



From **58** to **81**:

The Mighty Comeback of Gazillion's *Marvel Heroes 2015*

David Brevik
CEO, Gazillion



GAME DEVELOPERS CONFERENCE®
MOSCONE CENTER · SAN FRANCISCO, CA
MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



Who Am I?

- CEO of Gazillion
- Creator of *Diablo* and *Diablo II*
- Co-Founder of Flagship Studios



gazillion



TRAILER FOR MH15

https://www.youtube.com/watch?v=vz_NnHtygyc



Marvel Heroes 2015 Now...

Marvel Heroes 2015 PC

[Gazillion](#) | Release Date: Jun 4, 2014



Summary

Critic Reviews

User Reviews

Details & Credits

Trailers & Videos



[See the trailer](#)

81

Metascore

Generally favorable reviews
based on [10 Critics](#)

[What's this?](#)

Summary: Set in the iconic Marvel Universe, Marvel Heroes combines the core game-play style of Action RPGs and MMOs with the expansive library of heroes from the Marvel Universe. In the game, players can collect and play as their favorite Marvel Superheroes (including Iron Man, Thor, Wolverine, Hulk, Spider-Man, Captain America and many others).

Team up with friends and try to stop Doctor Doom from devastating the world with the power of the Cosmic Cube in a story written by Marvel comic super-scribe Brian Michael Bendis. [Collapse ▲](#)

8.0

User Score

Generally favorable reviews
based on [530 Ratings](#)

Your Score 0

Developer: Gazillion

Genre(s): Sci-Fi

Cheats: [On GameFAQs](#)

[More Details and Credits »](#)



After *Marvel Heroes*' 2013 Launch

Marvel Heroes PC

[Gazillion](#)

Release Date: Jun 3, 2013

Also On: [PlayStation 3](#), [Xbox 360](#)

Tweet

12



Like

36

Summary

Critic Reviews

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[See the trailer](#)

58

Metascore

Mixed or average reviews
based on [38 Critics](#)[What's this?](#)

6.6

User Score

Mixed or average reviews
based on [676 Ratings](#)

Your Score



0

Summary: Marvel Heroes is a free-to-play online game from Gazillion Entertainment.

Developer: Gazillion**Genre(s):** Massively Multiplayer**Cheats:** [On GameFAQs](#)[More Details and Credits »](#)



Turning Things Around

We made three key decisions:

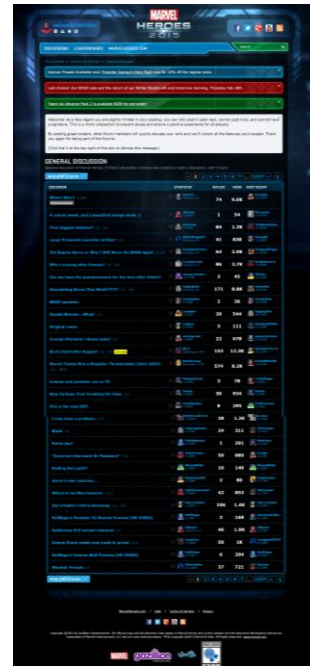
- 1) Committing to making a great product
- 2) Creating a fair business model
- 3) Fostering a healthy community





It All Comes Down to Community

- We firmly believe our community is the best in all of gaming
- We actively encourage ALL EMPLOYEES in all departments to engage with our community (many publishers have rules *against* that)
- It is critical to listen and execute – not just to say that you do





Our Community Includes...

- Our own forums
 - 1.4 million posts!
 - Over 50 specific feedback threads
- Huge ongoing threads at NeoGAF, our subreddit and other popular forums
- 400K Facebook fan, 39K Twitter followers





Streaming and Playing with Fans

- Twitch streaming was vital to our turnaround and is only growing in importance
- We also arrange times to play with community, from raids to casual play
- And sometimes we combine the two...





