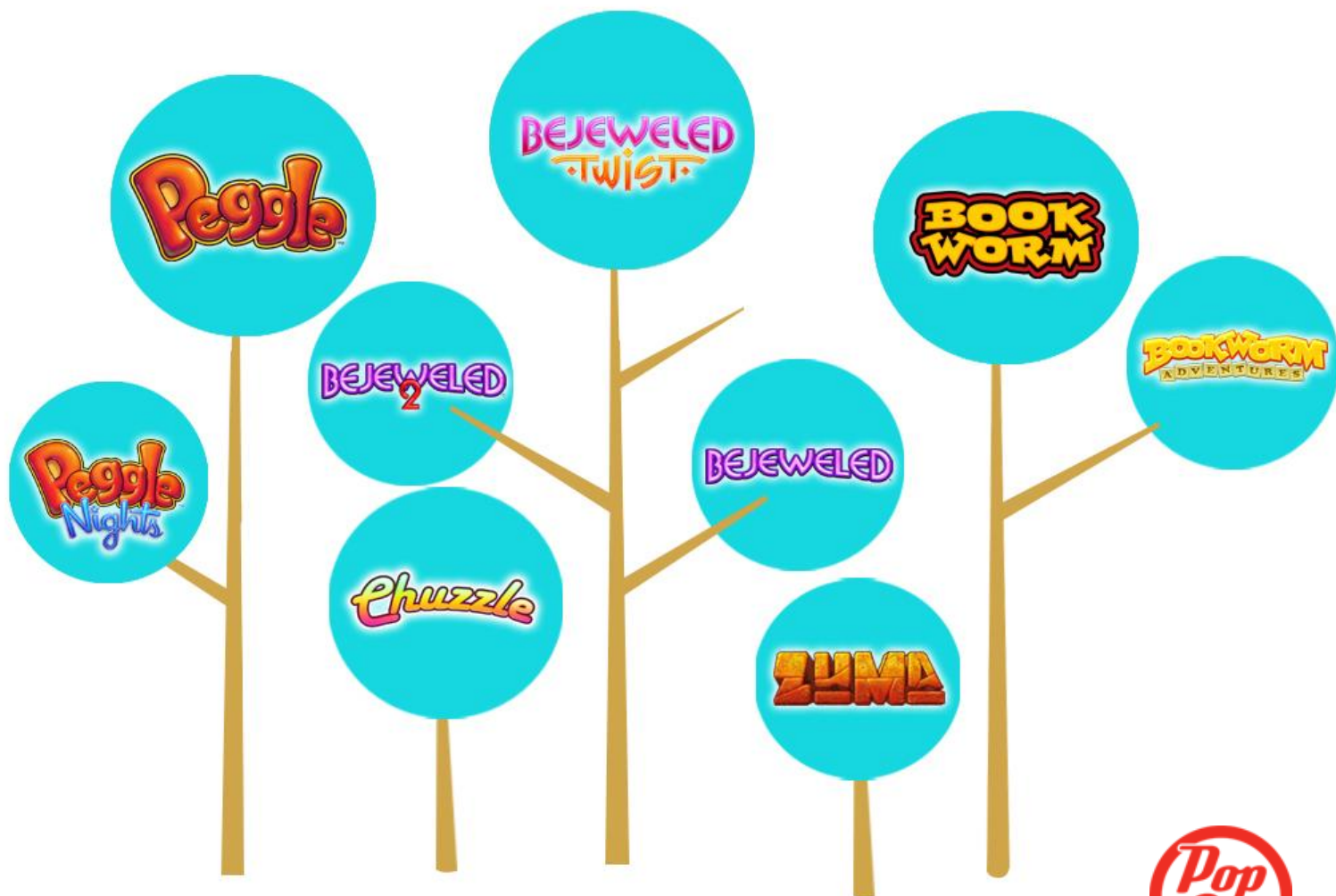
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