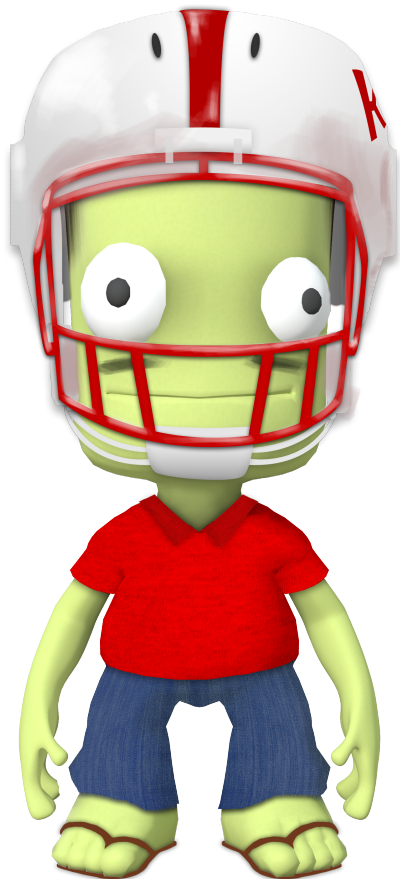


You Own The Game, But The Community Owns You

Bob Holtzman

Director of Marketing and PR, Squad



Hi. I'm Bob.



KERBAL

SPACE PROGRAM



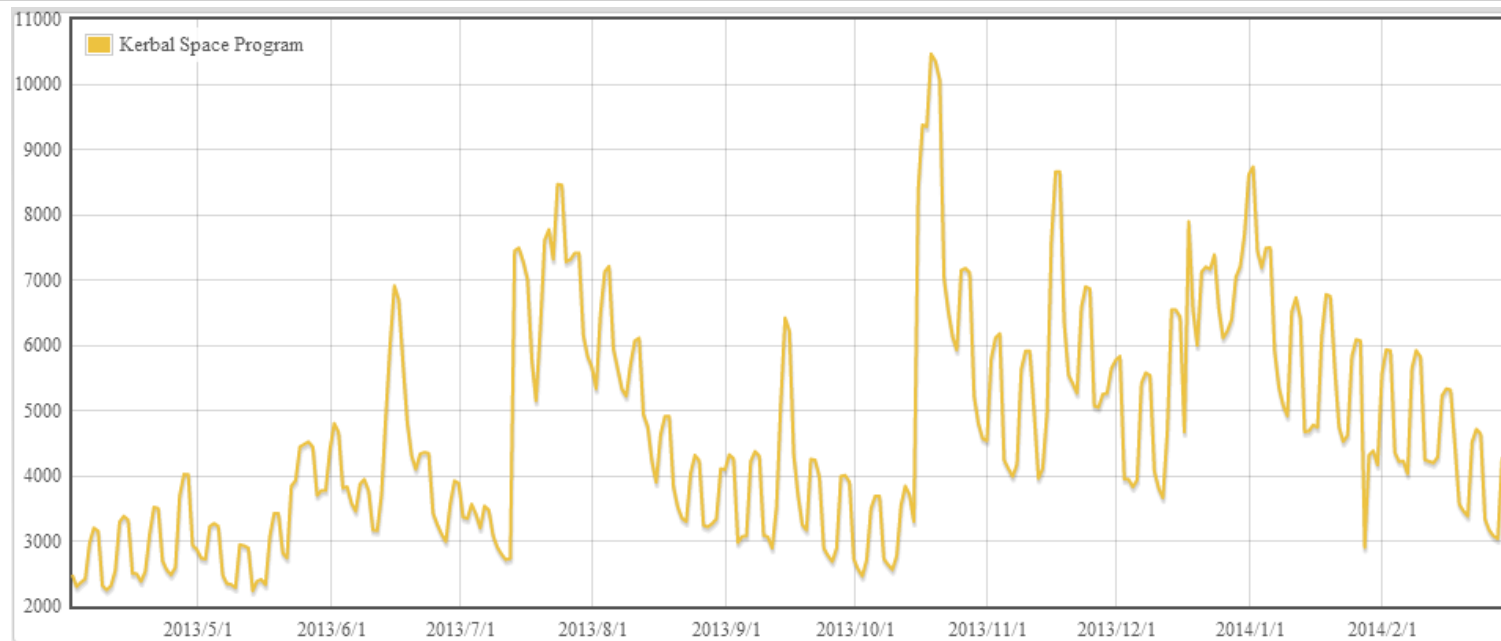
SQUAD





Launched 2011
Still in development
(yes, still)





Currently displaying:

Kerbal Space Program [\(Remove\)](#)



Before I “learned” rocket science

Attended a social media conference in 2010 at Coca-Cola HQ

Does anybody here know the story of New Coke?



