



Why whales sing?

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Founder & CEO, Applifier



EVERYPLAY

EVERYPLAY IS A PART OF  **unity**

Lots of data. Just 40 minutes.

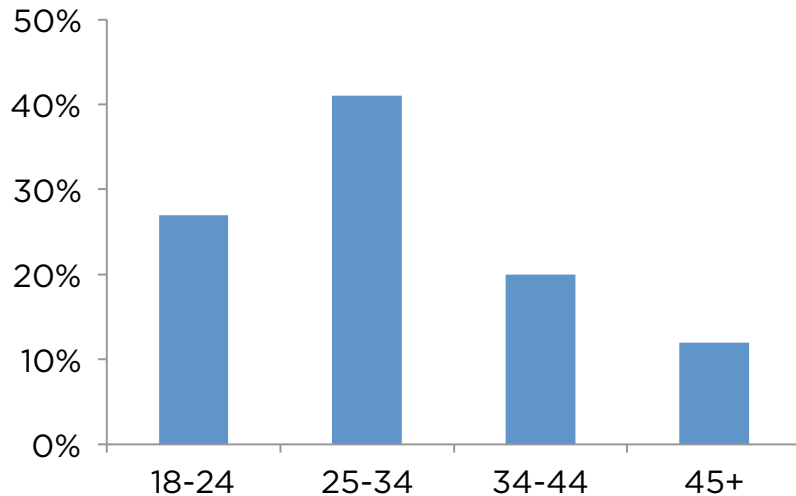
No need to write notes.

Download presentation for data:

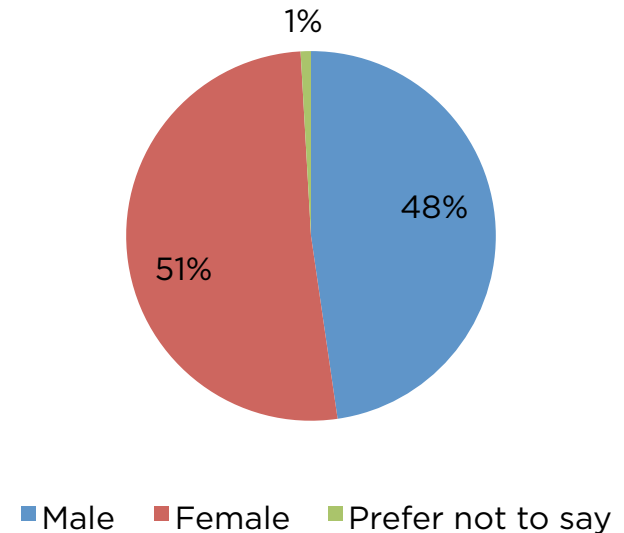
<http://slideshare.net/abyssi/>

Survey of 3000 mobile gamers

Age



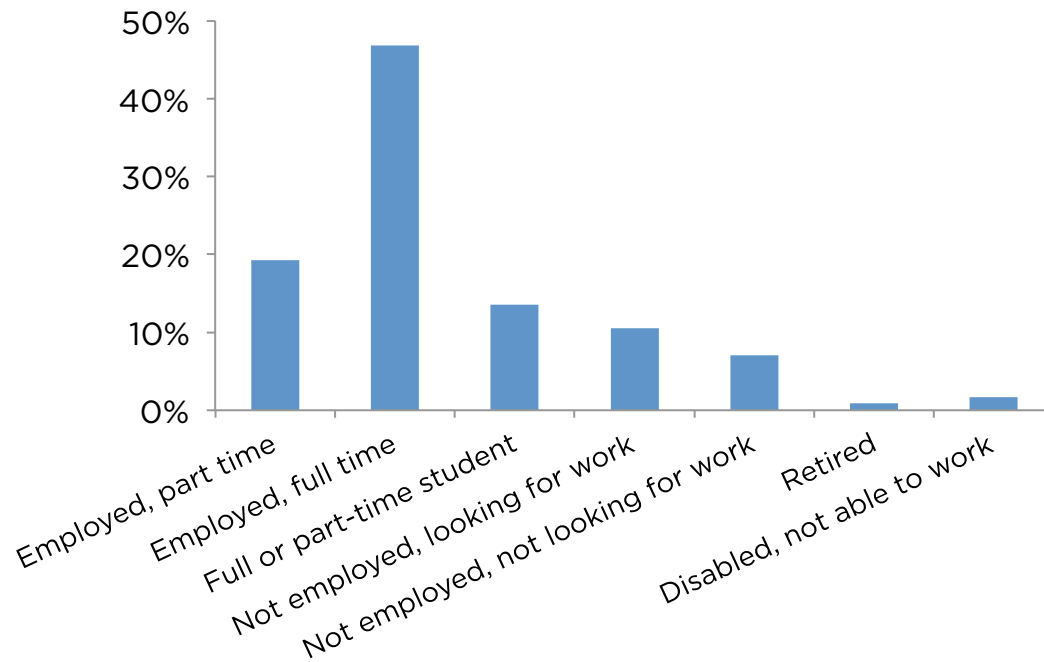
Gender



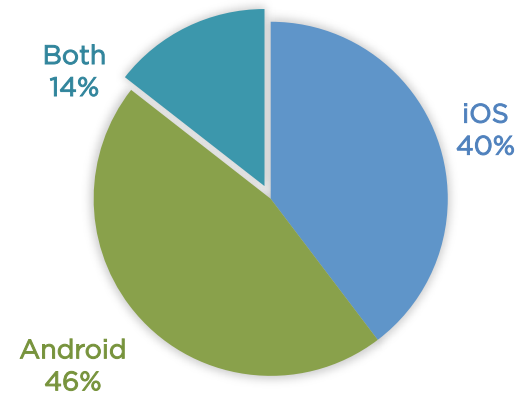
North America. February 2014.
Amazon Mechanical Turk

Survey of 3000 mobile gamers

Employment

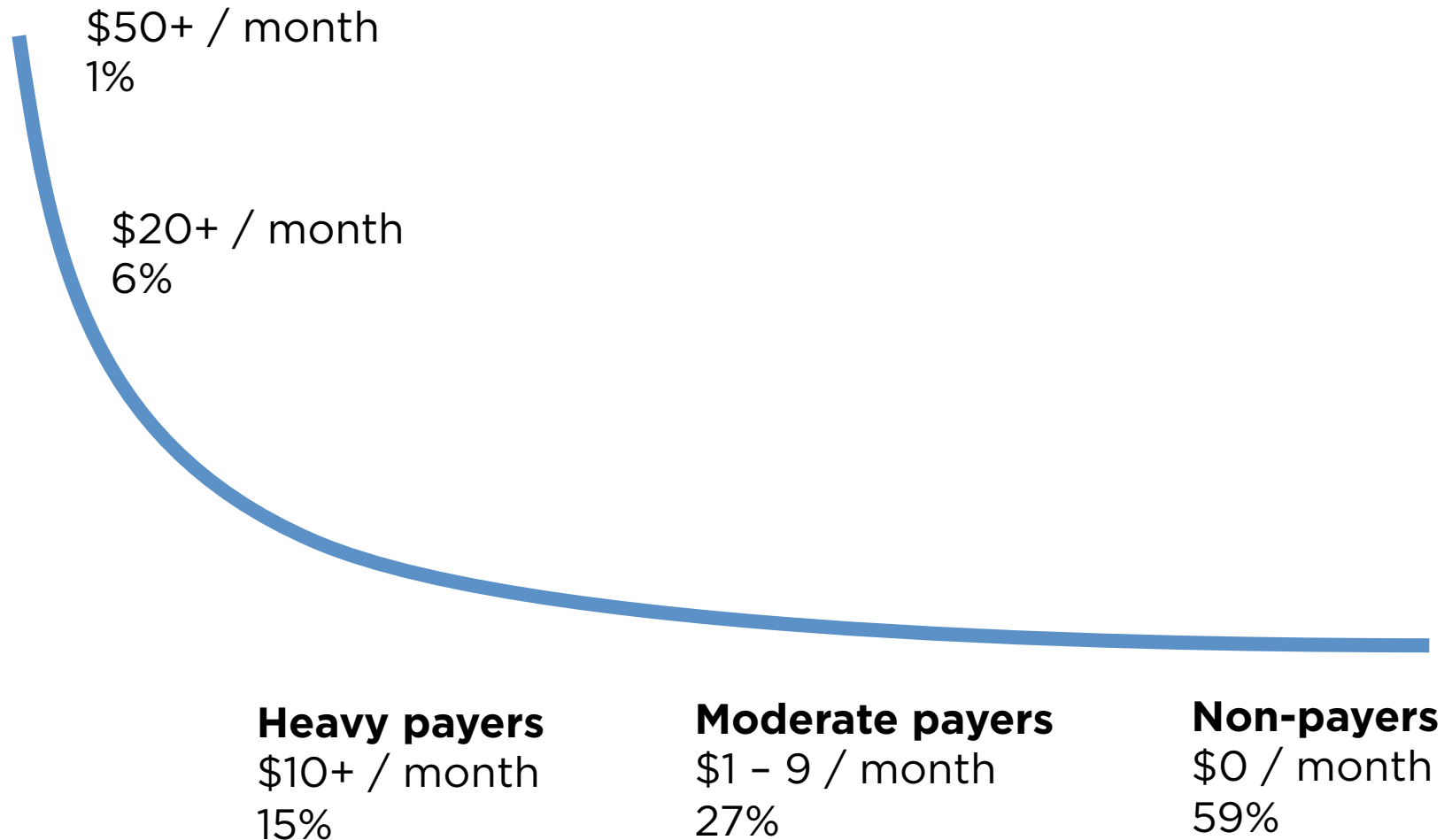


OS usage



North America. February 2014.
Amazon Mechanical Turk

Understand social's importance to whales in comparison to others



Identity

Whales, who
are you?

Discovery

How do you
find games?

Engagement

What's social
to you?