Clip of David streaming: <https://www.youtube.com/watch?v=3vxYxy9bRp0&t=66m50s>



The Test Center

- We have a 100% public test center for weekly new content
- Players can consistently contribute feedback during actual development





Launch Free-to-Play Model

- Hero drops were unfair
 - Too infrequent
 - You couldn't choose who you got
- Poor messaging regarding price: Some heroes (even just costumes) were \$20, so word spread that *all* were (untrue)
- Could only play as 1 of 5 starter heroes
- Overall model designed around buying heroes





Community-Driven F2P Model

- Now you collect and save up Eternity Splinters to purchase new heroes
 - No more hero drops
 - Players control progression toward new heroes
- Can now play as 11 free starter heroes without starting over
- Overall model now designed around sales of boosts and cosmetic changes





Recent Revenue Drivers

Advance Pre-Orders



Boost Sales/Mystery Boxes



Seasonal Events/Sales





Community Influence: A Recent Example

- A well-intended idea to introduce limited-edition costumes went over poorly
- Most of the 2,400 forum commenters hated the idea





Community Influence: A Recent Example

- So we fixed it!
- Changed concept to Variant Costumes
- Meant delaying the update by a day... but it was worth it
- Turned this rather significant change around in 24 hours – it is essential we execute quickly





Popular New Features

- Nine Endgame Modes
 - Highlighted by Raids – the first ARPG to feature them
- Nine Game Modes
 - X-Defense, S.H.I.E.L.D. Holo-Sim, etc.
- New rare gear types
- Lots more!