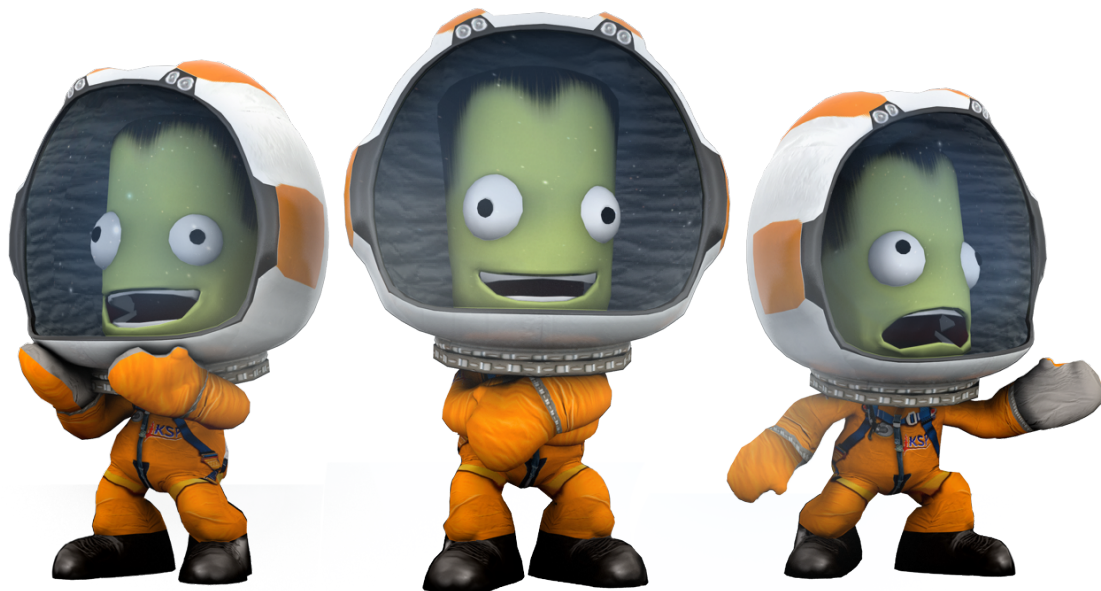
Do gamers own your brand?



Your Community Is Your Business

You are now in a
relationship!

