

# Rebooting a four year old game to the top of the charts

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# Our portfolio



- Very diverse, high quality
- Sporadic updates and coverage
- “I loved the game, but I’m done”





# Continuous improvement

Do we create newer, better games?

Can we reinvent our games?

New questions:

- Why cancel a game?
- Why limit its potential?
- Why make sequels?





# Realisation

Miyamoto:

“A delayed game is eventually good. A bad game is bad forever”.

In the context of Games as a Service:

- A “bad” game can be a great foundation!



# Age of Zombies?



- Halfbrick's oldest live title (2010)
- Originally for DS, then PSP, then iOS
- Last meaningful update in 2011
- 50 units per week (but happy users)





# Update 1

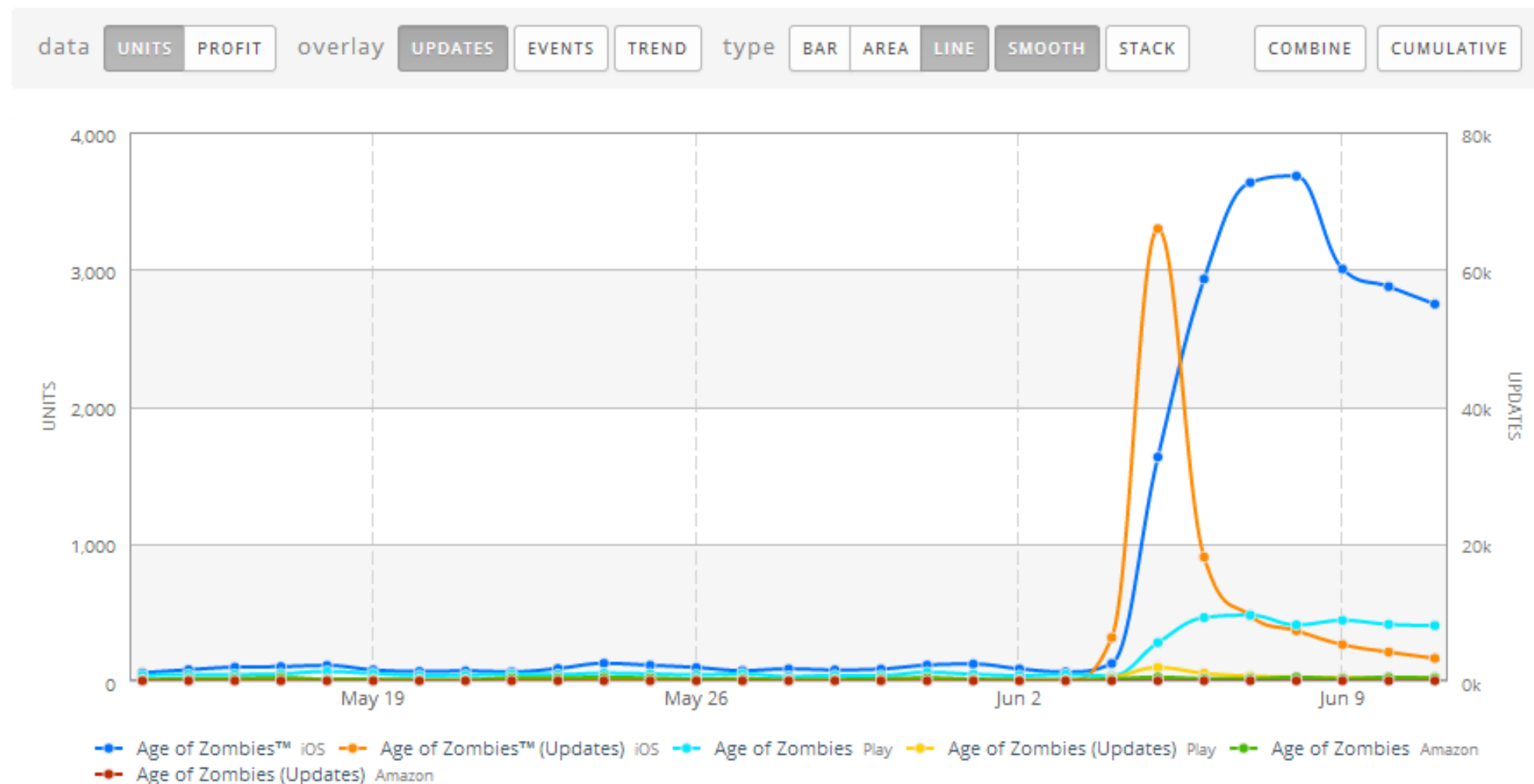
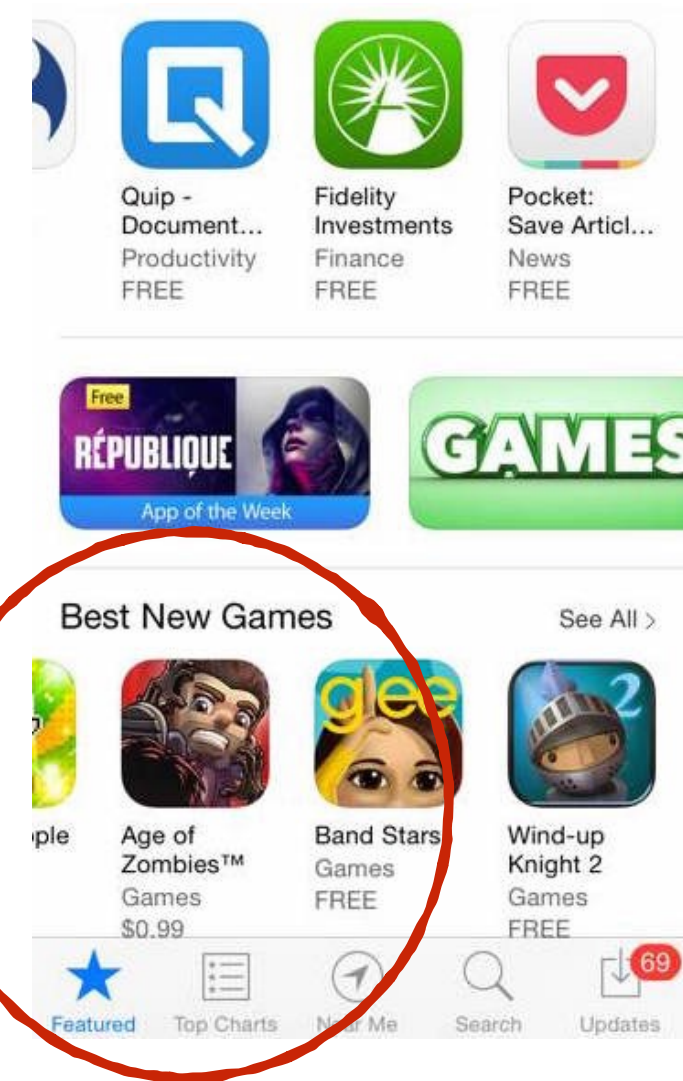
- Ride the T-Rex!
- MFI controller support (+ Razer, TV)
- Streamlined story (less exclusive)
- Support more platforms
- Promise a series of experiments