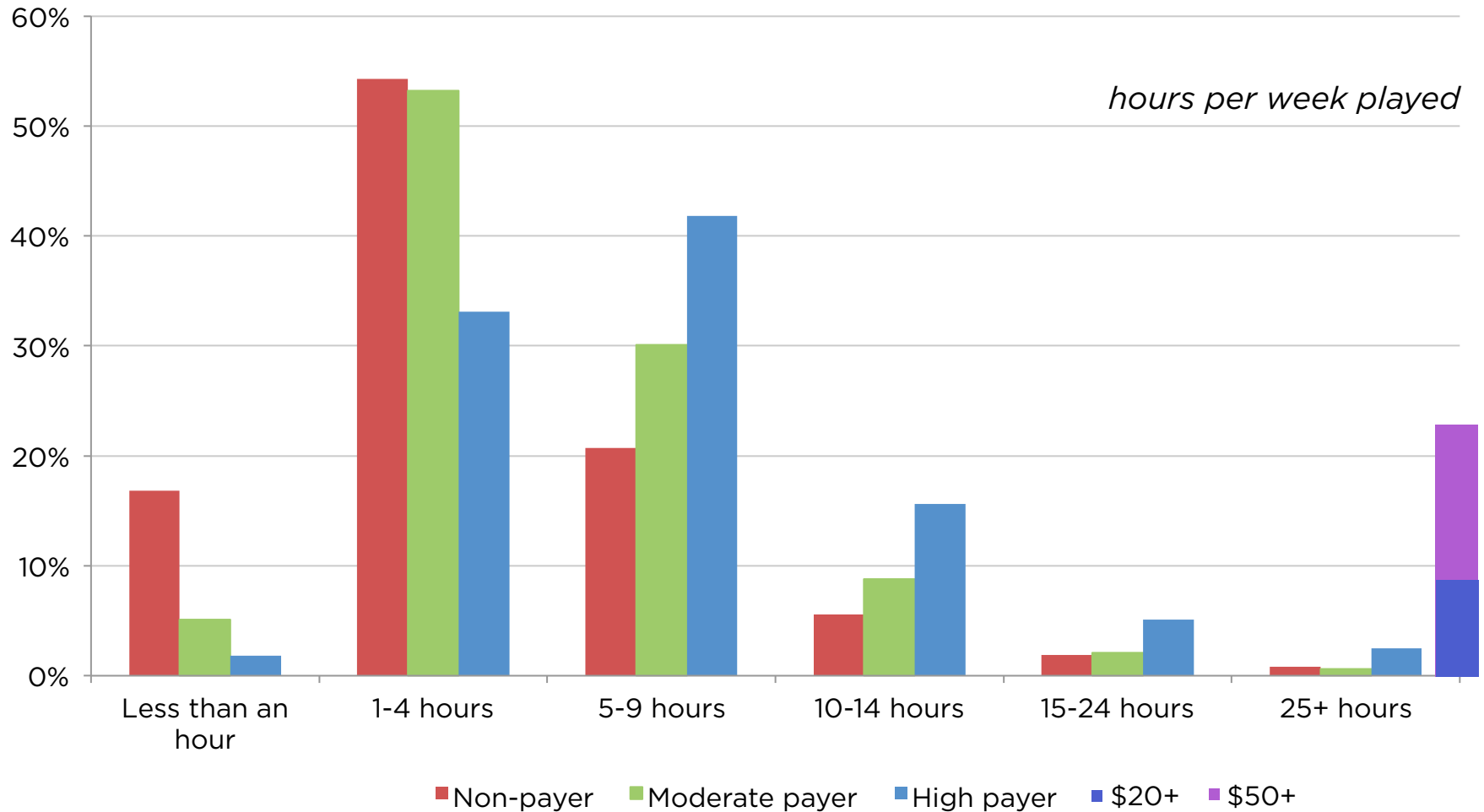
Sharing

What and
why?

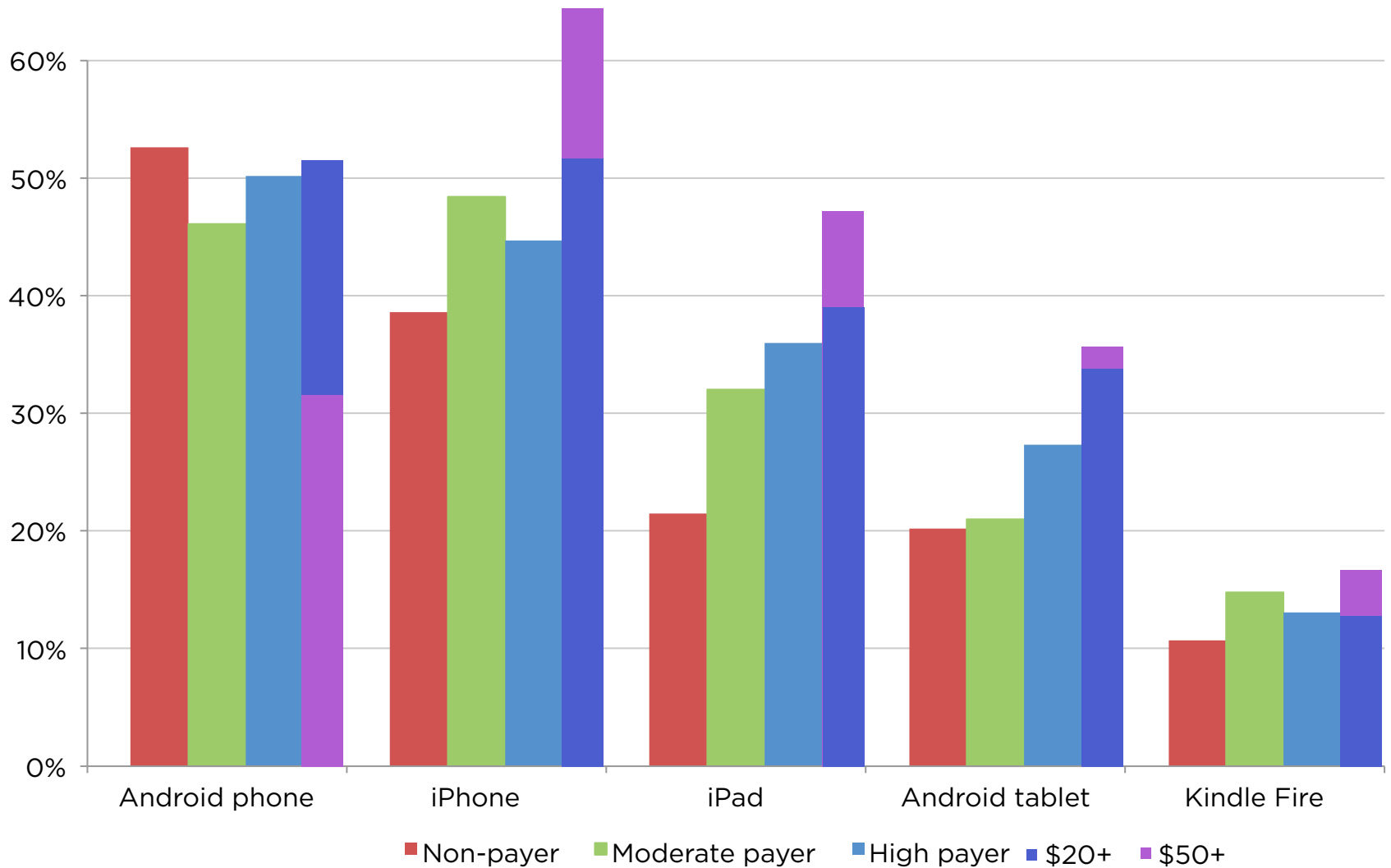
Identity

Whales, who are you?