You need each
other to survive



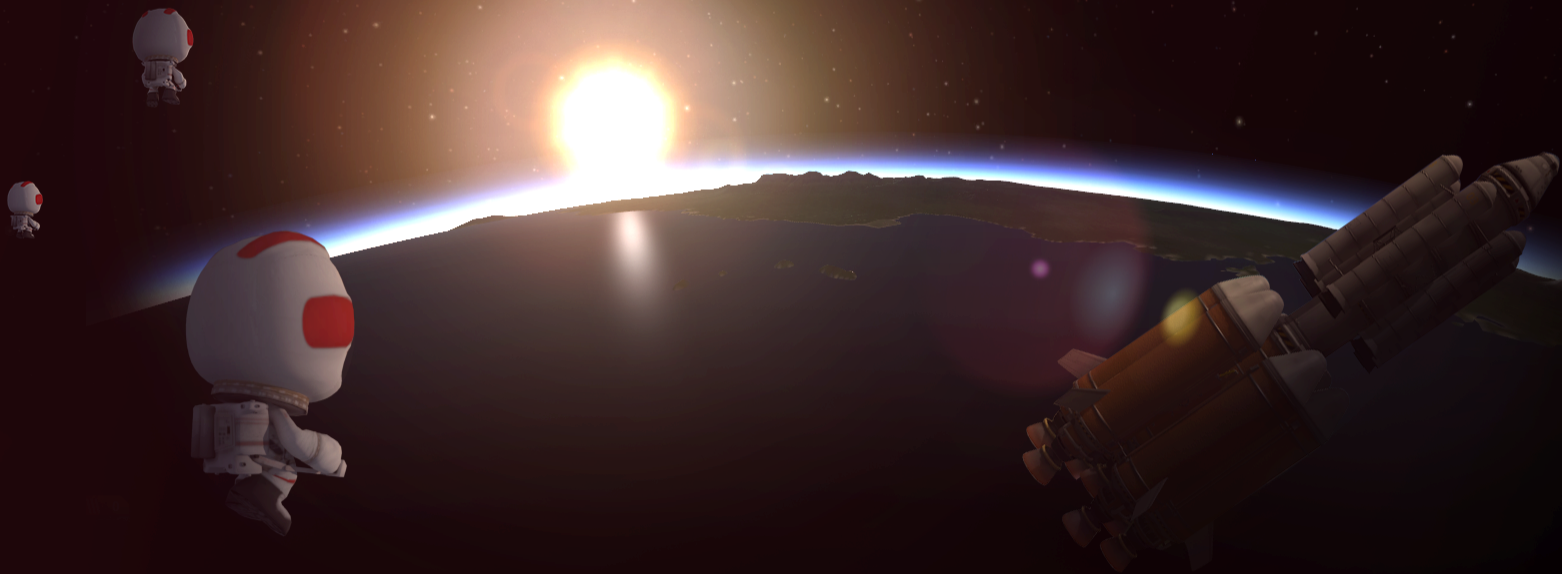
Don't be Peter Parker – be Eddie Brock

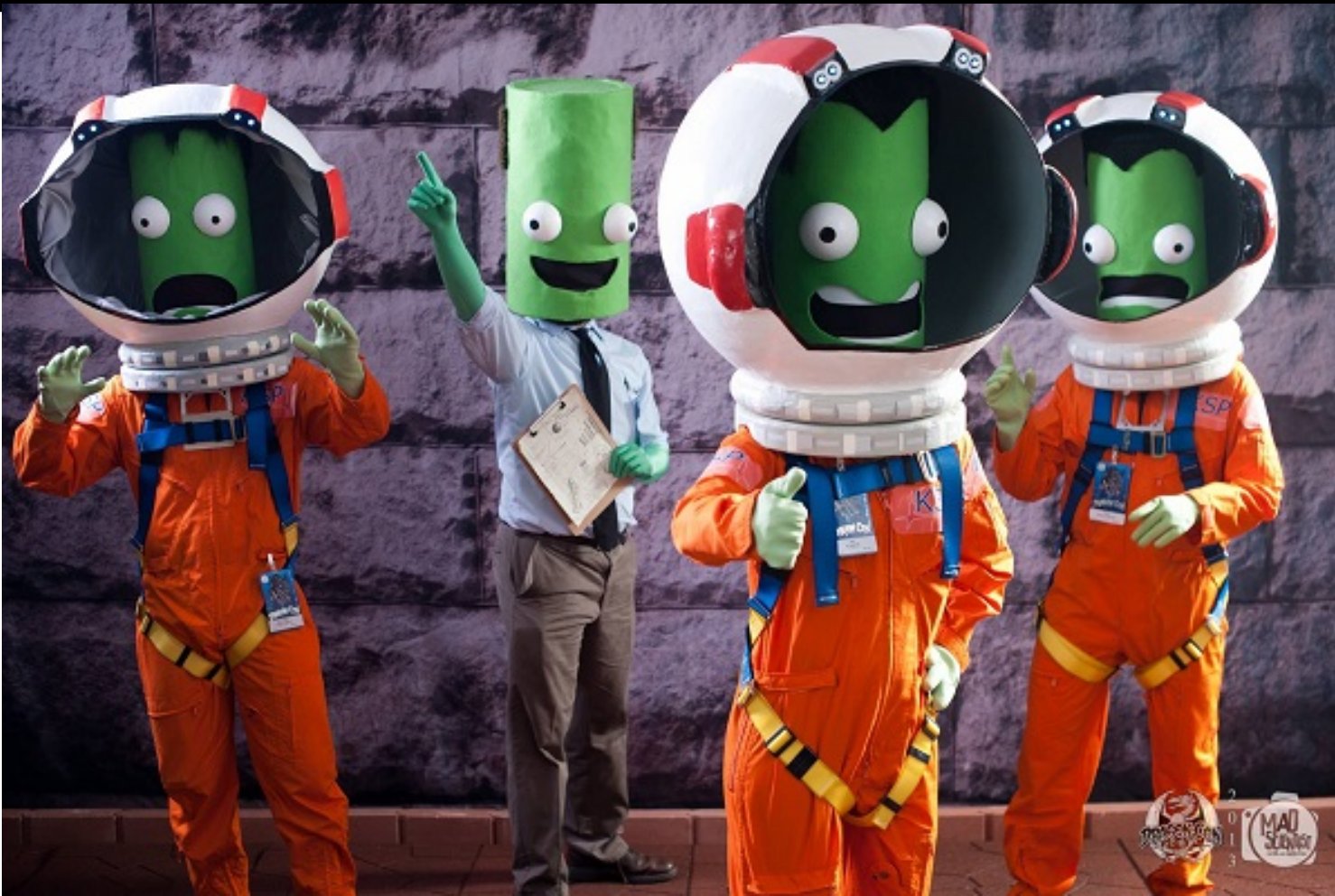


Harunase via Devianta

“The moment you decide, you divide.”

- Tony Blair





+65,000



+51,000



+25,000

Relationships take work

Remember:
You own brand,
they own you



Games as Services To-Do List

Screen Segmentation Model

Traditional segmentation does not suffice to understand market change and growth

All types of games are moving towards the cloud, relying on in-game sales for revenues and becoming increasingly accessible via multiple screens. Traditional market segmentation is based on