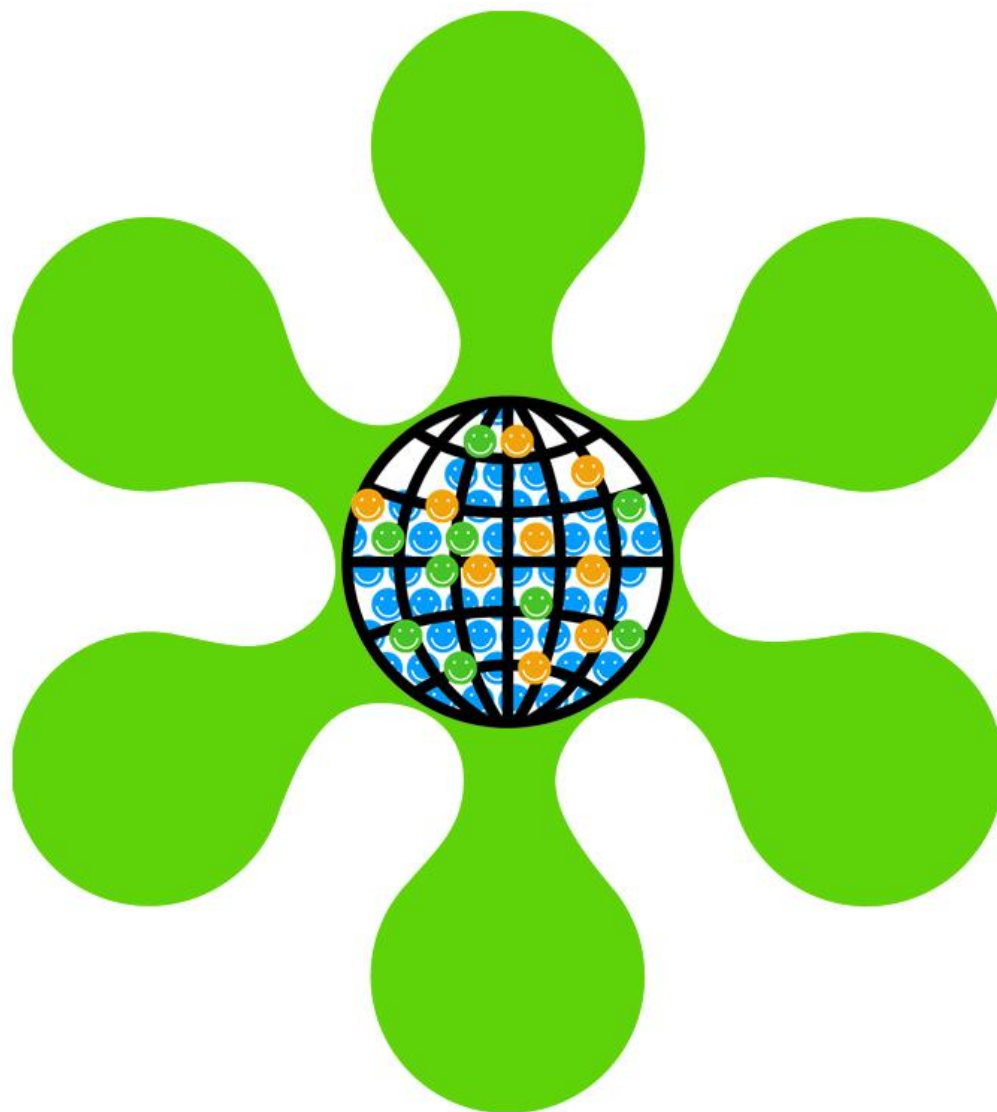
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Formula for Success: Make Great Games.