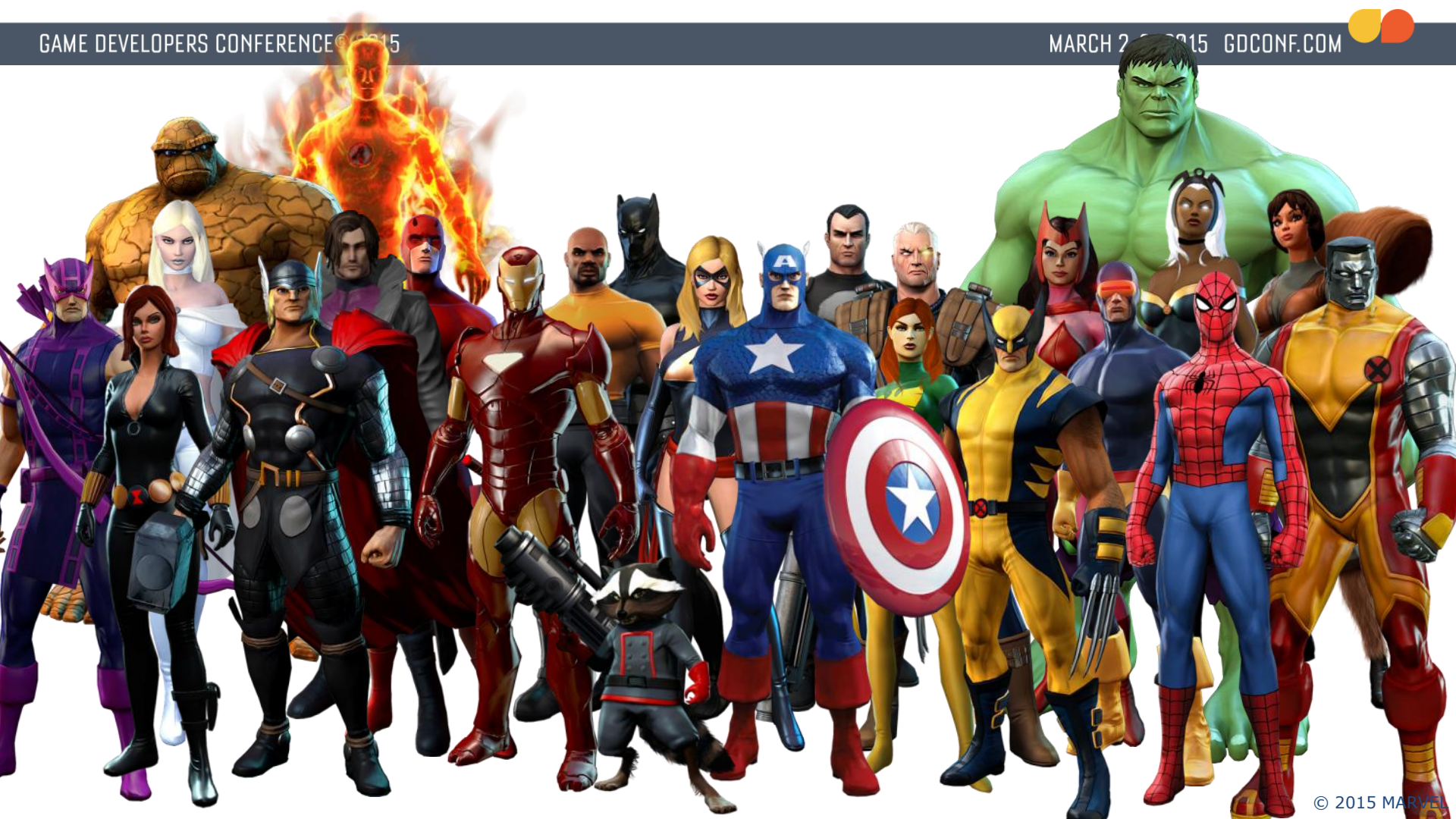


Playable Characters

	Launch	Now
Free Playable Starting Heroes	5 (no way to switch characters without starting over)	11 (play with all up to LV10; one to LV60)
Total Playable Heroes (& Villains!)	21	45

- We release one new fully playable character every month
- We revisit original released characters and improve them ("Level 52 Reviews")









Level 52 Reviews

- Launch characters only got new powers up to level 30 (out of 60)
- Starting with Human Torch (character 22), we added new powers up to level 52 – when an Ultimate Power is gained
- Fans demanded we go back and adjust the originals to have Ultimate Powers
- So we have – Punisher most recently, with highly demanded Battle Van

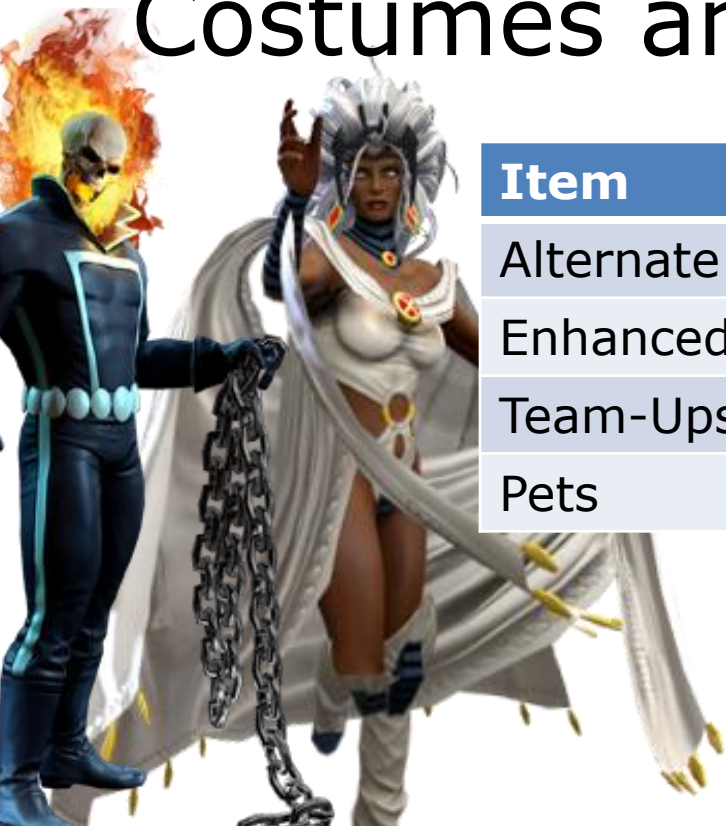






Costumes and Companions

Item	Launch	Now
Alternate Costumes	138	255
Enhanced Costumes	2	16
Team-Ups	0	23
Pets	3	26





Getting a Second Look

Rebranding to Marvel Heroes 2015

- 1) Live-service had dramatically changed. It wasn't a 58 anymore.
- 2) Needed an event to get coverage







Launch vs. Now: Reviews

62

Meristation

Jun 7, 2013

Marvel Heroes is a simple Diablo, by its creators. The Marvel characters are very well-defined and differentiated, as are its villains. You can play the full campaign for free, but it isn't exciting.

[All this publication's reviews](#) | [Read full review](#) 

82

Meristation

Jul 22, 2014

A vastly improved game over its past iteration, Marvel Heroes is now a really interesting ARPG with a fair model of F2P and lots of content. Definitely worth a try.

[All this publication's reviews](#) | [Read full review](#) 



Launch vs. Now: Reviews

50

DarkStation

Jun 21, 2013

While not broken, it's simply not that much fun past the initial "OMG I'M PLAYING AS A SUPERHERO!!!!!" moment. It saddens me to say, but even for free, I can find better things to do with my time.