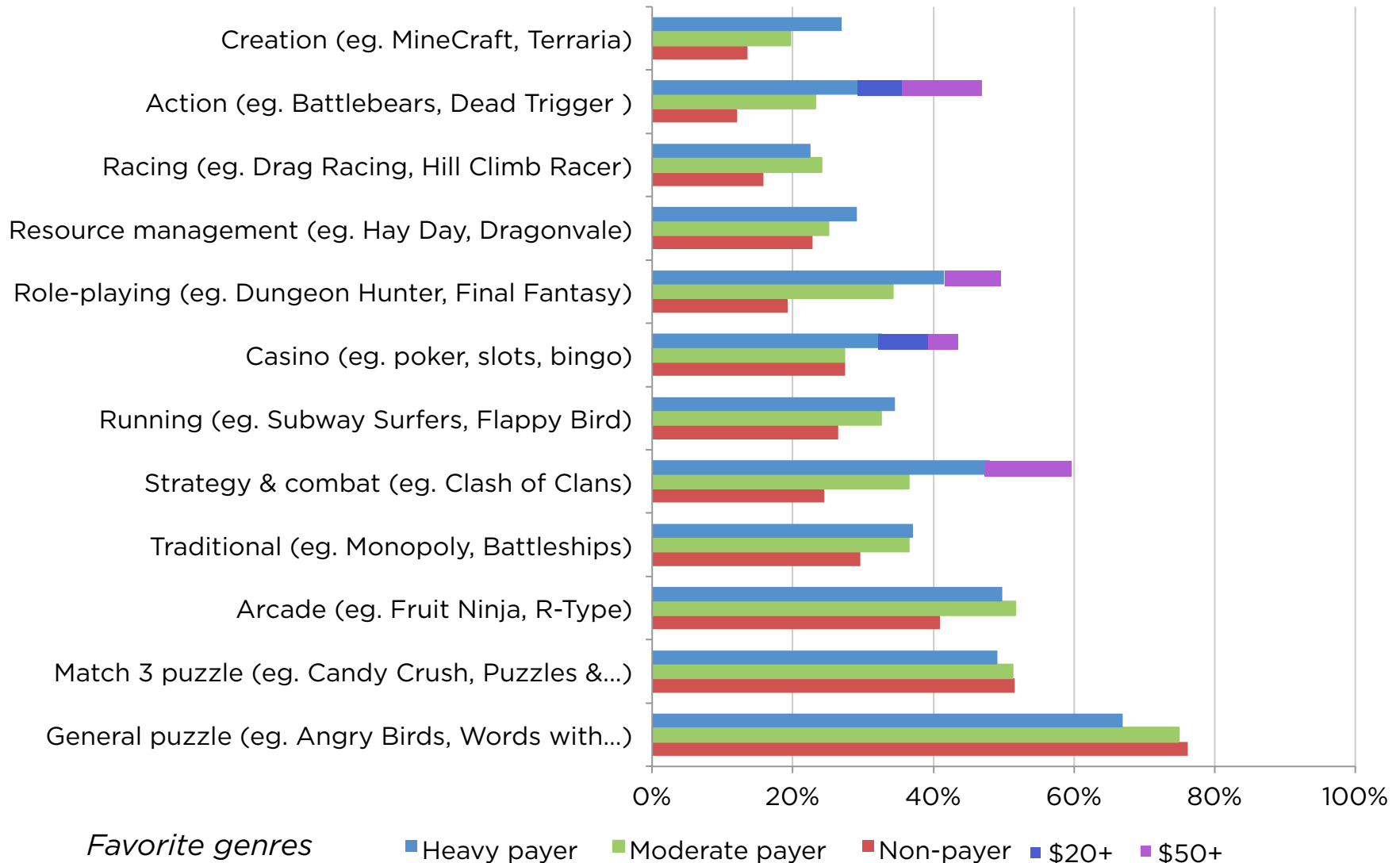
The more you pay, the more you play



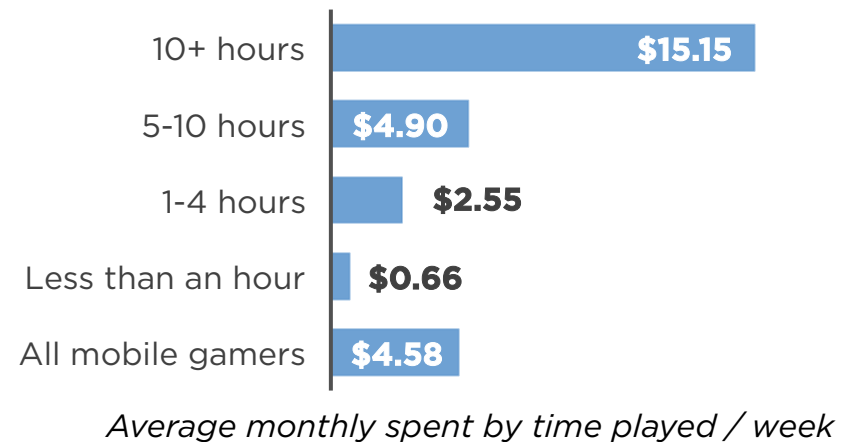
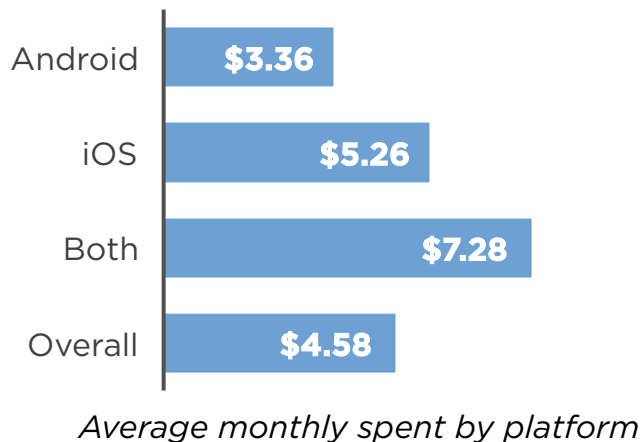
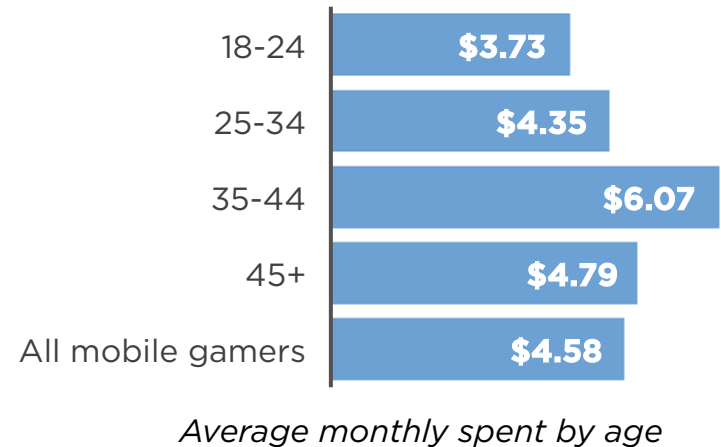
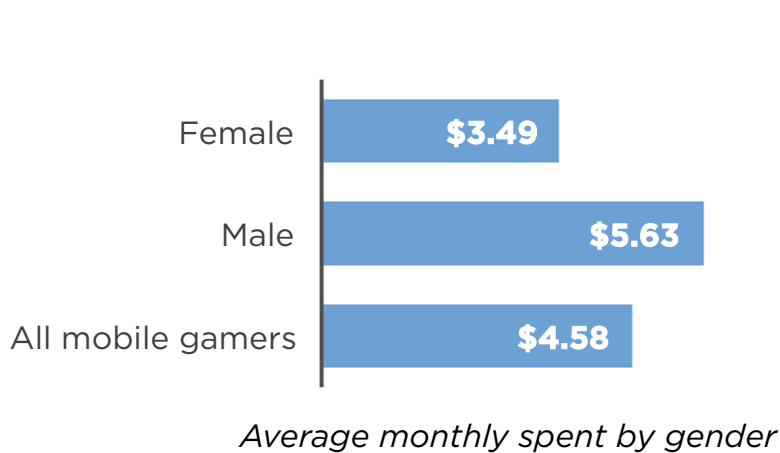
Likely to use a tablet



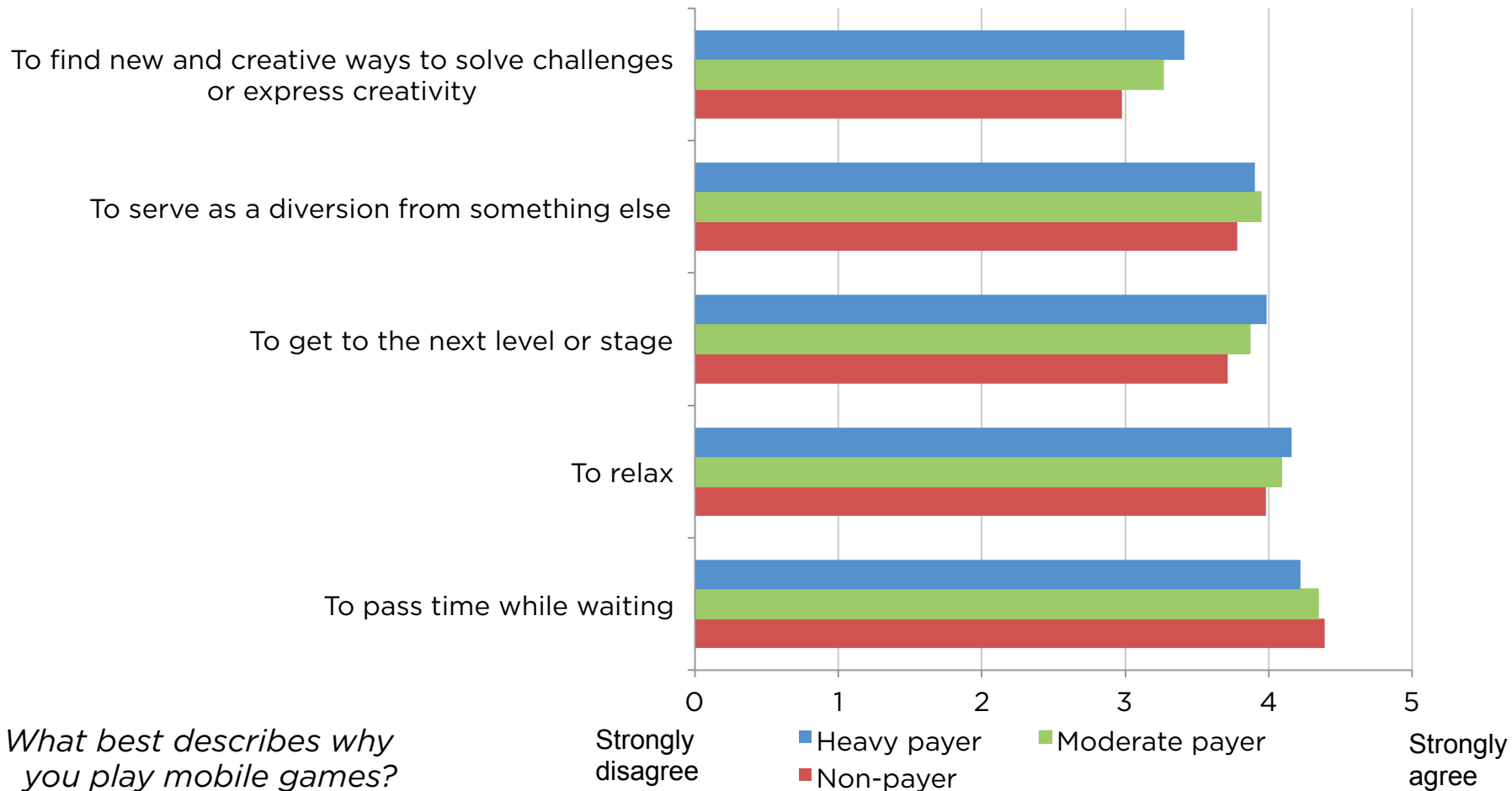
Strategy, combat, role-playing, action and casino appeal to heavy payers



male, 35-44 old, using iOS and playing over 10h / week



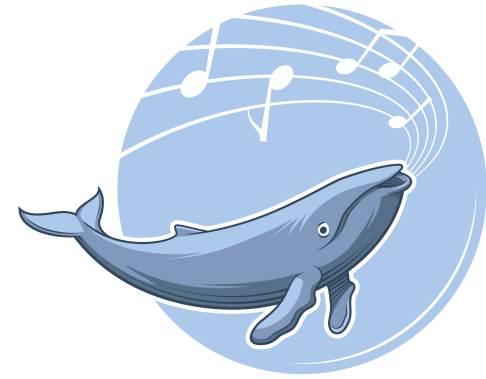
Passing time & relaxation are shared top reasons for playing



Heavy payers play competitively with others, look for escapism



Why whales sing?