Everything else will follow.

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A Riemann surface $S^1 \times T$

$\Delta u =$

(1) degree $F \neq 0$, then $F(u) = 0$ has a sol

(2) $F_1 \sim F_2$, then $\deg F_1 = \deg F_2$

Fun

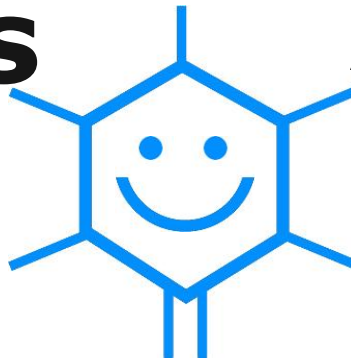
Timeless

Accessible

Quality

Rewarding

Irresistible



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BEJEWELLED *BLITZ*

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Back to winter 2008...


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PLAY CONTEST RULES MORE POPCAP GAMES Share With Friend Add to Profile

PopCap **BEJEWELLED BLITZ BETA**

BEJEWELLED BLITZ BETA

LEADERBOARD

1		Jason Kapalka	23,840
2		Noah Maas	23,840
3		John Vechey	23,840
4		Jon David	23,840
5		T. Carl Kwok	23,840

Team Score - 345,235

Current Tournament

Get a Team Score higher than 275,000 by February 1st, 2008 and you will be automatically entered into the drawing to win a PopCap Platinum Pack.

For more information please see the [Contest Rules](#).

Platinum Pack

21 of PopCap's Best Games

Play other popular games on PopCap.com

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And now...

The screenshot shows the Bejeweled Blitz game interface. At the top, the PopCap logo and game title "BEJWELED BLITZ™" are visible. Navigation buttons include "GIFT COINS", "INVITE FRIENDS", "MORE GAMES", and "HELP". The game board is an 8x8 grid of various colored gems (triangles, squares, diamonds, circles). On the left, a score display shows "0" and "x1", and a "HIGH SCORE 81,750" is noted. A "HINT" and "MENU" button are also present. A timer at the bottom of the board shows "1:00". On the right, a leaderboard lists the top four players:

Rank	Player Name	Score
1	Martin Gannholm	426,500
2	Jason Kapalka	369,050
3	Jon David	277,300
4	Scott Rankin	257,350

Below the leaderboard are buttons for "10" (stars), "STATS", and "JABBER". An "INVITE FRIENDS" button with a plus icon and the text "to play Bejeweled Blitz!" is also shown. At the bottom of the interface, a "Countdown to Prize Drawing:" timer shows "5 days 10 hrs 57 mins 44 secs". Below this, a green bar displays the "Team Score: 1,710,600". Text at the bottom states "Win one of ten 1,000,000 Coin prize packs!" and "You are registered to win!". A "Contest Info" link is on the right, next to a graphic of three gold coins.

