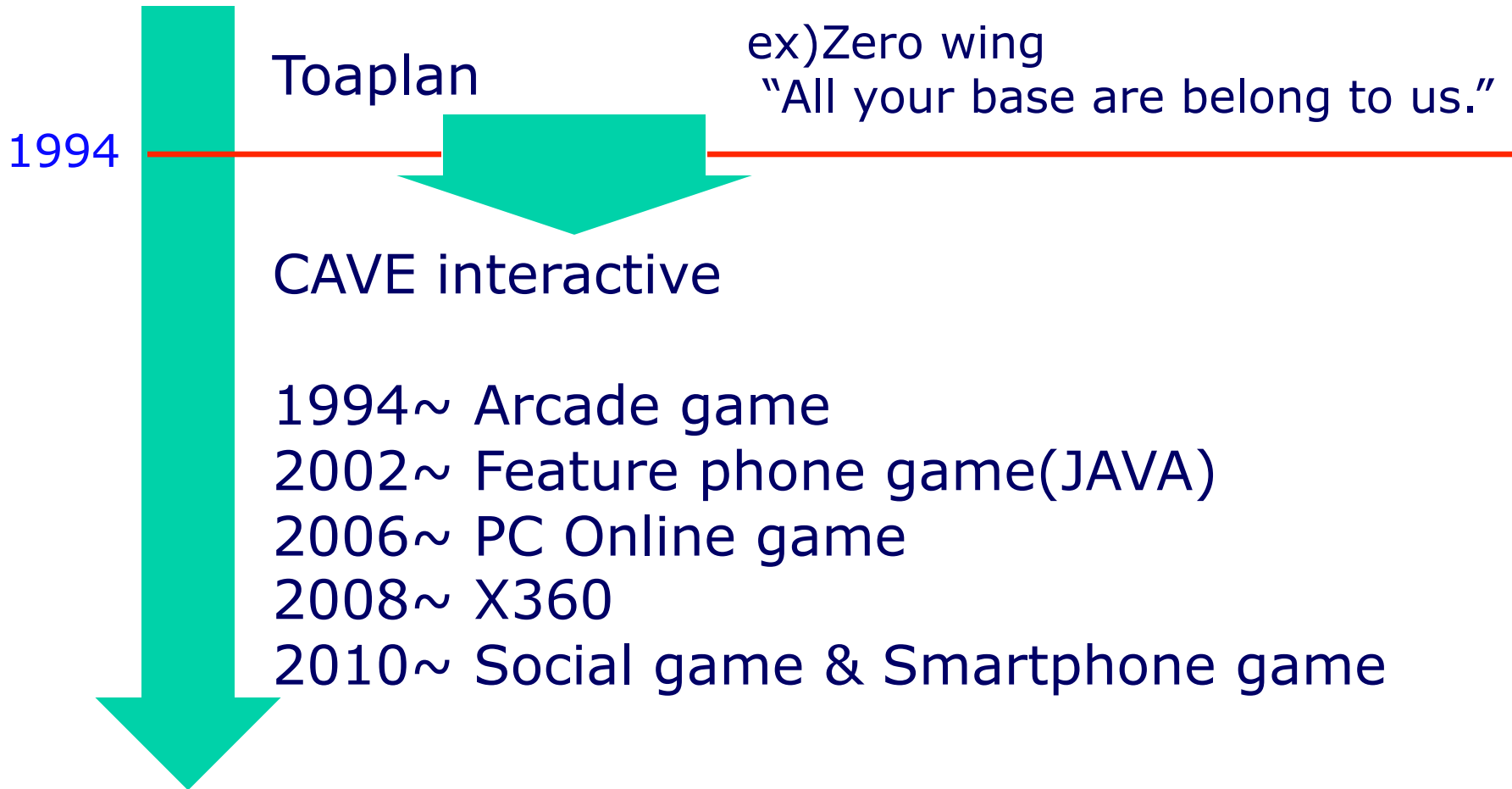


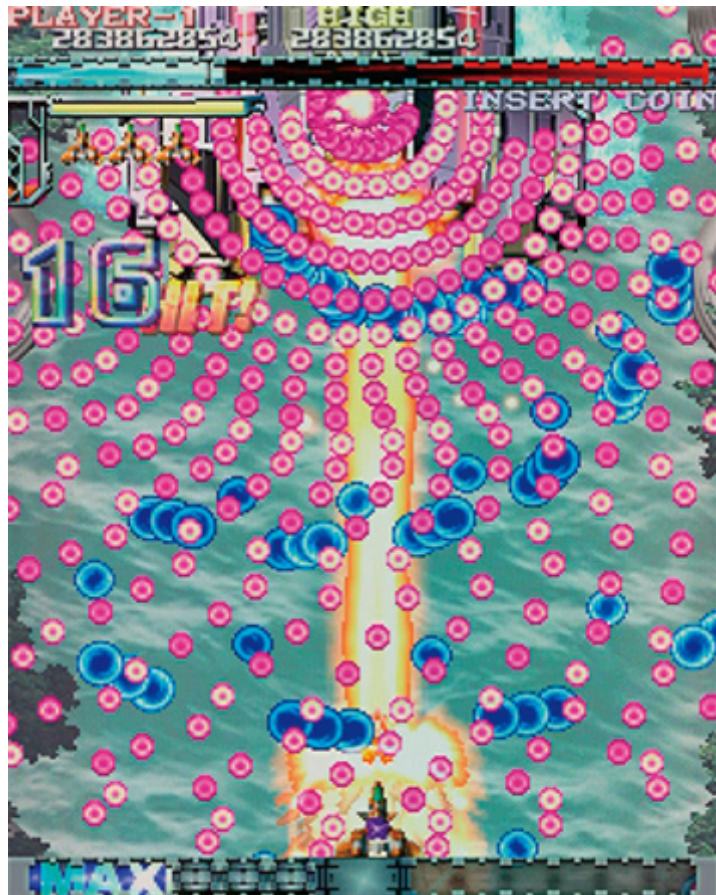
Retro and Japanese Social Games on Smartphones