definitions and terms that are increasingly difficult to maintain. In addition, the overlap between the traditional segments is constantly growing and becoming increasingly difficult to distinguish.

In 2012, Newzoo launched an alternative way of segmenting the games market - The Screen Segmentation Model™. The starting point for the model is the consumer and the four typical screens that they can use, with each its own characteristics and appeal, depending on various factors such as time, place and budget.



Transparency

- What are we working on?

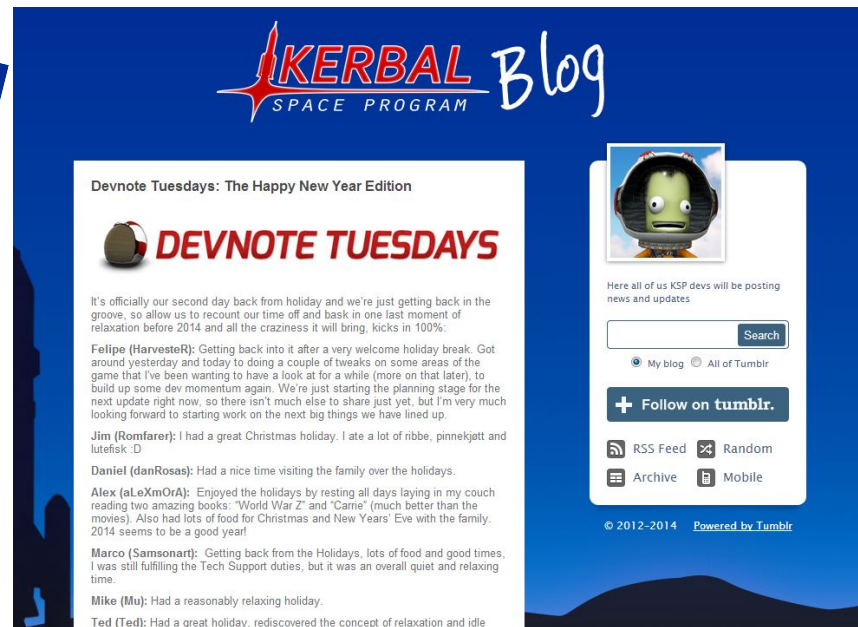
Content

- Why are we working on it?

Honesty

- When will it be done?