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Step 1: Make a New Game

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Elements of Blitz



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Elements of Blitz



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Elements of Blitz



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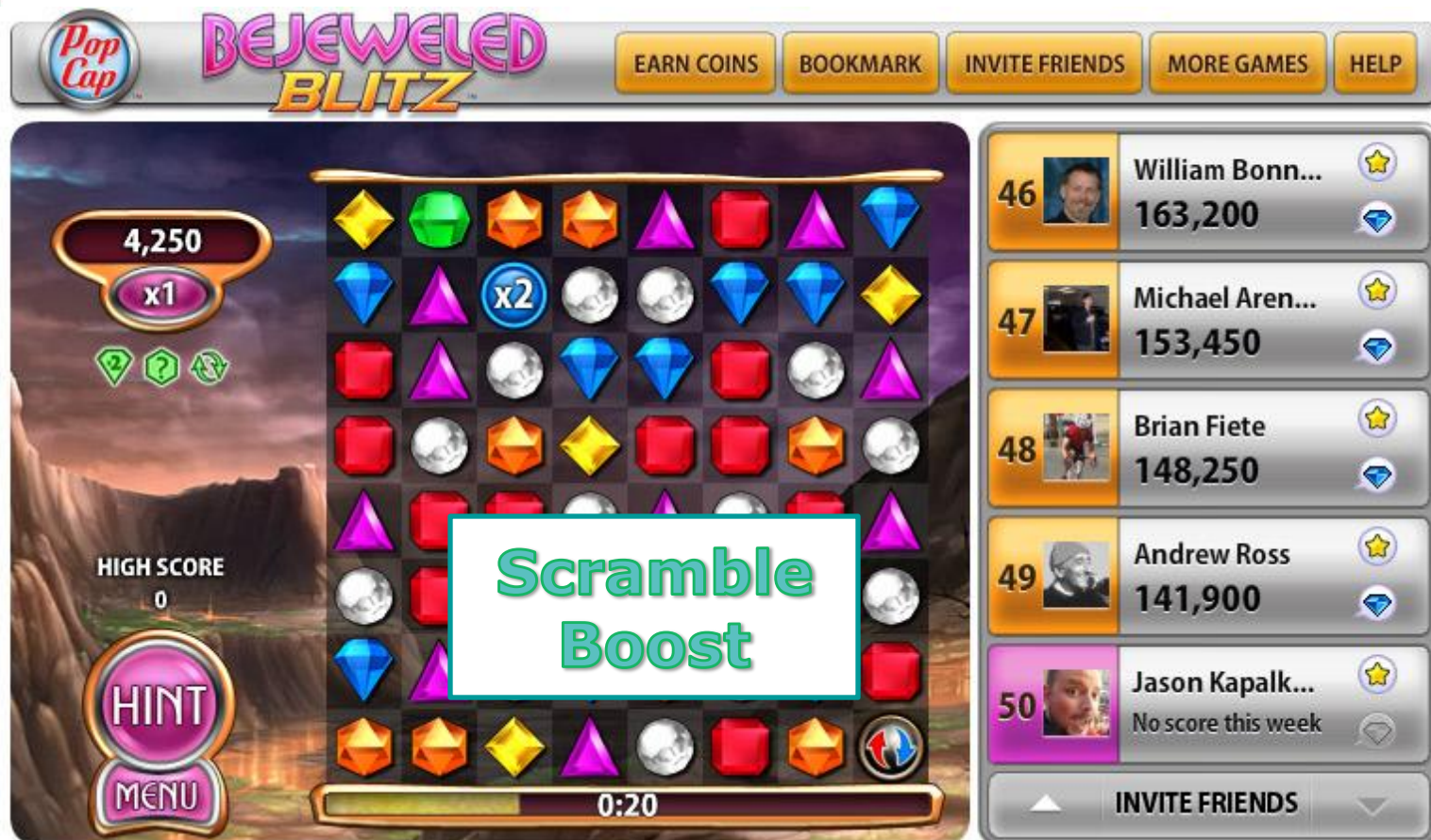
Step 2: Iterate (this never stops)

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Elements of Blitz



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Biz model: Boosts



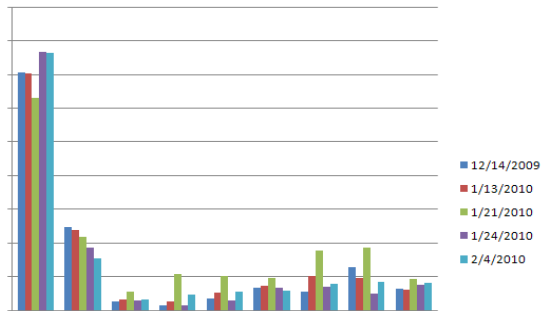
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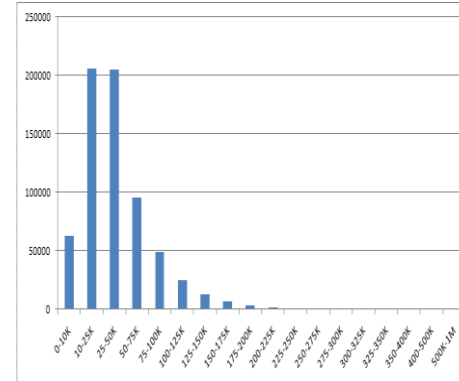
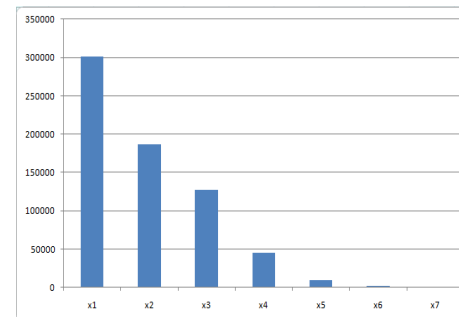
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TechWeb

