

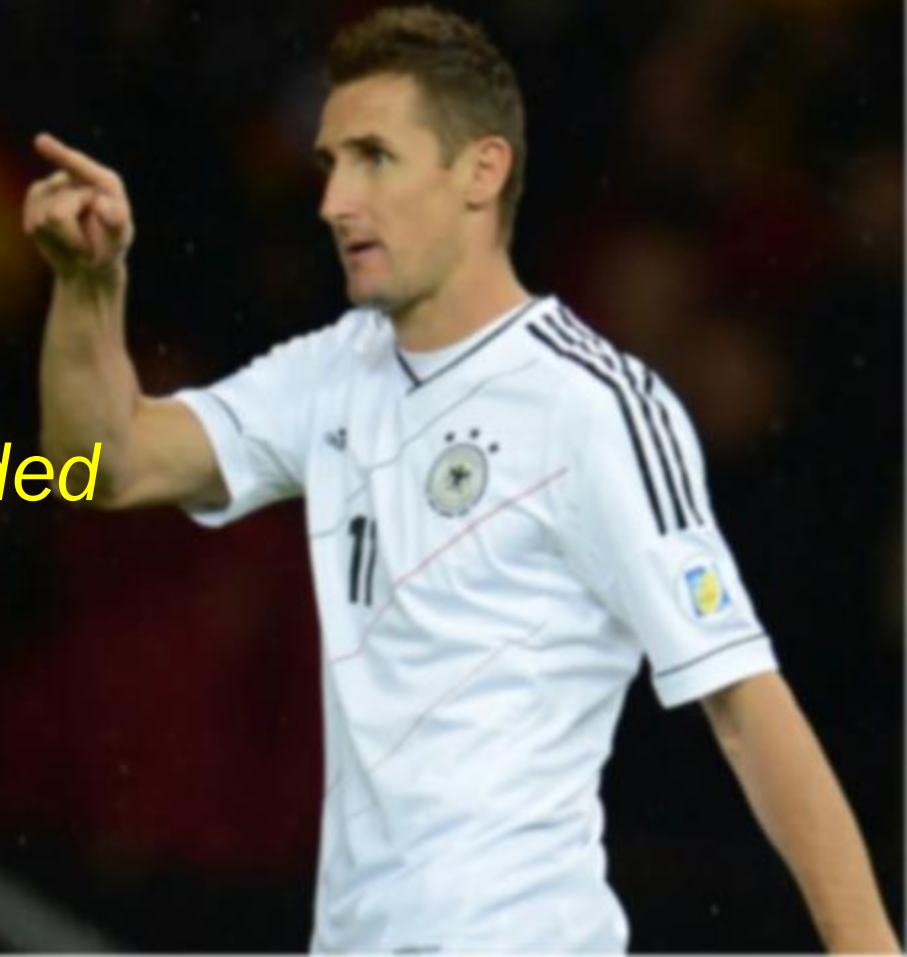
The background is a dark, abstract composition. It features a soccer ball in the center, surrounded by a network of glowing blue lines and nodes, suggesting a global or digital theme. There are also some floating, translucent geometric shapes and a lens flare effect in the bottom right corner.

How FIFA Delivers Live Content to Users Fast!

Gurdarshan (Novy) Dhillon

Live Content is better!

- *Monetizing or not monetizing*
- *What is Live Content?*
 - *Not Patches*
 - *Possibly DLCs*
 - *Best is new in-game content downloaded when needed!*



Examples in the industry

- *Activision: Call of Duty*
- *Microsoft: Forza*
- *Harmonix: Rock Band*



How did you do this?

- *Game is a framework for live content*
- *Live Content must be special*
- *Content delivery != Game or Server updates*
- *Tools not Engineers*





FIFA Live Content

1200+ Inform Players

2000+ Player Transfers

100+ Tournaments

40 Seasons

100+ Pack Offer Promotions

150+ Challenges

300+ Games of the Week

52 Matchday Drops

~1000 Messaging Banners

~21000 Lines of Localized Text



Player Updates

- *Team of the week*
- *Team of the Year/Season*
- *Man of the Match*
- *Special Versions*
- *Special Items*
- *FUT Squad Updates*