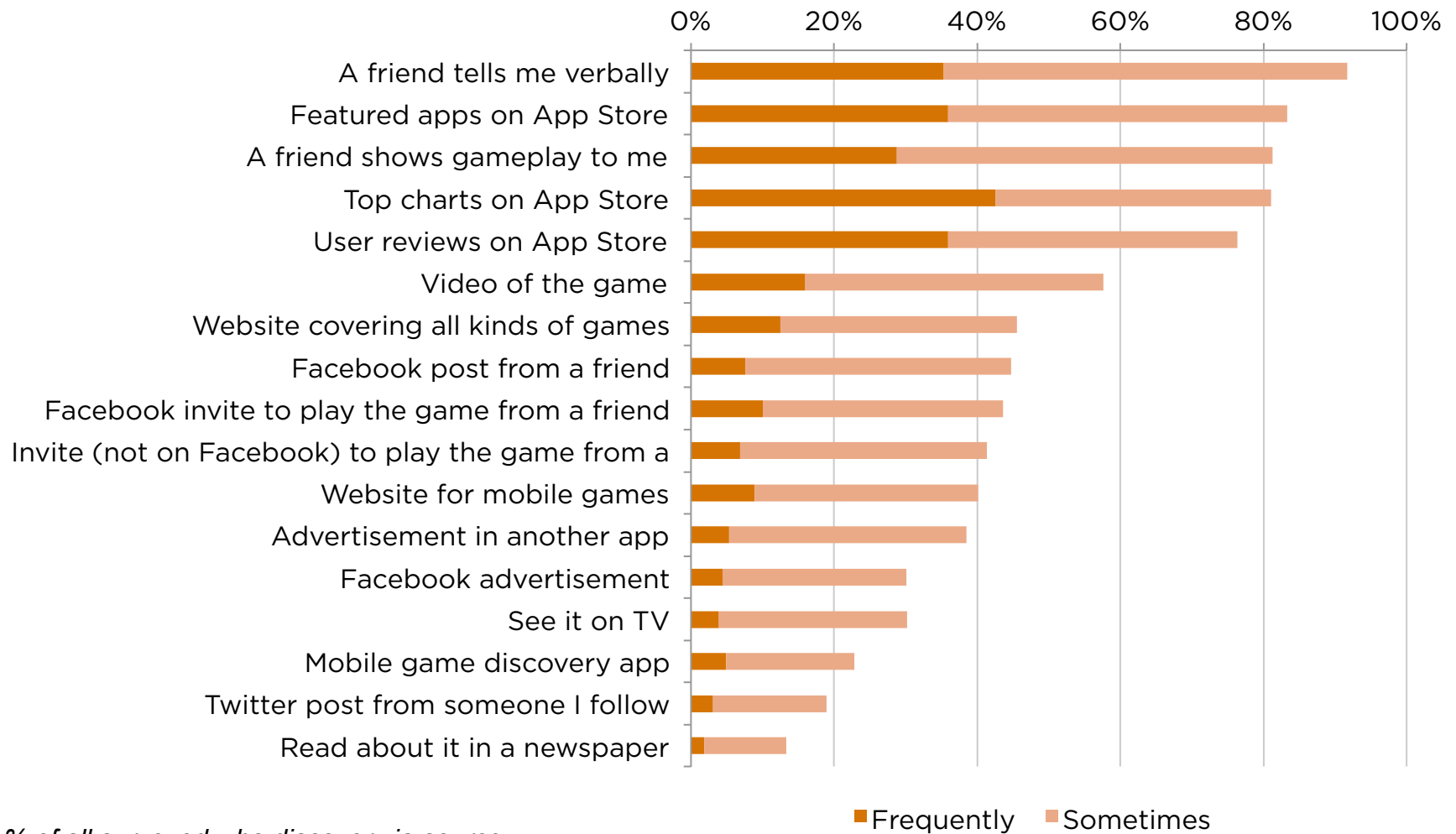


Motivated by competitive play
and genres that enable that

Discovery

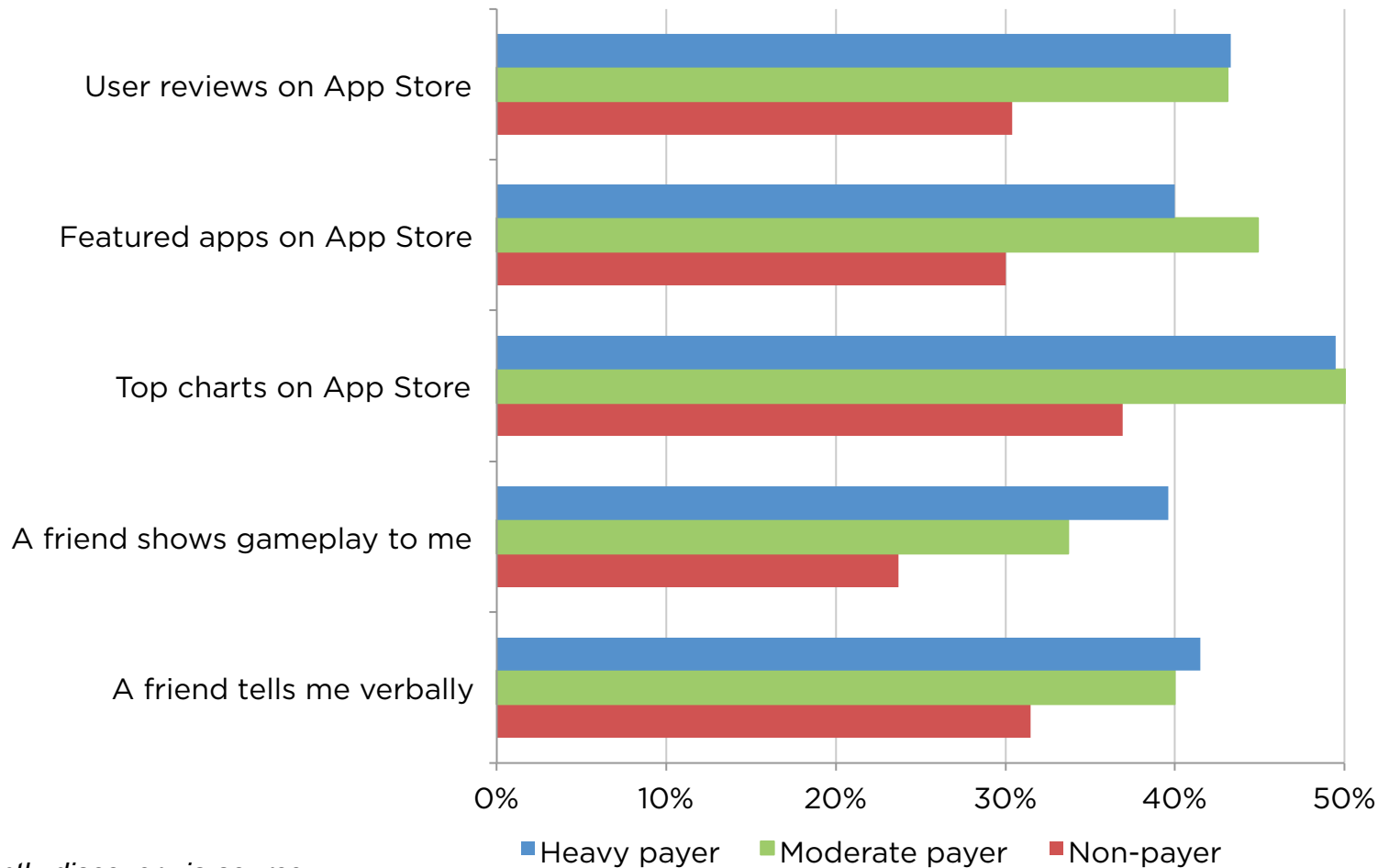
Whales, how do you find
games?

Offline word-of-mouth & App Store are main discovery sources



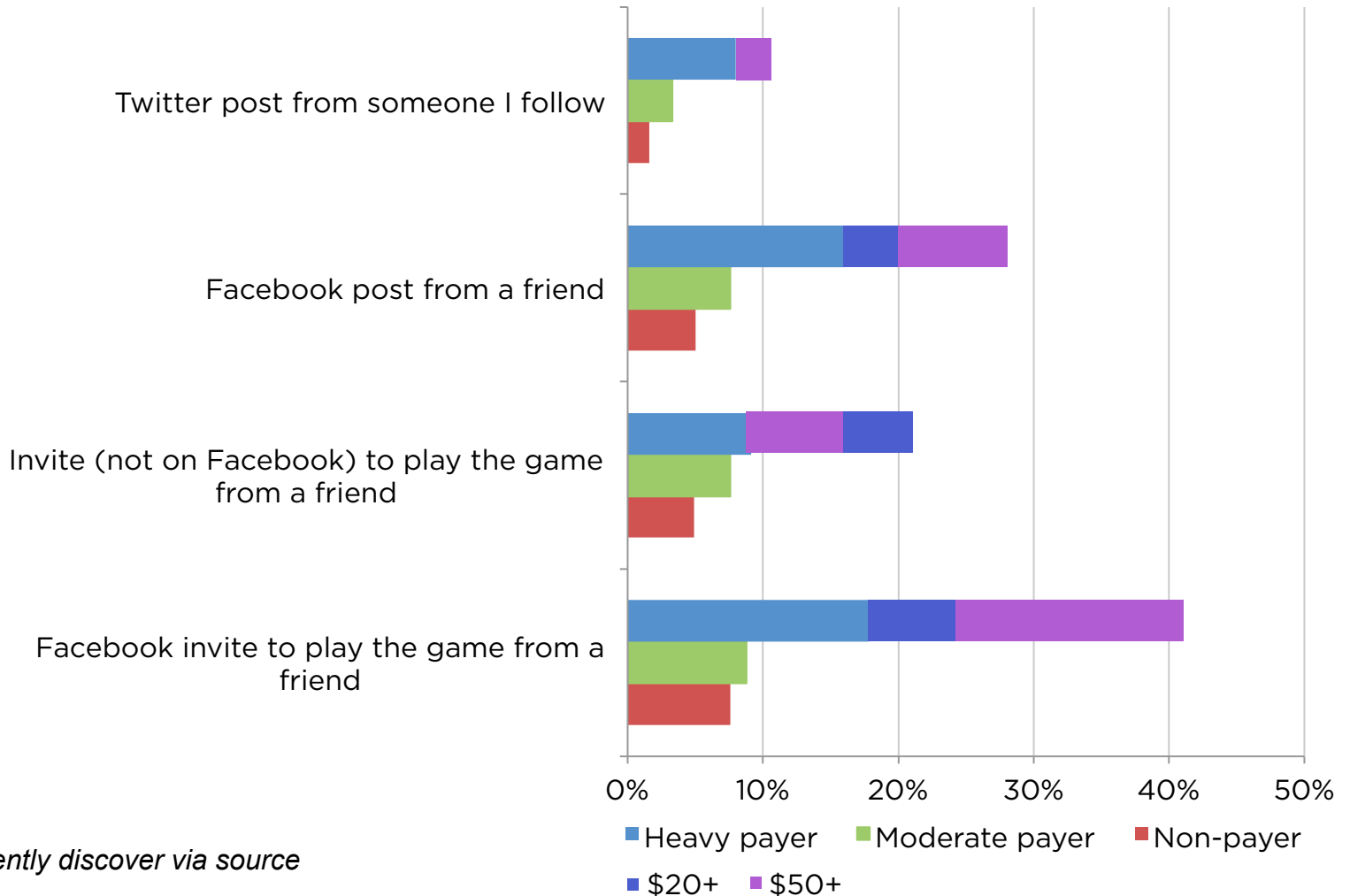
% of all surveyed who discover via source