Step 3: Learn to Operate

	iPhone		Flash	
	Average	Max	Average	Max
Score:	91,841	228,500	75,215	323,500
Multiplier:	2.34	5	2.20	5
	Average	Max	Average	Max
Gems Cleared:	198	320	170	372
Flame Gems:	3.59	8	2.84	8
Laser Gems:	0.71	6	0.68	7
Rainbow Gems:	0.19	2	0.12	1
Blazing Speed Explosions:	1.06	12	0.80	9
# of Moves:	43.6	57	33.8	55
# of Good Moves:	37.6	51	32.1	52
# of Matches:	53.6	80	46.3	83
Highest Speed Chain:	26.40	50	16.44	48
Points from Speed Bonus:	26,432	46,400	28,883	128,700
% of Points from Speed Bonus:	28.78%	N/A	38.40%	N/A
Points from Last Hurrah:	6,835	37,200	8,279	121,000
% of Points from Last Hurrah:	7.44%	N/A	11.01%	N/A



Total games recorded:	763,372	
Completed games:	672,030	88.03%
Restarted games:	91,342	11.97%
Average time to restart (sec):	29.59	
Score:	42,999	Average
Multiplier:	1.93	Average
Gems Cleared:	127	
Flame Gems:	2.50	
Laser Gems:	0.40	
Hypercubes:	0.18	
Blazing Speed Explosions:	0.78	
# of Moves:	25.2	
# of Good Moves:	23.5	
# of Matches:	34.6	
Highest Speed Chain:	8.15	
Points from Speed Bonus:	11,821	
% of Points from Speed Bonus:	27.49%	
Points from Last Hurrah:	5,633	
% of Points from Last Hurrah:	13.10%	