Standard Gold



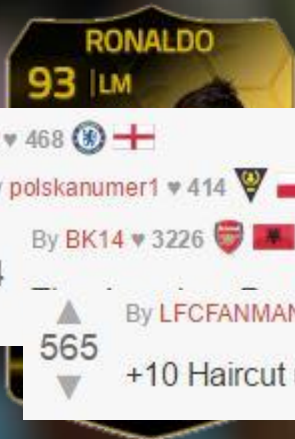
Team of the Year



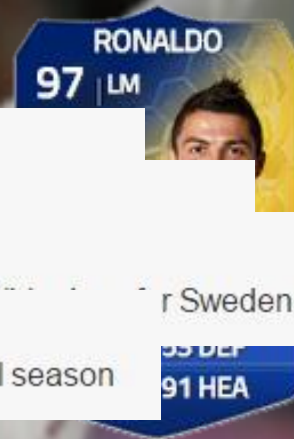
Man of the Match



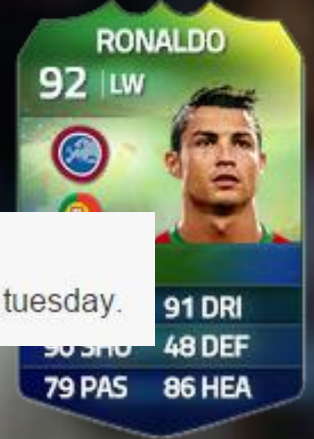
Team of the Week



Team of the Season



World Cup



By Butch92 ♥ 468 🇬🇧 🇬🇧

1311

By polskanumer1 ♥ 414 🇵🇱 🇵🇱

41

By BK14 ♥ 3226 🇩🇪 🇩🇪

604

By LFCFANMAN96 ♥ 1450 🇬🇧 🇬🇧

565

+10 Haircut upgrade, Well deserved, has had good style all season

Sweden - but for Ronaldo, it was tuesday.

Player Updates

- *Massive community engagement*
- *Community web sites / forums / twitter / etc*



Pack promotions

- *Don't discount*
- *Tell users what's new*
- *Tie to real world events*



CAHILL TRANSFER
AVAILABLE
IN PACKS NOW!

Everton Red Bull Salzburg

This banner features a photograph of a soccer player in a white and red kit (Everton) running with the ball. To the right, the Everton and Red Bull Salzburg logos are shown with a red double arrow pointing from Everton to Salzburg, indicating a transfer.