Heavy payers download more games → all discovery sources more frequently used

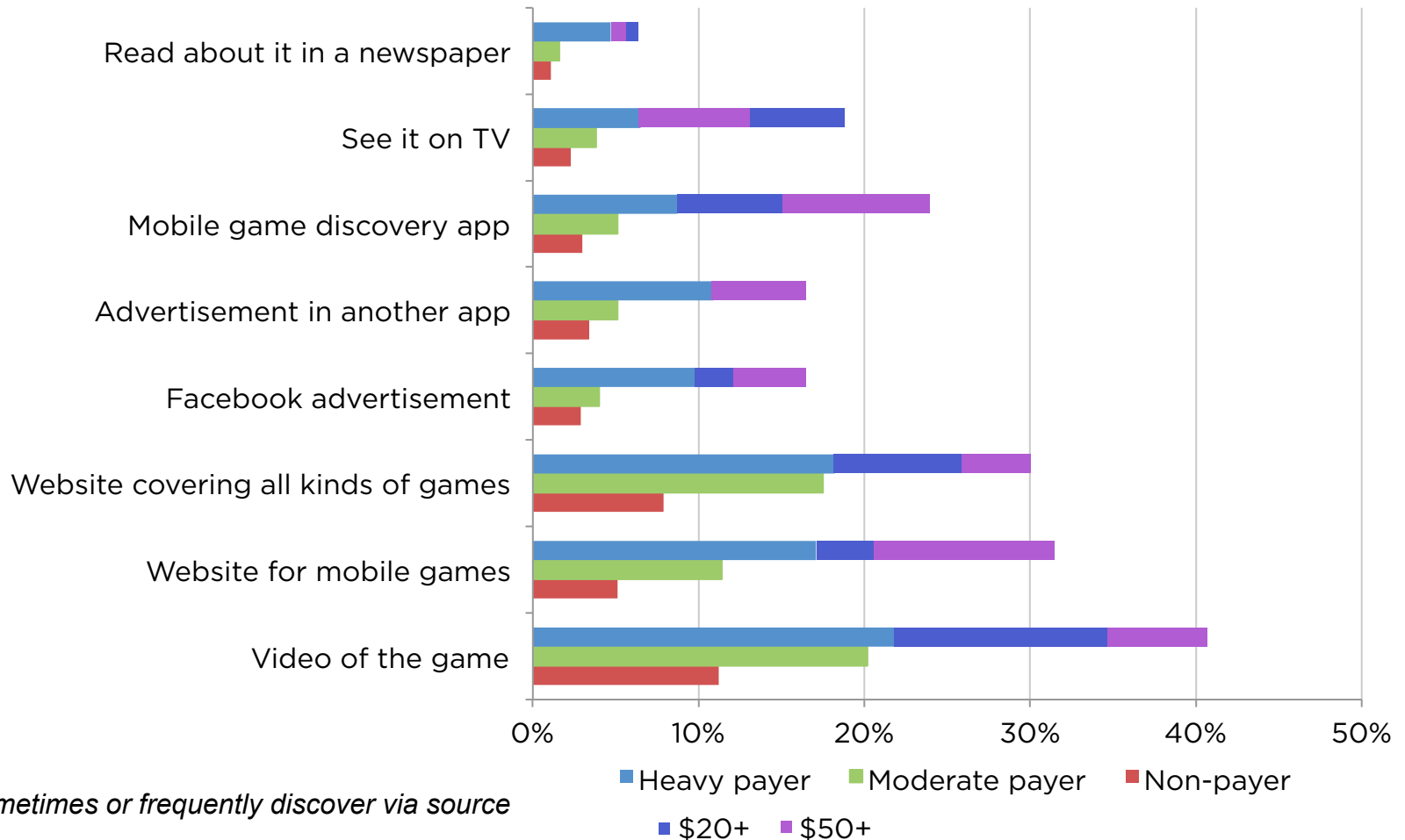


% who frequently discover via source

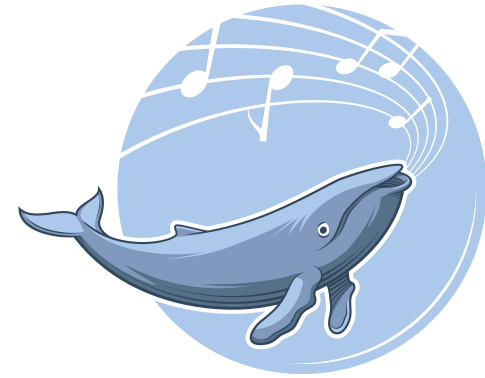
Online word-of-mouth is much more important to heavy payers



Whales love gameplay video, actively seek out new games and respond to advertising



Why whales sing?



Like discovering games via
online word-of-mouth

Actively seek out new games

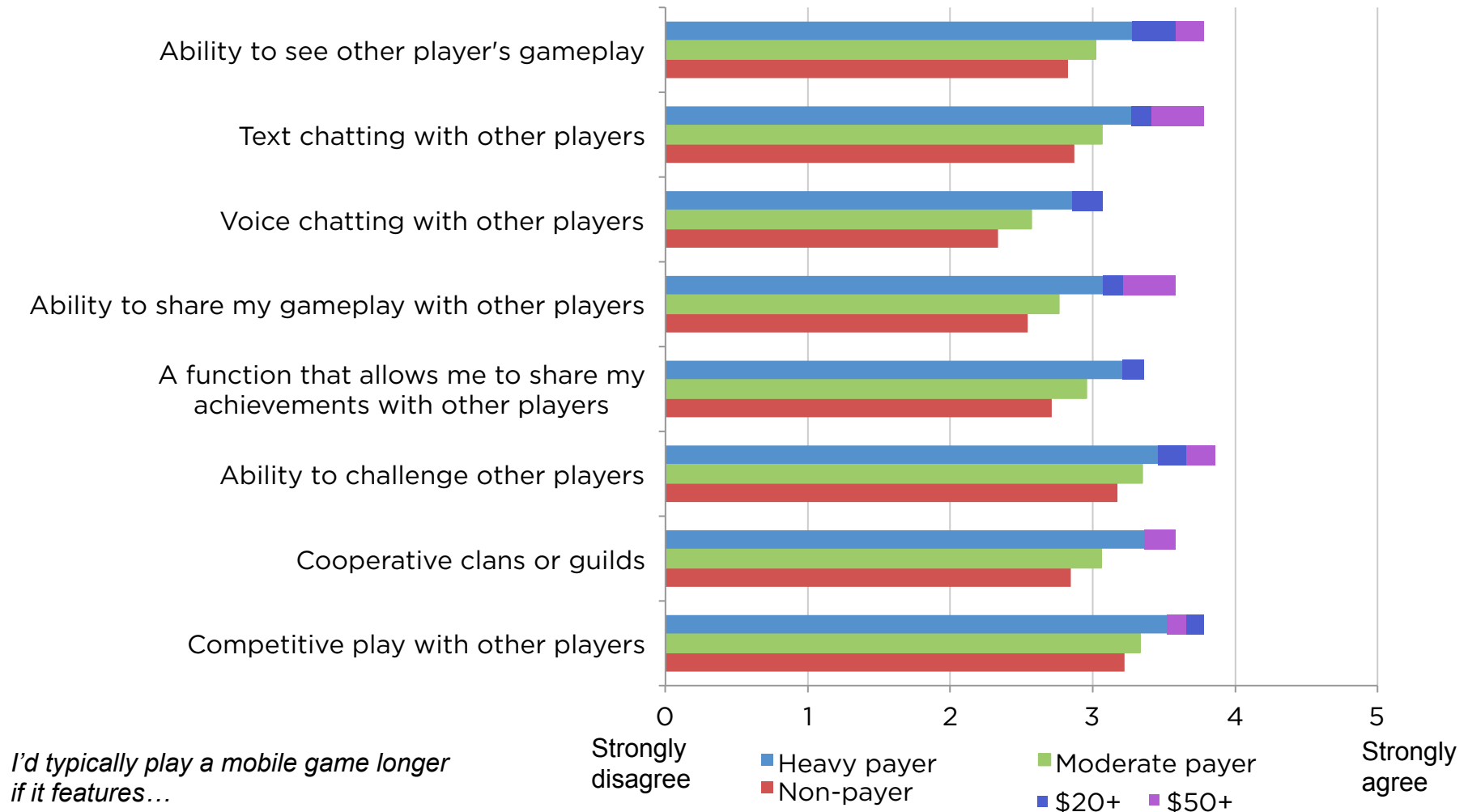
Gameplay video is engaging
and influential

Facebook and YouTube are
key discovery sources

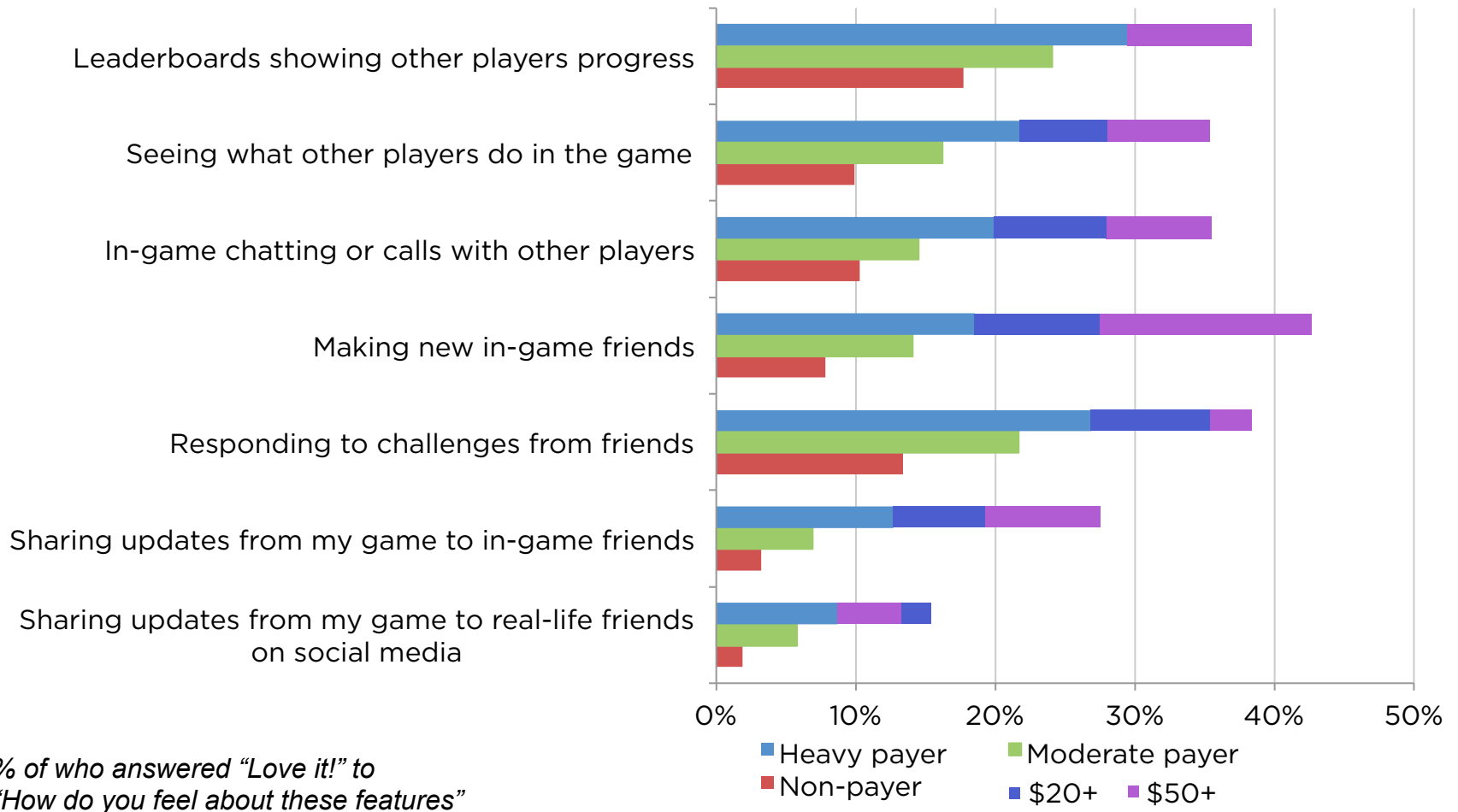
Engagement

What's social to you?