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Marketing/Ad Budget



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Marketing/Ad Budget



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No tricks

Say you like me

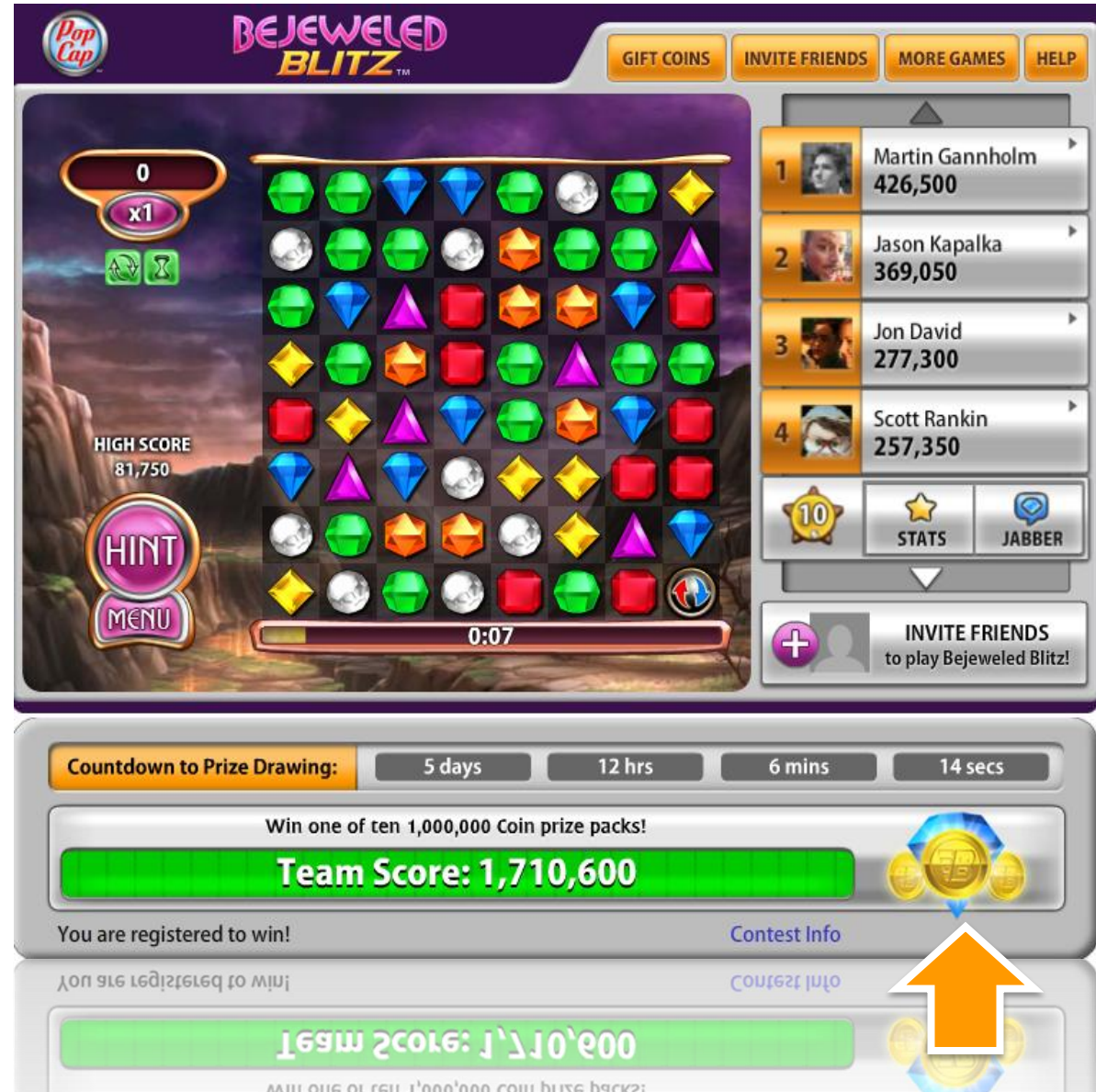


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Do you want to play with friends like this?



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To come back for this?



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To share this?

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The screenshot shows a game achievement interface. The main title is "YOU WON A STAR MEDAL!" in large, bold, yellow and red letters. Below the title is a green star medal with "75K" written on it. There are two checkboxes: "Include a video replay with this post?" and "Enable 1-click sharing?". Below these are two buttons: "CANCEL" and "SHARE". To the right, there is a user profile for Jason Kapalka with a score of 369,050. Below the profile is a progress bar for the achievement, showing levels 4, 4, 3, 3, and 2. A graph shows the progress over the last 5 weeks, comparing "YOU" (purple line) and "FRIEND" (orange line). The graph shows the friend's progress is significantly higher than the user's. At the bottom, there is a section for "INVITE FRIENDS to play Bejeweled Blitz!" with a plus icon and a user profile.

YOU WON A STAR MEDAL!

75K

☐ Include a video replay with this post?
☐ Enable 1-click sharing?

CANCEL SHARE

7 Appraiser
75,050 points to go

YOU VS FRIEND

380K
190K
0K

LAST 5 WEEKS

INVITE FRIENDS
to play Bejeweled Blitz!

Get this?

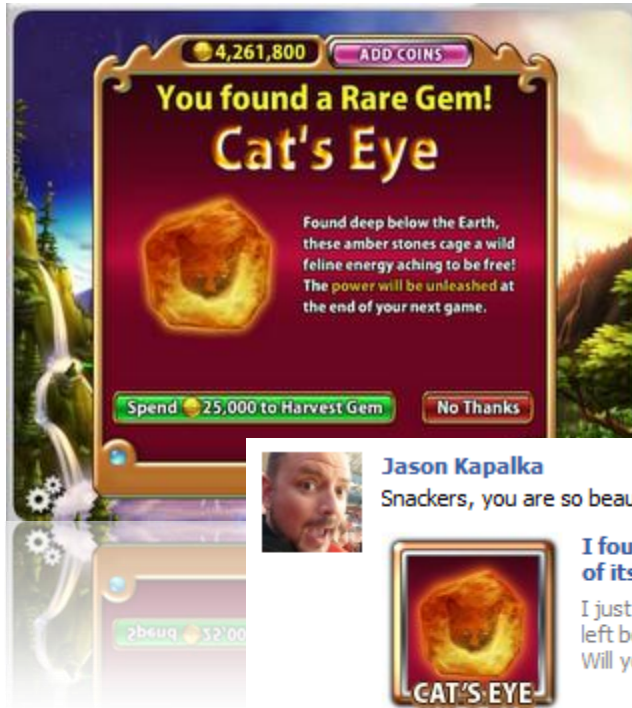


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And this?