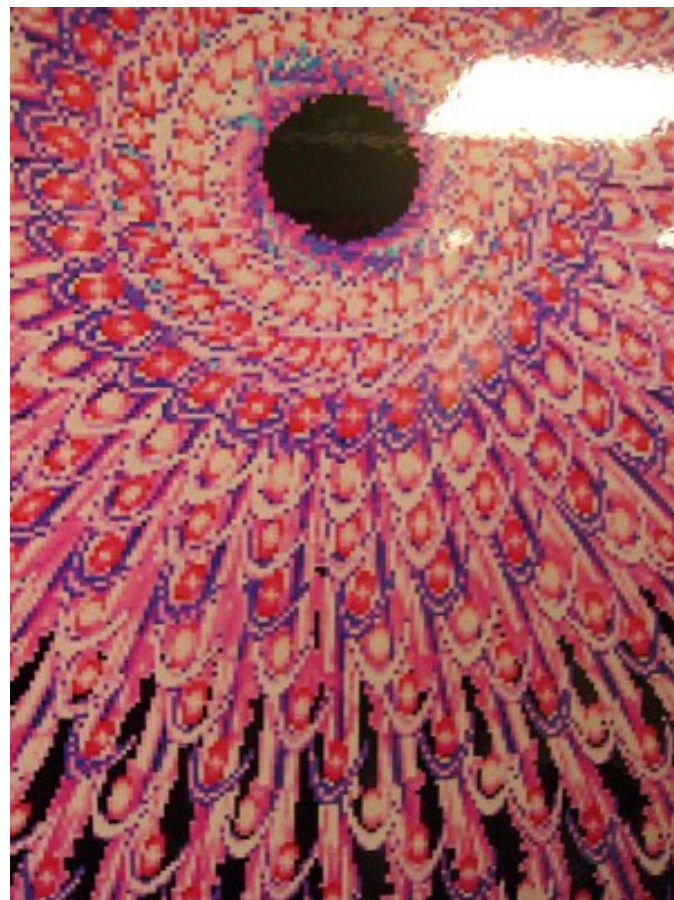
MIKIO WATANABE

Retro games for smartphone in Japan









Shift from game developer to game service provider

	ARPU	Growth potential	Operation cost
iphone	High	So-so	Low (itunes only)
Android	(Currently) Low	strong (iPhone market potential)	High (Multi-market support)

Porting retro games to smartphones: Top FAQs

- Poor graphics quality
- Is it profitable?
- How to make it profitable?
- What is the ideal price?
- How much does it cost to port? (original to smartphone)
- Importance of user community

Conclusion

- “Danmaku” = “Bullet curtain” in Japanese, “Bullet hell” in English
- Shift of business from a pure game developer to a game service provider
- Making content available on the Android involves some hurdles and isn't as simple as it seems
- Focus on frame rate over graphic fidelity
- Simple download business will not be profitable in the future
- An experience created and tailored for the smartphone is important
- People will pay for a great experience – don't under price your product
- Allocate dev cost to UI design and intuitive control scheme to match smartphone gameplay experience
- User community = fan/user support and ad/promotion of the game

Japan's Smartphone Social Game Market

Server Traffic



Trend

- 100 titles/month
- Sales 100M~ Yen/month
- Popular IP-based games

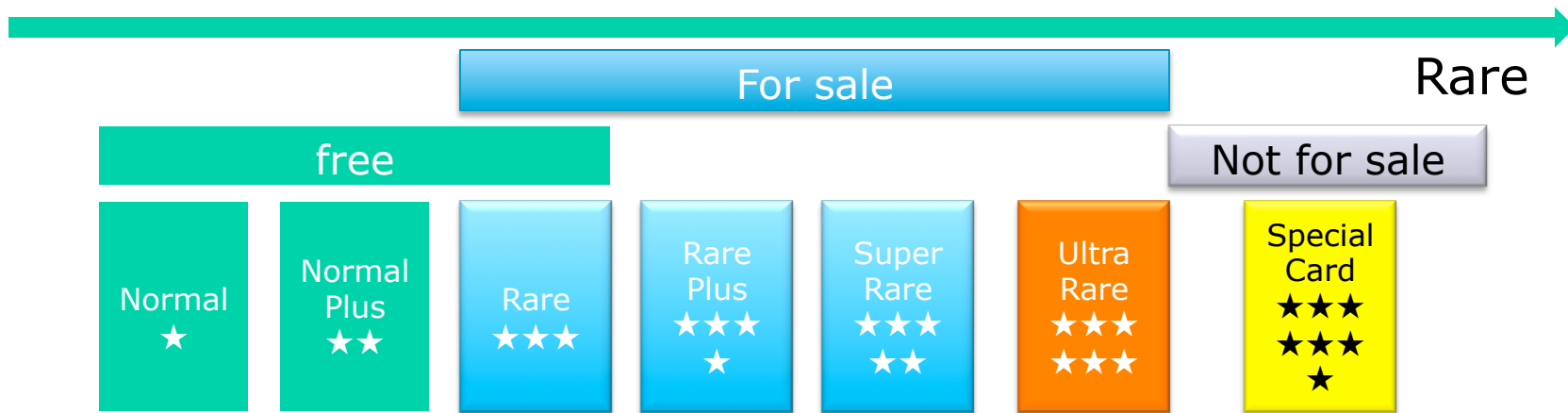
KPI of successful titles

- Using after 7 days 35%
- Avg ARPU/day ¥40(0.5USD)
- ARPPU/Mon ¥3000(50USD)
- Invite/install base 40%