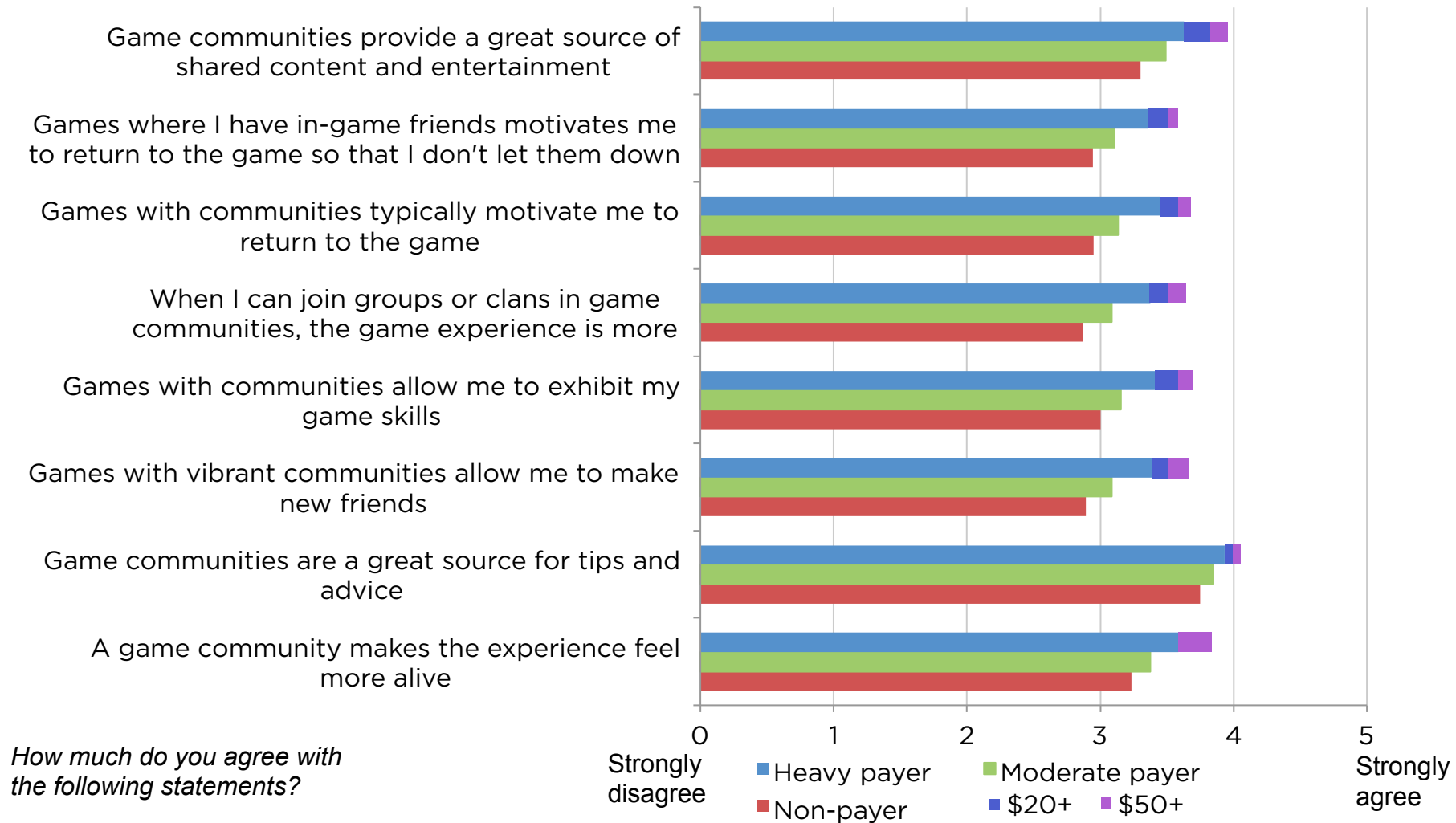
Social features lead to higher retention, especially for heavy payers



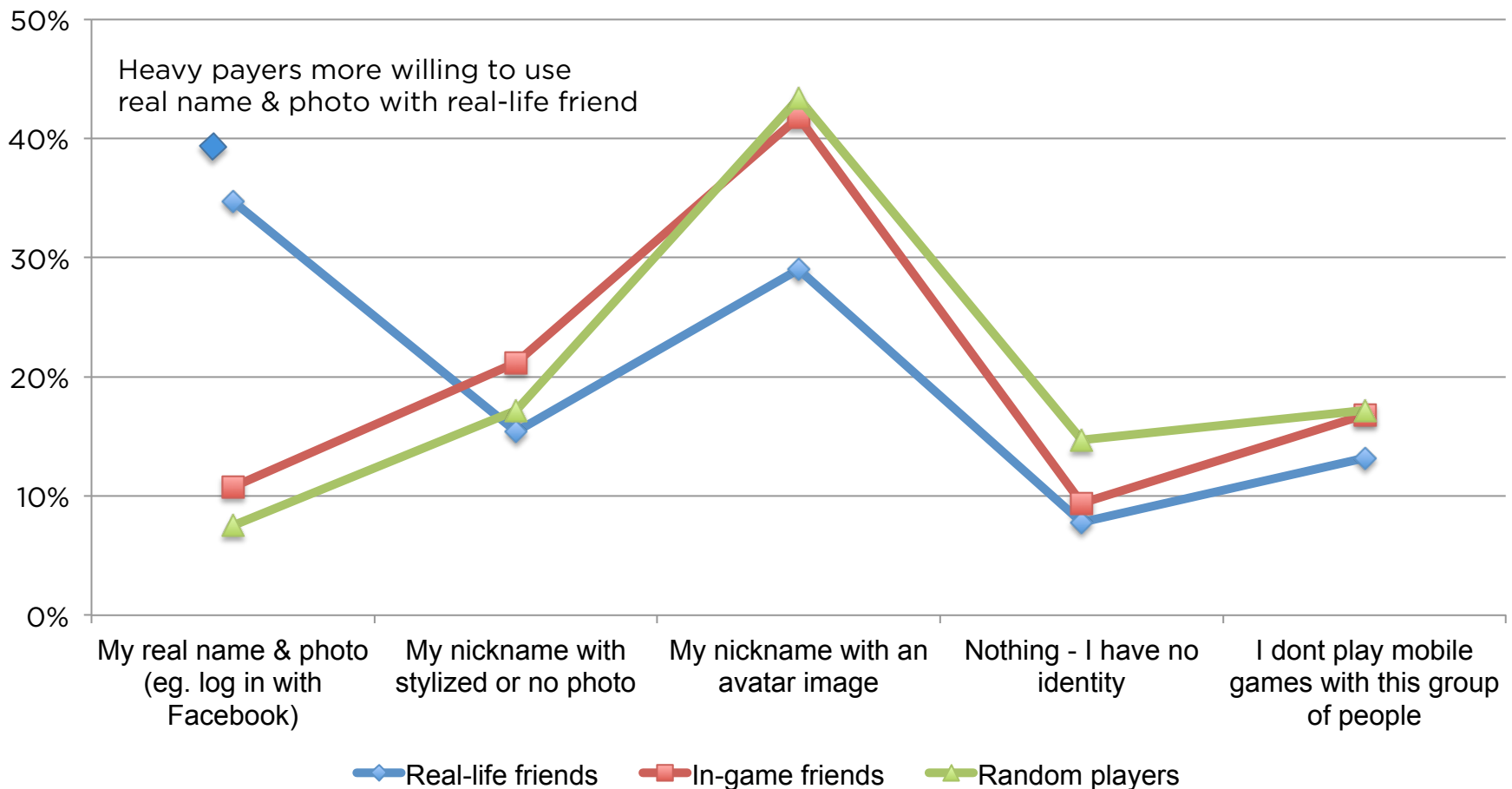
The more you spend, the more you “love” in-game social features



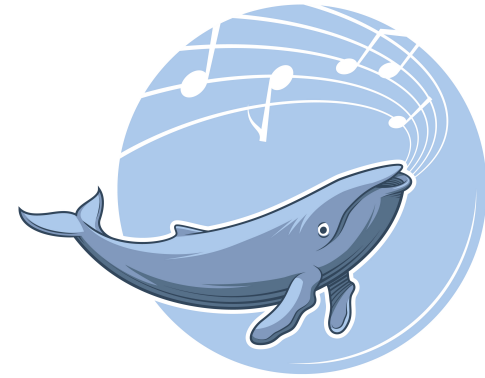
Game communities appeal strongly to all payers



Players strongly prefer to use nicknames and avatars



Why whales sing?



To play competitively

To show off

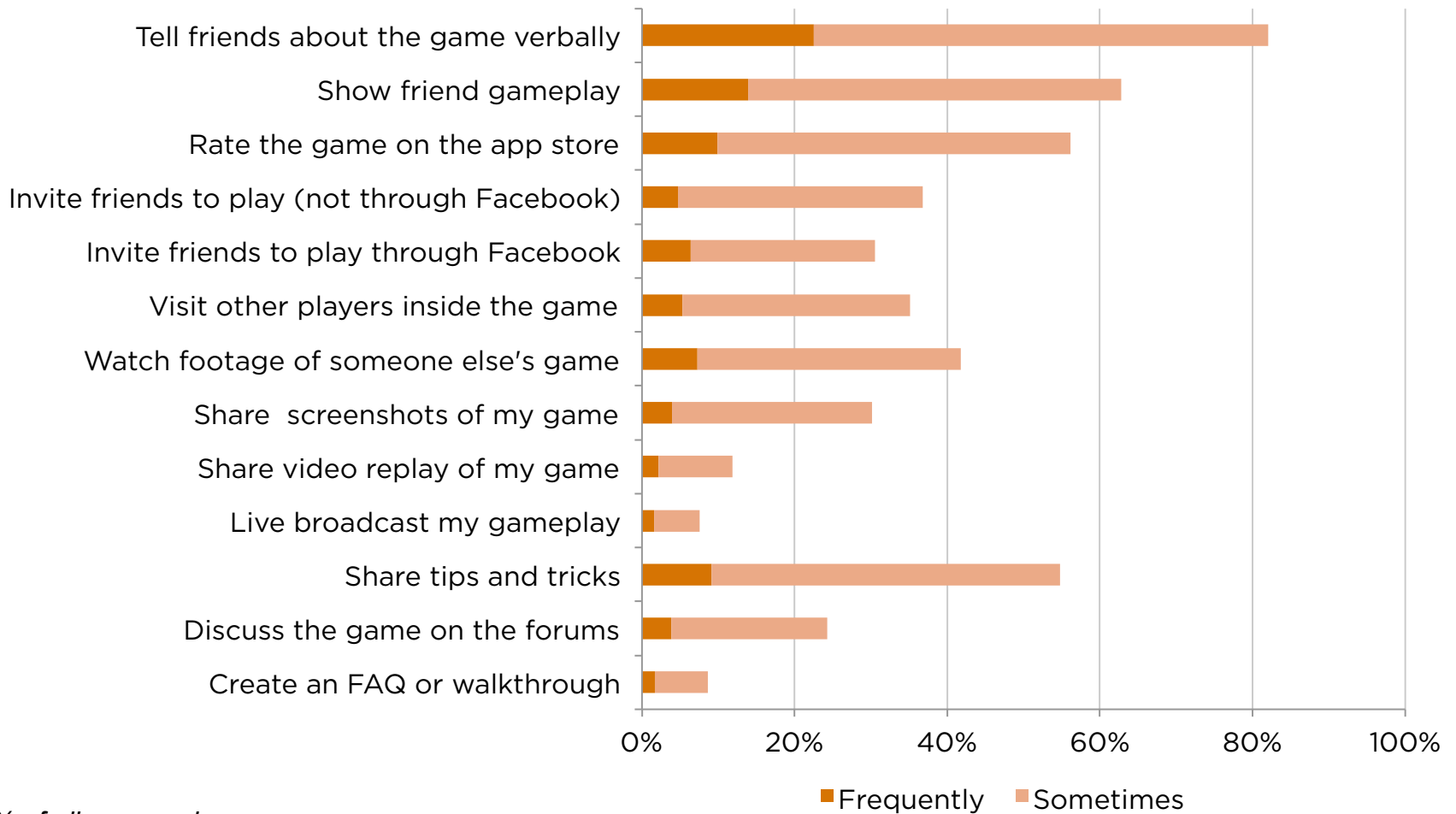
To make new in-game friends and
connect with them