Transparency - *THE DAILY KERBAL*



Transparency – Squadcast

The screenshot shows a Twitch interface. On the left is a dark sidebar with the Twitch logo, a search bar, and navigation links for Games, Channels, Videos, and Play Now. Below these are sections for 'PROMOTED GAMES' (Diablo III, League of Legends, DayZ) and 'RELATED CHANNELS' (belannaer, doctor_mandarb, tank420). The main content area displays a video player for a stream titled 'KSP-TV: Squadcast, hangout style! Question time with the devs!' by 'KSPTV playing Kerbal Space Program'. The video shows a man, Felipe Falanghe, wearing a headset and speaking. A name tag at the bottom of the video identifies him as 'Felipe Falanghe' with the subtitle 'KSP was my fault!'. At the bottom right of the video player is a row of small thumbnails for other participants. The video progress bar at the very bottom shows the stream is at 02:43 / 54:23.

YouTube ^{MX}

lets do science scott

GUIDE



Kerbal Space Program - 0.22! Lets Do Science! Lots Of Science

Scott Manley · 709 videos

122,470

2,515 27

Like

About Share Add to

Published on Oct 17, 2013

This is a recreation of my first 'science' mission, taking me to Minmus, and past the mun for over 350 science on my first attempt. I haven't been able to better, but this was what I started with.

KSP Career Mode: 2nd Mission 6000 Science! 21:58

Kerbal Space Program - Let's Do More Science - 2nd Mission, 6000 Science by Scott Manley 98,371 views

Kerbal Space Program - How To Land Your Rovers 16:20

Kerbal Space Program - Mods Mods Mods by Scott Manley 142,717 views

Content

Keep Them Busy!

Media Group

Streamers,
YouTubers

Capture video
in pre-launch
update builds

Content – Empower Your Community

Nearly 1,300 logos submitted

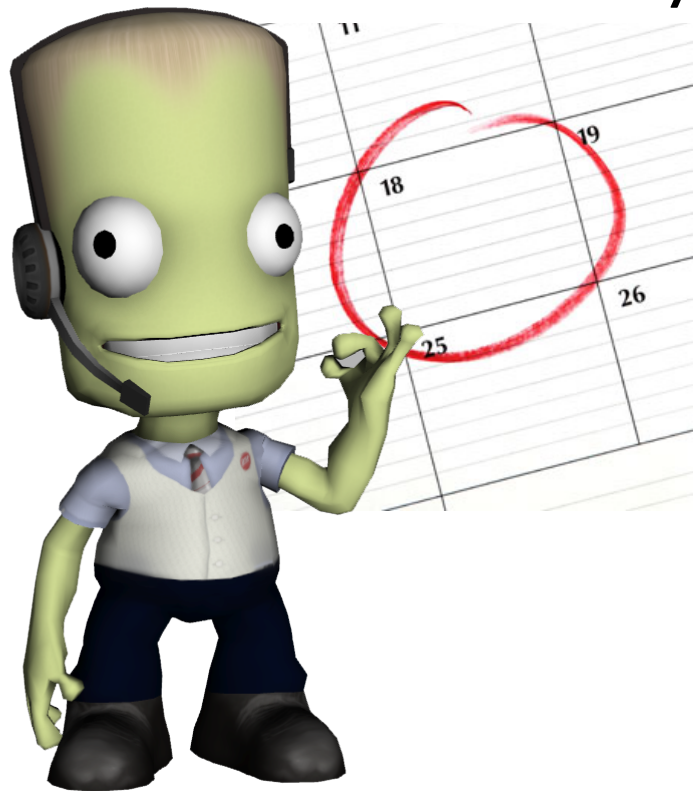


Content – Owning your mistakes



- Walk back your message
- Refocus efforts and specify them
 - Be Clear
 - Move on

Honesty – Draw the Line



We Don't Share Dates

- We're never right

Missed dates = angry players and stressed devs

- Now we just keep our mouths shut until we know it's ready

Honesty – Hiring Players



- Gameplay Trailers made by a community member for us
- Win-win because it shows we actually care to watch this stuff
- Less expensive than hiring trailer house

Honesty – Iterate When You Can



- Major investment in modders
- Spaceport platform needs serious improvements
- Plan for future and let them know it

Bring it all together

To accomplish these three things, plan ahead!