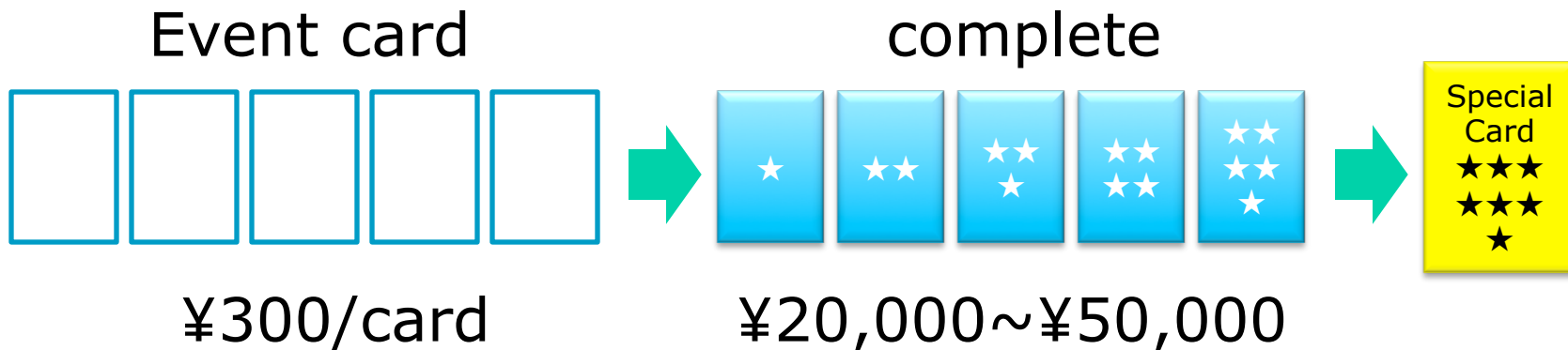
2011/1/7~2011/2/7

Collection & battle -> C&B

	mobage		Gree
1	Nouen Hokkorina (Farm game)	1	Dragon collection (C&B)
2	Kaito Royal (C&B)	2	Probaseball dream nine (IP) (C&B)
3	One Piece grand collection (IP)(C&B)	3	Kishi-doh (C&B)
4	Serutorin (Pets game)	4	FIFA World class soccer (IP) (C&B)
5	Gundam Royal (IP)(C&B)	5	Crows X Worst (IP)(C&B)
6	Sengoku Royal (C&B)	6	Digi Mon collectors (IP)(C&B)
7	FINAL FANTASY BRIGADE (IP)(C&B)	7	Monster Hunter tankenki (IP)(C&B)
8	Dainekyou Probaseball card (IP)(C&B)	8	J League Dream eleven (IP)(C&B)
9	Aqua square(Aquarium game) (Building)	9	Dragon League (C&B)
10	Kamigami no emblem (C&B)	10	Bikkuri-man (IP)(C&B)