Jason Kapalka

Snackers, you are so beautiful, to me.



I found a rare Cat's Eye gem and want to share some of its power with you!

I just got a score of 369,050 using this powerful Rare Gem. It left behind crystals for the first 5 friends who click this post. Will you harvest its power?

12 hours ago via Bejeweled Blitz · Like · Comment · Harvest your gem

15 hours ago via Bejeweled Blitz · Like · Comment · Harvest your gem



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- ④ **Make games that are fun to play.**

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PopCap's Golden Rule


- 
- ④ **Make games that are fun to play.**
 - ④ Not that are excuses for viral spam.

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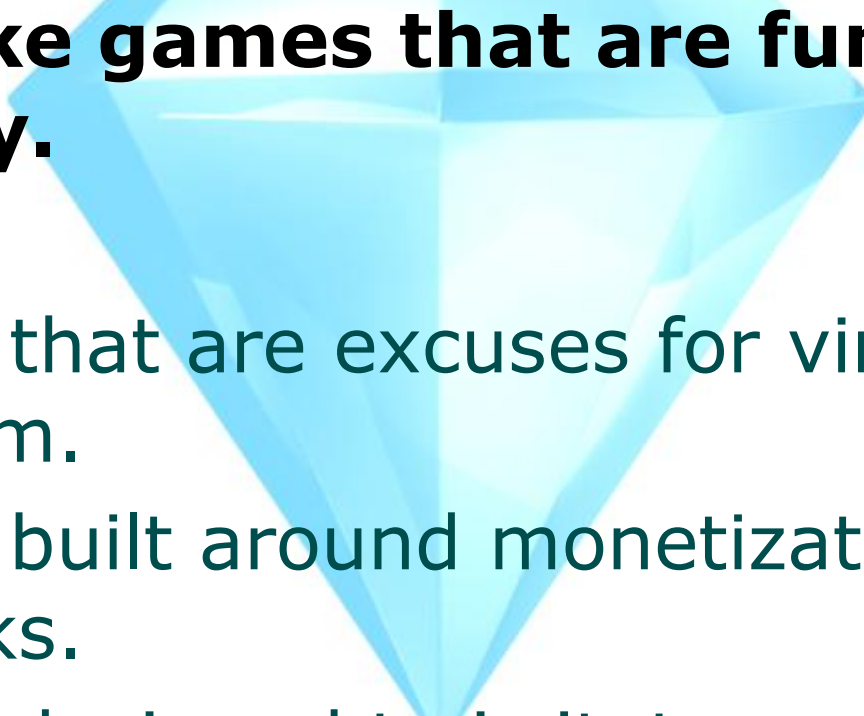
- 
- ④ **Make games that are fun to play.**
 - ④ Not that are excuses for viral spam.
 - ④ Not built around monetization tricks.

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PopCap's Golden Rule

- 
- ④ **Make games that are fun to play.**
 - ④ Not that are excuses for viral spam.
 - ④ Not built around monetization tricks.
 - ④ Not designed to irritate or shame.

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PopCap's Golden Rule

- ⌚ **Make games that are fun to play.**
- ⌚ Not that are excuses for viral spam.
- ⌚ Not built around monetization tricks.
- ⌚ Not designed to irritate or shame.
- ⌚ Not assemblies or copies of past hits.

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PopCap's Golden Rule

- ④ Make games that are fun to play.
- ④ **If you find a game fun, so will other people (probably).**

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PopCap's Golden Rule

- ④ Make games that are fun to play.
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- ④ **If people have fun with a game, viral mechanics are a natural outgrowth.**

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PopCap's Golden Rule

- ⌚ Make games that are fun to play.
- ⌚ If you find a game fun, so will other people (probably).
- ⌚ If people have fun with a game, viral mechanics are a natural outgrowth.
- ⌚ **If people enjoy a game, you'll find a way to make money from it.**

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What's next?



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MONETIZATION

VIRALITY

ENGAGEMENT

OPS TOOLS



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New legend is coming!

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