[All this publication's reviews](#) | [Read full review](#) 

90

DarkStation

Aug 8, 2014

A year later, Marvel Heroes is the game it wanted to be when it was released, and its ability to grow and change by acknowledging its problems and actively trying to solve them, is a testament to one of the best features of MMO.

[All this publication's reviews](#) | [Read full review](#) 



Launch vs. Now: Reviews

56

MMORPG.com

Jun 27, 2013

In the end, I don't think this is really the game for either dedicated MMO players, or diehard Marvel fans. Many of the former won't like the lack of true customization or group strategy, and, because of game mechanics, the latter will only get a loose approximation of the characters' canonical abilities. That said, I think Marvel Heroes is uncomplicated and certainly entertaining enough to be a good primer for those new to online gaming. It's a way to get familiar with the medium without being overwhelmed or overcharged for the experience.

[All this publication's reviews](#) | [Read full review](#) 

82

MMORPG.com

Jul 9, 2014

Like Steve Rogers, Marvel Heroes initially had its heart in the right place, but was lacking everywhere else. Fortunately, the game has improved enough over the past year that the results are about as dramatic as Steve's eventual transformation into Captain America via the Super Soldier Serum.

[All this publication's reviews](#) | [Read full review](#) 



MMORPG.COM

The Best Overall MMO of 2014

- ArcheAge 2.3%
- Elder Scrolls Online 15.3%
- Final Fantasy XIV: A Realm Reborn 8.2%
- Guild Wars 2 7.5%
- Marvel Heroes 2015 51.0%
- Rift 2.0%
- Star Wars: The Old Republic 4.1%
- WildStar 1.8%
- World of Warcraft 7.6%

(login to vote)



TOP 10 FREE GAMES AS SERVICES



Clash of Clans
Clash of Clans launched Clan Wars alongside frequent updates and events.



Marvel Heroes 2015
Marvel Heroes 2015 is a distinctly changed game, with many new features and characters being added this year.



Puzzle & Dragons
Puzzle & Dragons continues to bolster its own content by frequently bringing in other notable IPs for spiffy new dungeons.

gameinformer



And the Most Important Praise...



Matthew Tripp
@Shanxin82



Follow

@MMMSociety thank you Gazilliion for making the marvel game we all have always wanted. Just wanted to appreciate the hard work you do.



Kryptiicv2 · 6 days ago

IGN should cover this game way more than they do. There are updates to this game like every 5 days! And new characters like once a month.



LK_Marleigh
@LK_Marleigh



Follow

@Totalbiscuit I've had more value from F2P games than most AAA games in the last few years. @MMMSociety has given me amazing value



Mauro Martins
@MauroDiogo



Follow

@pcgamer Decided to check out Marvel Heroes again after a very disappointing 2013 beta. It has improved a lot since then & I'm hooked!





Consistent Success

Monthly Payer Rate and ARPPU
trounce the industry averages

Results (2/14 through 1/15)	Marvel Heroes	Industry Average*
Monthly Payer Rate	14.7%	9.63%
Average Revenue Per Paid User	\$55.93	\$18.61

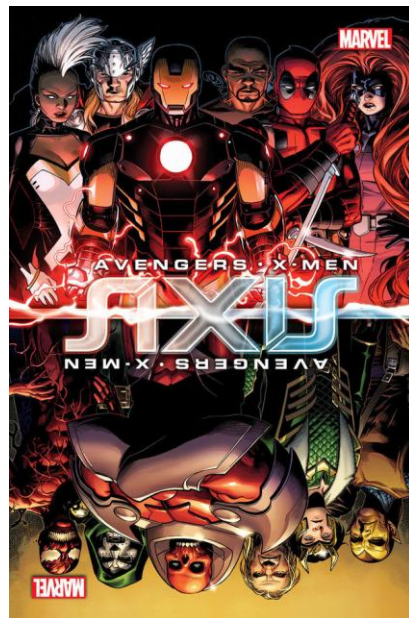
*SOURCE: Superdata Free-to-Play MMO Research





And We're Not Done Yet!

- Lots more in the near future:
 - Achievements
 - Axis Raid and other events
 - Big Team-Up revamp
 - Even more community outreach
 - New territories: Mexico, Brazil, Russia
 - Big stuff we can't mention yet...





Q&A

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