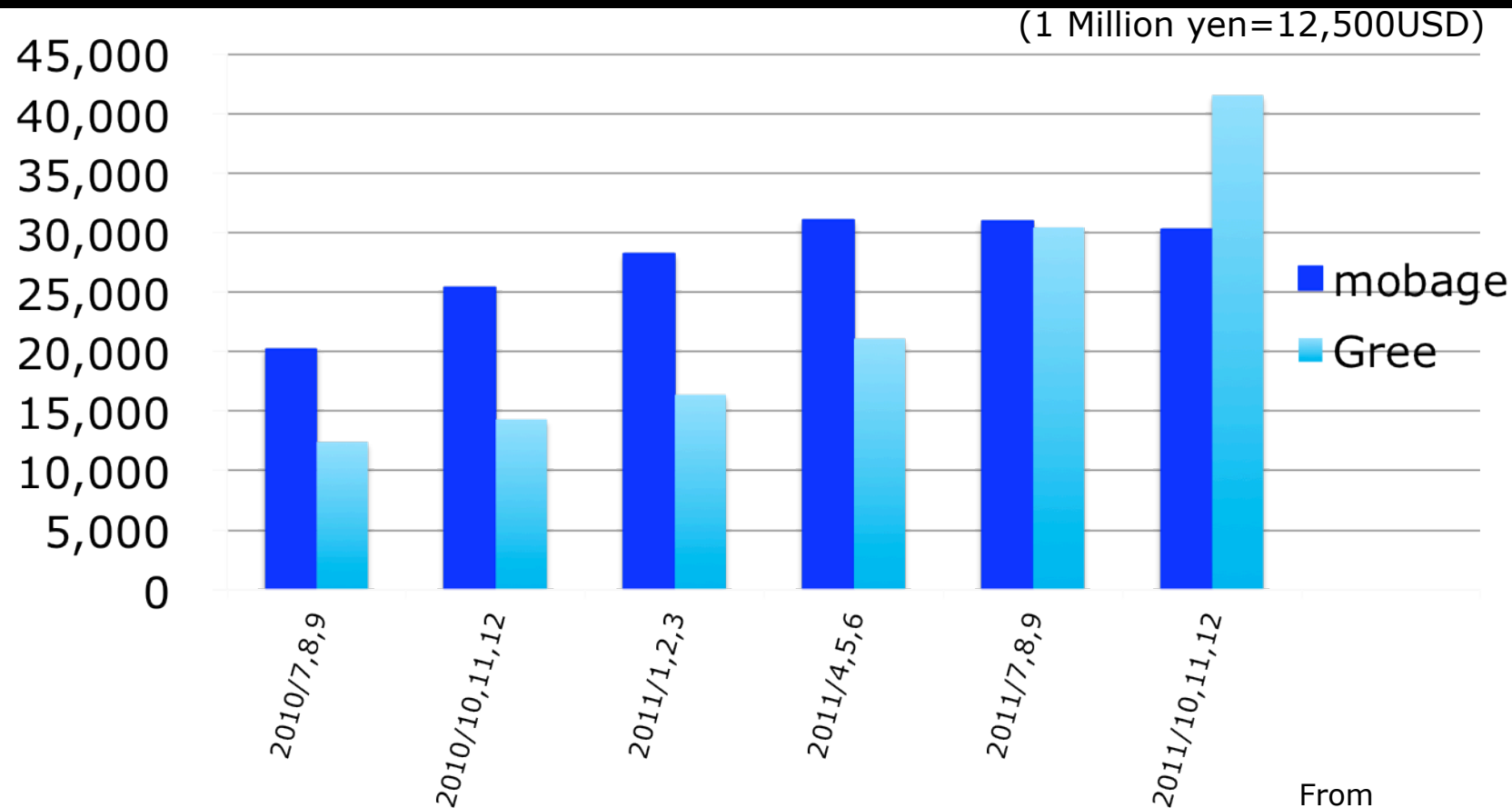


-How to get SP card ?



Demographics

- Age: 25-35
- Male/Female: 6:4 (Average)
- Popular genres differ by demographic (male, female, office workers, housewives)