# and then this happened



- #11 Top App on App Store charts





# What we learned

- People are happy to get a 4 year old game if they feel it's valuable
  - Most people don't realise the game is old
- Getting featured is super important
  - Make your update marketable
- Very few people use gamepads
  - But it got us a lot of press





# Update 2 - Late June



- Rapid update made to get featured
- Define the lowest spec for an update
- Ouya as a test for TV platforms





# What happened



- Featured again!
  - Small updates work if super targeted
- Bottlenecks
  - Art (sprite sheets)
  - Need app updates for new content
  - Lack of replay value
- Staying paid while preparing for F2P is valuable to stand out





# What next?

- Test maximum release speed
- Try to not depend on featuring
- Remove the bottlenecks
- Continue push towards TV platforms







# 3 updates in 1 month



- #1: Content bottleneck: OTA updates. Co-op.
- #2: Horde mode
- #3: Switch to 3D art
- Weekly new maps
- Weekly contests with Razer, Nvidia



# and then this happened

**AGE  
ZOMBIES**  
**ZOMBIE  
MONTH**  
POST MORTEM

**5**  
GAME UPDATES  
IN ONE MONTH

OVER **50%**   
PLAY MULTIPLAYER

**1 BILLION  
ZOMBIES KILLED**



 **TOP  
1 RANKING  
ACTION GAME**  
FOR THE PAST 5 MONTHS

   
**4.5 STARS**  
AVERAGE RATING

**1.3 MILLION  
GAME UPDATES**

**FRANCE**  **USA**  **GERMANY**   
  
**TOP 3 COUNTRIES**







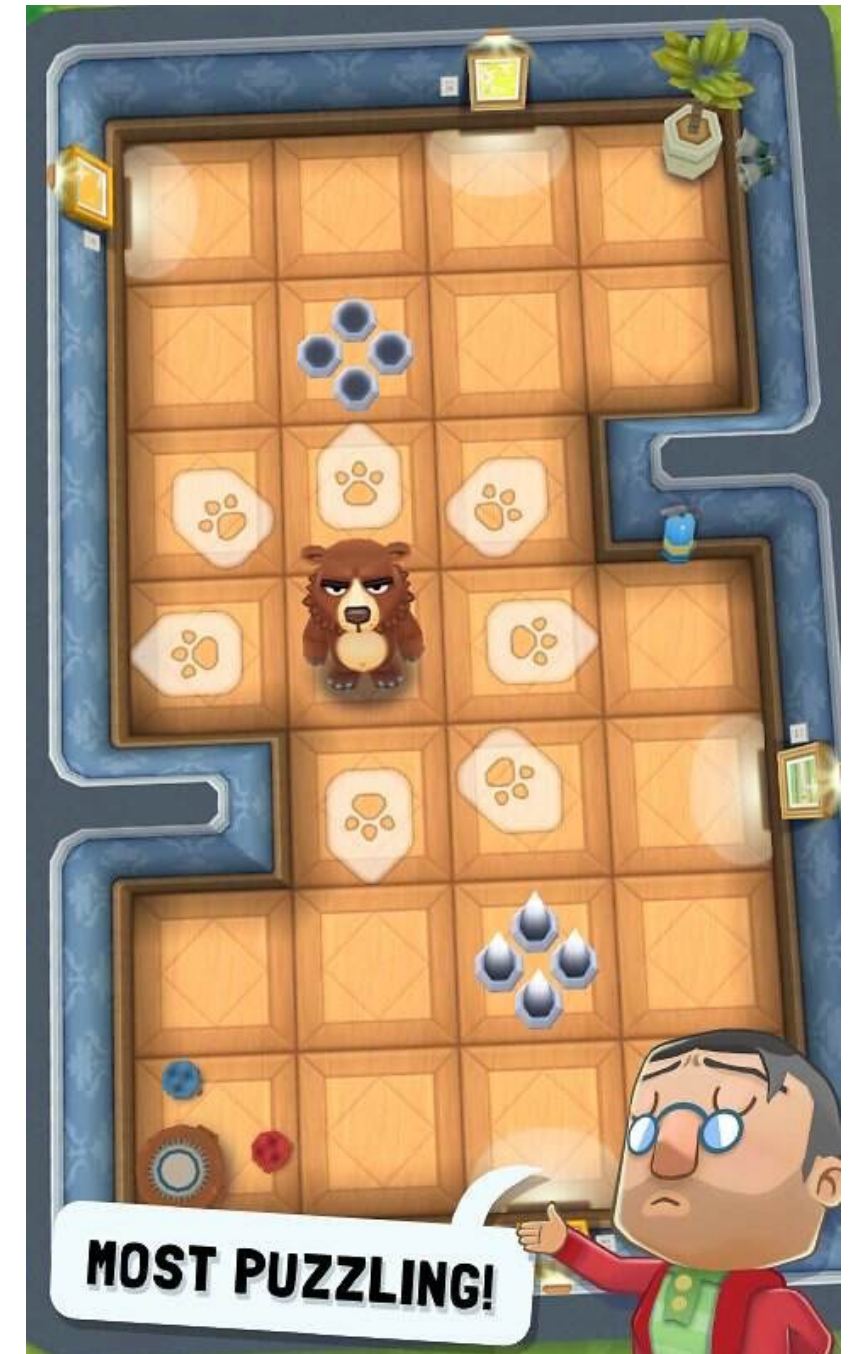
# Lessons learned



- Pace requires process changes
- Requires robust technology stack
- Identified bottlenecks in production
- Continuous updates improve BI



# Many more to reinvent!







# Questions?



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