To participate in game communities
to amplify social play

Sharing

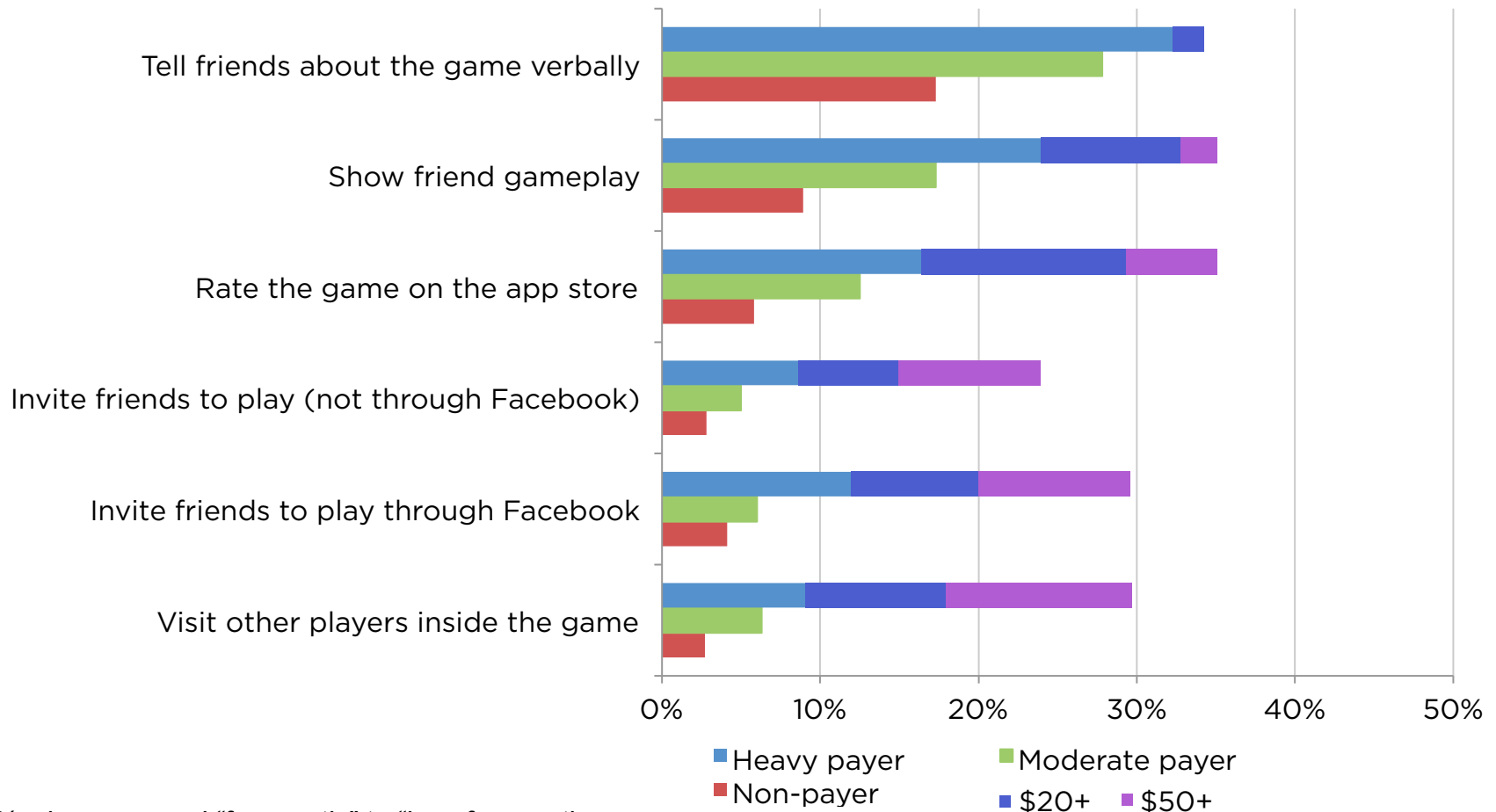
Whales, what do you like to share and why?

Offline sharing is most frequent way of sharing followed by rating



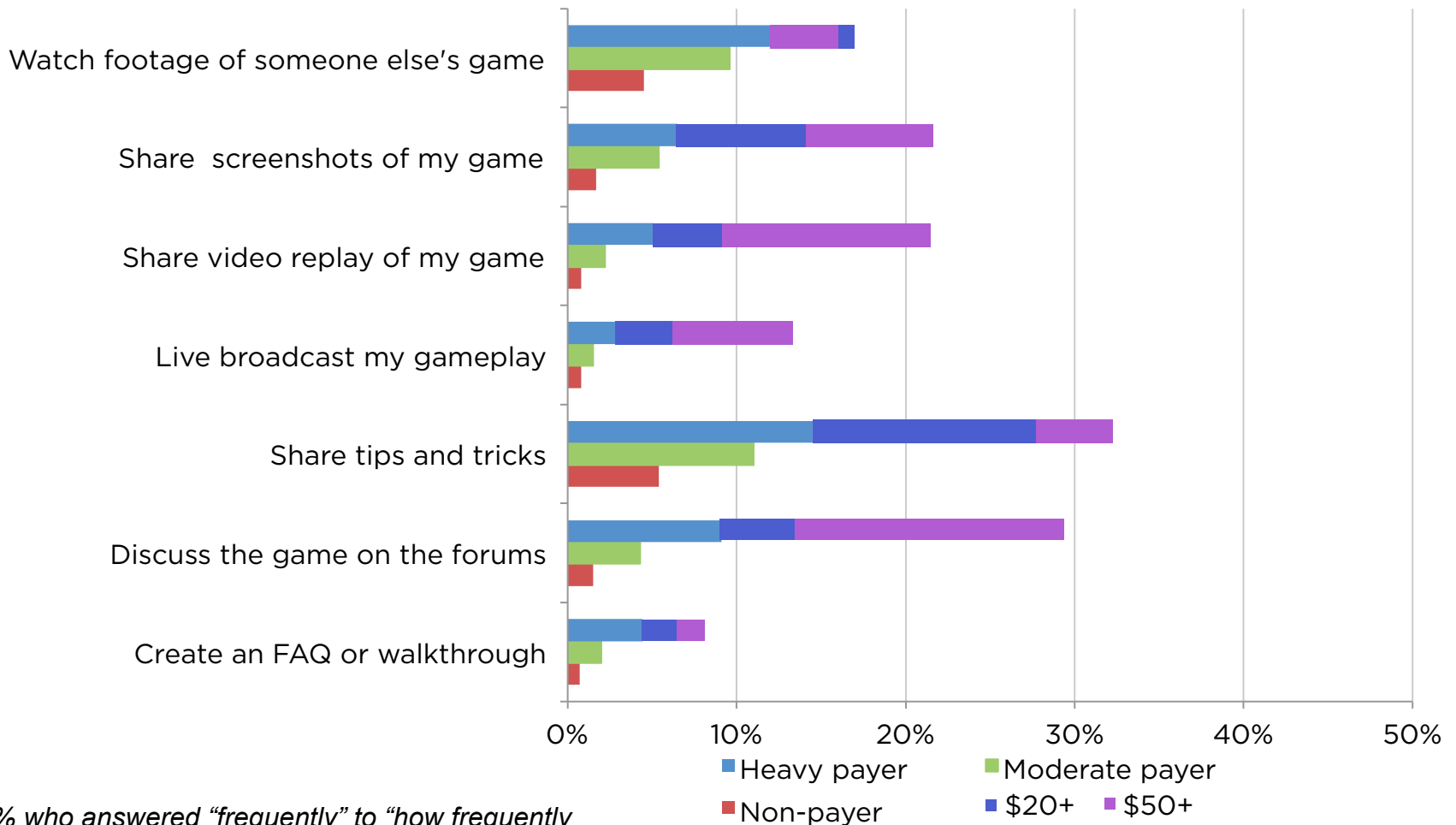
% of all surveyed

Heavy payers are much more likely to frequently share from games



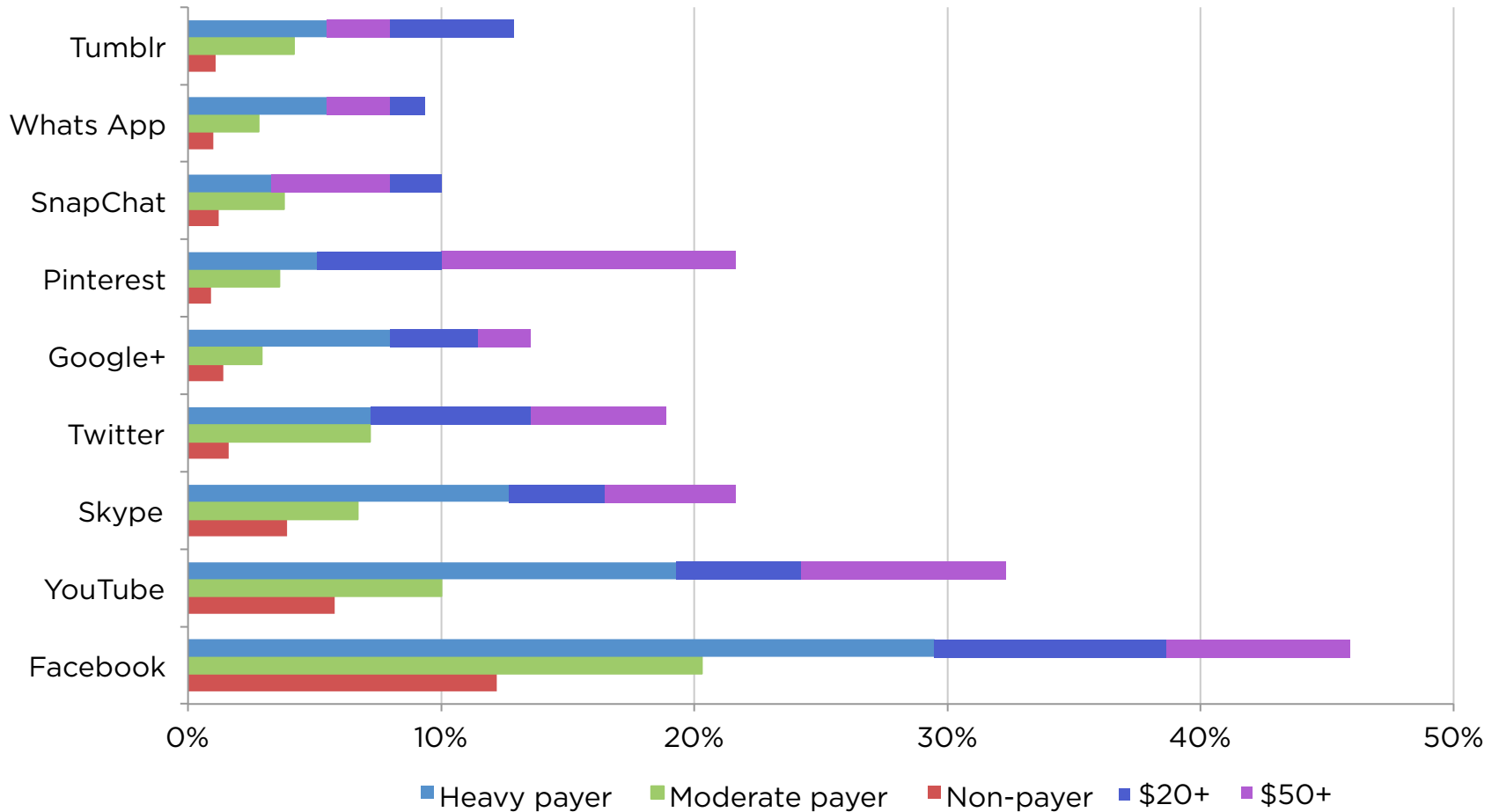
% who answered "frequently" to "how frequently engage in following activities to share with friends and other players"