From
<http://www.gree.co.jp/ir/>
<http://dena.jp/ir/>

Smartphone sales in Japan

2011.3~2012.3
14 million~

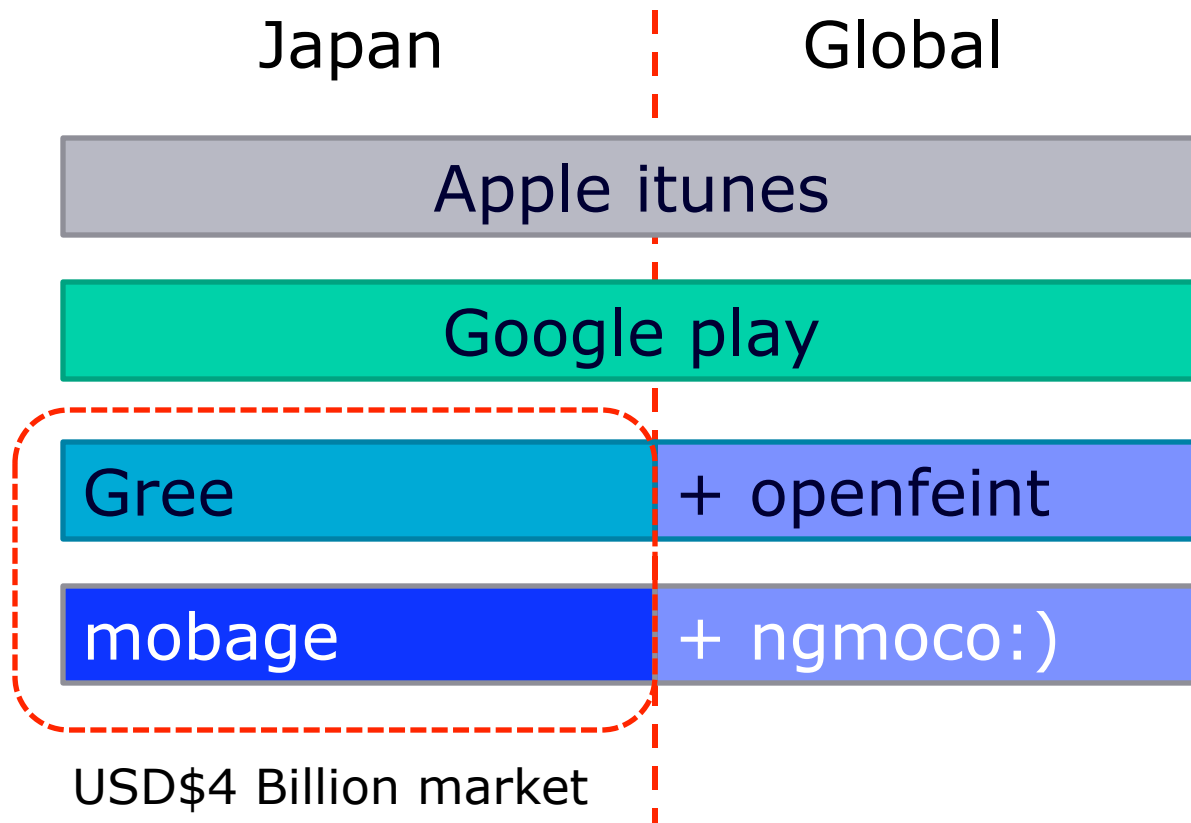
- Docomo sales smartphone plan 8.5million (2011.3~2012.3)
- KDDI sales smartphone plan 5.5million (2011.3~2012.3)
- Softbank sales smartphone plan No data