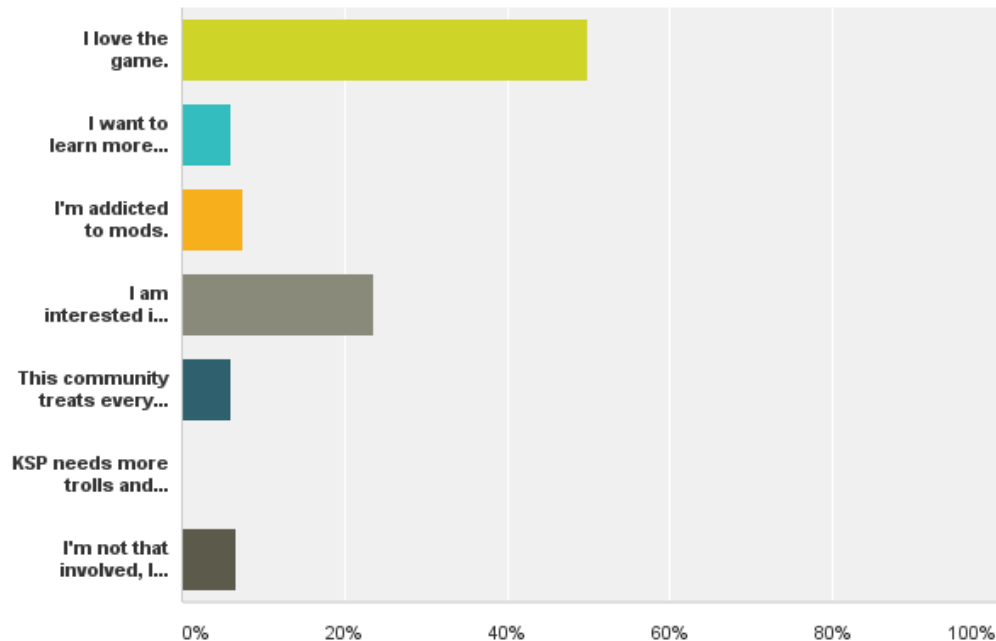
Repair Kits are good too



Let's share a little more Data

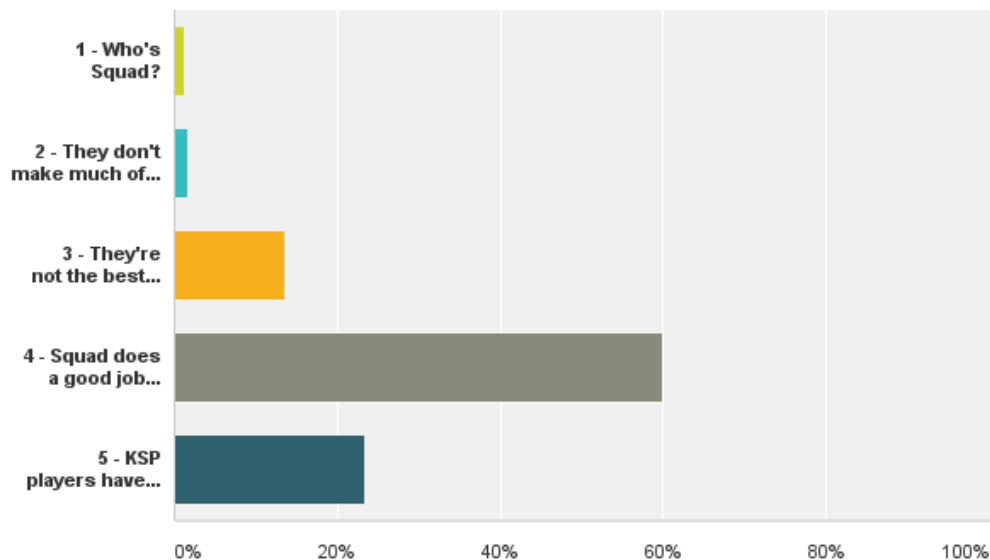
Q3 Why are you so involved with the KSP community?

Answered: 2,621 Skipped: 6



Q4 On a scale of 1-to-5, 5 being best, how happy are you with how Squad communicates with the community?

Answered: 2,612 Skipped: 15



Let's share a
little more Data

And this
happened
last night!



Can you own your brand...



When your community owns you?

Your challenge:

Make sure your players are a force of good for your game and your business.





Thank you

Bob Holtzman

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robert@squad.com.mx

GAME DEVELOPERS CONFERENCE

SAN FRANCISCO, CA
MARCH 17-21, 2014
EXPO DATES: MARCH 19-21

2014