Heavy payers like to share content and tips & tricks and use forums



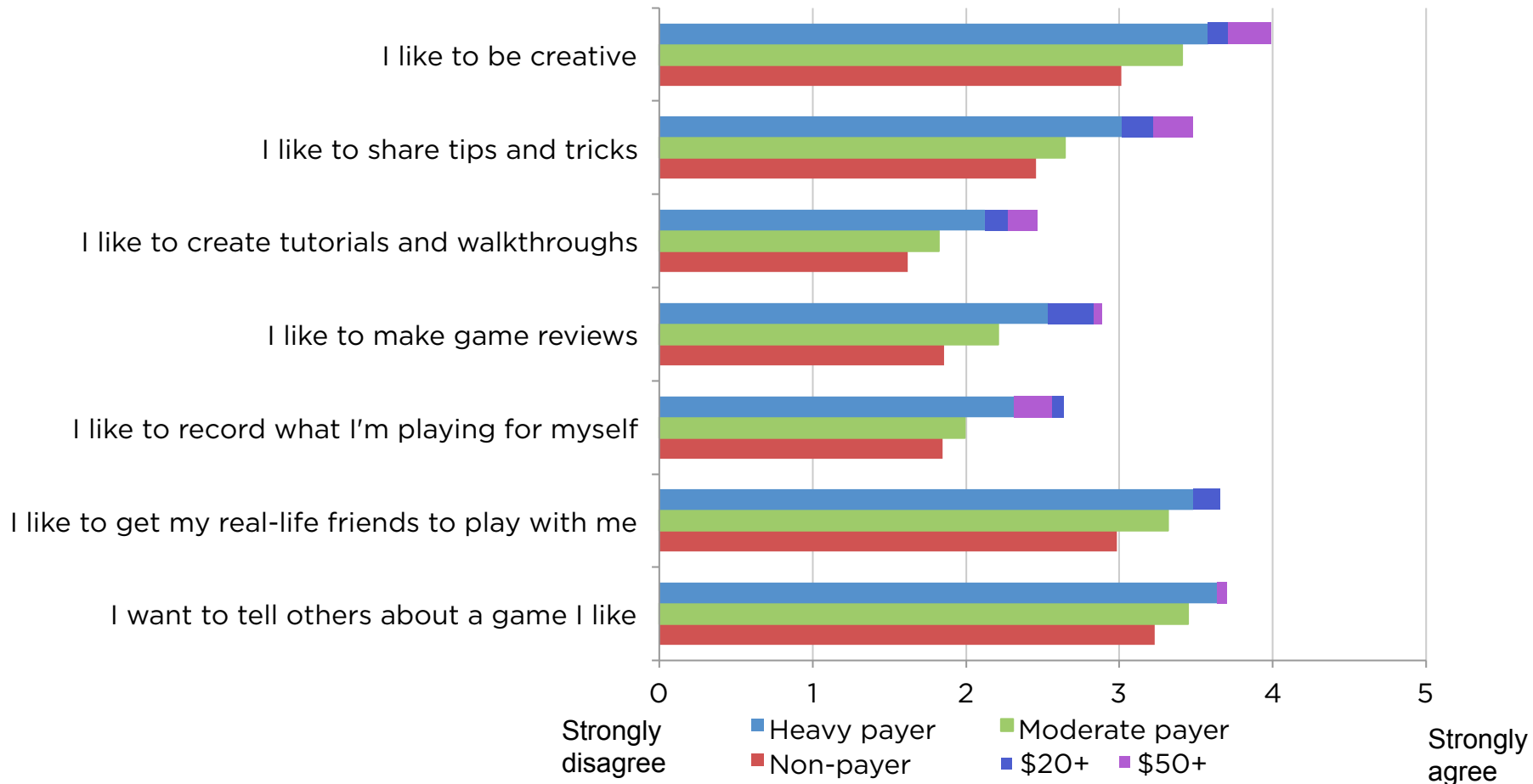
% who answered "frequently" to "how frequently engage in following activities to share with friends and other players"

Facebook is #1 share destination followed by YouTube



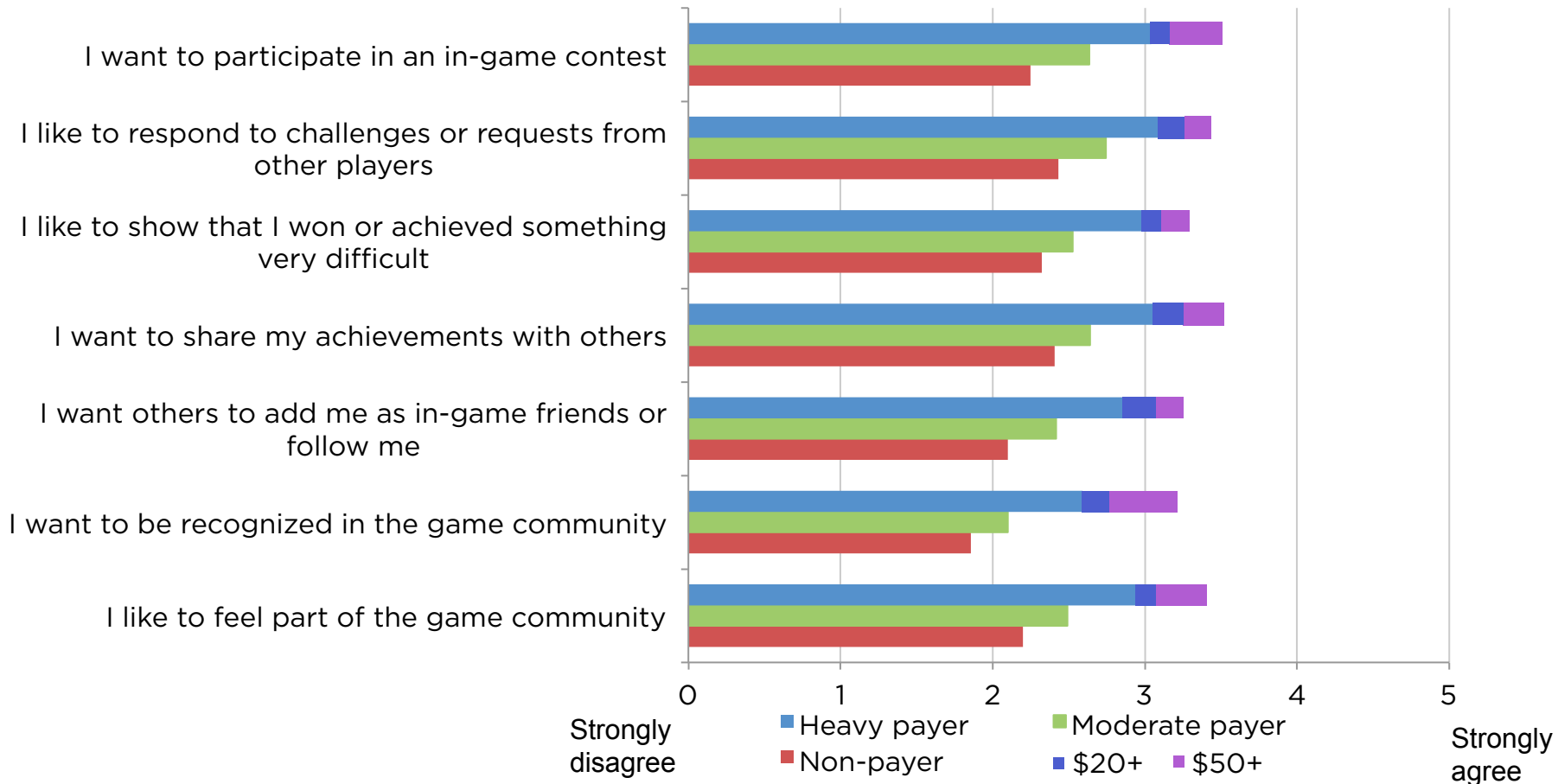
% who answered "frequently" to "How frequently do you use the following to share mobile game experiences?"

Creativity is key driver for sharing, and helping others to play or discover games is important



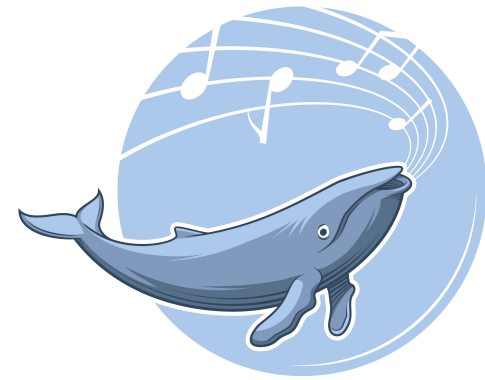
How much do you agree with "I enjoy gameplay sharing because...."

Payers share to be part of the game community



How much do you agree with "I enjoy gameplay sharing because...."

Why whales sing?



Enjoy sharing advice, tips & tricks

Are show-offs: share screenshots, replays and live broadcast gameplay

Want to see what others do: visit them in-game, watch their shared content

Want to be creative, help others and be part of game community

Make your whales happy



Competitive social play key ingredient

- Amplify with sharing and in-game community

In-game community

- To let players connect and enable competitive & collaborative play with in-game friends
- To let them share tips & tricks, and show off
- To see what others do, compare, help, compete, connect

Provide tools for easy sharing

- Achievements, leaderboards
- Screenshots, video replays, live broadcasting

Enable sharing to multiple social media

- Facebook, YouTube key destinations



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**Mobile replay sharing
and in-game community**
for your whales
and all players



DEAD TRIGGER 2 #4: THIS COULD POSSIBLY BE THE BEST LEVEL EVAR!! by MATT FELIX SHAW

Download on the
App Store

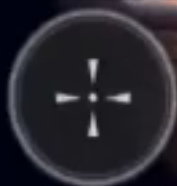
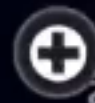
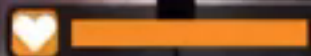
GET IT ON
Google play



\$ 200

Don't let Zombies get into the Hideout

0:30



01:01



01:57



SHARED WITH



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