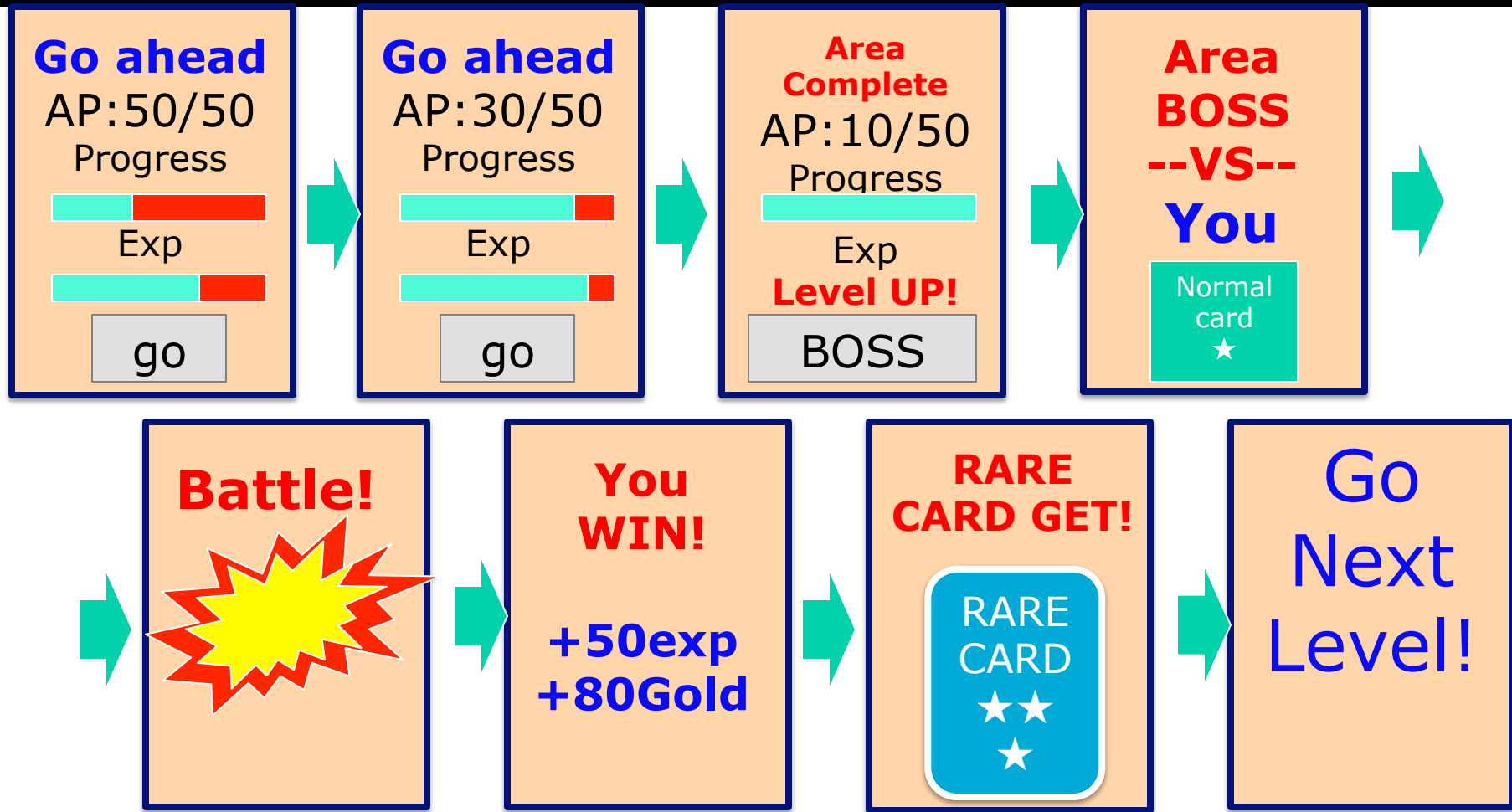
(replace + new)

From

http://www.nttdocomo.co.jp/corporate/ir/library/presentation/120127_summary/index.html

http://www.kddi.com/corporate/ir/library/presentation/2012/pdf/kddi_120126_data.pdf







C&B
RPG

C&B
RPG

Fishing

C&B
Strategy

C&B
RPG



C&B
RPG

C&B
RPG

C&B
RPG

Gamble

C&B
RPG

Promotion

2 types

in SNS
&

AD network

AD types

- Reward
- Affiliate
- impression



Conclusion – Social games market in Japan

- 2 markets: Gree & mobage, itunes & Googleplay. Still growing.
- Trend: “Card collection & battle” and “Popular IP Based”
- Player age: 25~35. ARPPU is 5,000yen (60 USD).
(similar to PC online gamer)
- Smartphone sales last 12 months: 14 million~
- 2 types of promotions: In SNS and Ad network.
- Challenge with localized content first; team up with a partner for the next step.

Thank you!

Facebook



<http://www.facebook.com/watanabe.mikio>