**Celebrate
Chinese New Year**
with a special Tournament
and Pack Offer!



TEAM OF THE YEAR

**Ronaldo, Messi, and
Falcao now available
in packs!**



**THE BEST
OF THE MLS!**
In packs for
this week only!

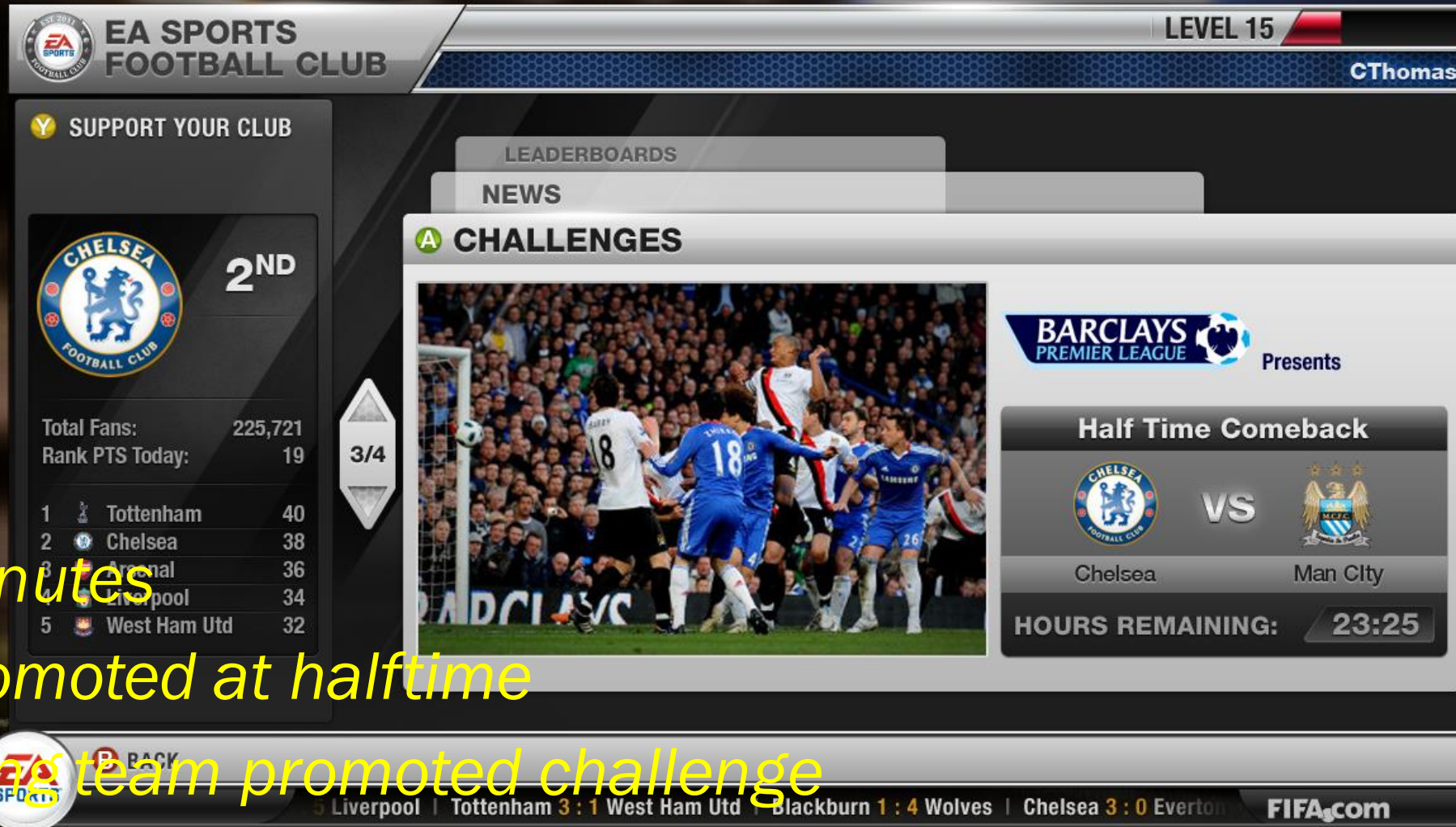


PHILADELPHIA at&t ALL STAR
2012

87 Donovan	85 Beckham	85 Henry
ST 3-4-1-2	CM 4-2-2-2	CF 4-4-2
		
88 PAC 88 DRI	70 PAC 82 DRI	85 PAC 89 DRI
88 SHO 64 DEF	86 SHO 71 DEF	88 SHO 52 DEF
88 PAS 67 HEA	93 PAS 55 HEA	80 PAS 65 HEA

This banner features the Philadelphia All-Star 2012 logo. Below it, three player cards are shown for Donovan, Beckham, and Henry, each with their stats and a small photo.

EA Football Club Challenges



The image shows the EA Sports Football Club Challenges interface. At the top, it says "EA SPORTS FOOTBALL CLUB" and "LEVEL 15" with a red progress bar. The user's name "CThomas" is in the top right. Below the top bar, there are tabs for "LEADERBOARDS", "NEWS", and "CHALLENGES". The "CHALLENGES" tab is selected, showing a "Half Time Comeback" challenge between Chelsea and Man City. The challenge is presented by the Barclays Premier League. The challenge is currently at 3/4 completion. The interface also shows a "SUPPORT YOUR CLUB" section with the Chelsea logo and a table of fan rankings. The bottom of the screen shows a live score ticker with various football matches and the FIFA.com logo.

EA SPORTS FOOTBALL CLUB

LEVEL 15

CThomas

SUPPORT YOUR CLUB

CHALLENGES

BARCLAYS PREMIER LEAGUE Presents

Half Time Comeback

Chelsea VS Man City

HOURS REMAINING: 23:25

3/4

2ND

Total Fans: 225,721

Rank PTS Today: 19


1	Tottenham	40
2	Chelsea	38
3	Arsenal	36
4	Liverpool	34
5	West Ham Utd	32

Liverpool | Tottenham 3 : 1 West Ham Utd | Blackburn 1 : 4 Wolves | Chelsea 3 : 0 Everton

FIFA.com

- 45 minutes
- EA promoted at halftime
- Winning team promoted challenge
- 8% increase in users

Messaging



Marks Bros
FUT Founder

COINS 163,865
FIFA Points 0
RECORD 234-33-54


PLAY


SQUADS


STORE

TRADE

CLUB


SINGLE PLAYER TOURNAMENT

Silver Journeymen Cup
Quarter Final


ONLINE TOURNAMENT

Gold Cup
Quarter Final


TEAM OF THE WEEK
Brand new in-forms are now available!

TAKE ME THERE


SINGLE PLAYER SEASON
DIV 1
POINTS: 3 PTS
PROJECTION: 0 PTS
GAMES REMAINING: 9

ONLINE SEASON
DIV 1
POINTS: 12 PTS
PROJECTION: 27 PTS
GAMES REMAINING: 5



TEAM OF THE WEEK CHALLENGE

72 ST
HUGHES
PAC 59 DRI 51
SHO 75 DEF 44
PAS 53 HEA 71
NEW

PLAY A FRIEND'S SQUAD


PLAY A FRIEND ONLINE


**FIFA.com**

A Select B Back

**amarks**
LVL 47 7218/9000 8,017

Messaging

- Dynamic Text

18 to 23 languages * 11 skus < 1 hr

<p>SCORE 5 WITH MESSI CHOOSE YOUR DIFFICULTY</p> 	<p>فاده 5 لچس يسيم غم يوتسم رتخا قبعوصل</p> 	<p>TRIFF 5 MAL MIT MESSI WÄHLE DEINE SCHWIERIGKEIT</p> 
<p>MARQUEZ 5 BUTS AVEC MESSI CHOISISSEZ VOTRE NIVEAU DE DIFFICULTÉ</p> 	<p>STRZEL 5 BRAMEK MESSIM WYBIERZ POZIOM TRUDNOŚCI</p> 	<p>SCORE 5 MED MESSI VELG VANSKELIGHETSGRAD</p> 
<p>MARCA 5 COM O MESSI ESCOLHE A TUA DIFICULDADE</p> 	<p>SCORE 5 WITH MESSI CHOOSE YOUR DIFFICULTY</p> 	<p>SCOOR 5 GOALS MET MESSI KIES JE NIVEAU</p> 
<p>SCOR FEM MED MESSI VÆLG SVÆRHEDSGRAD</p> 	<p>ANOTA 5 GOLES CON MESSI ELIGE EL NIVEL DE DIFICULTAD</p> 	<p>MARCA 5 GOLES CON MESSI ELIGE TU NIVEL DE DIFICULTAD</p> 
<p>GÖR FEM MÅL MED MESSI VÄLJ SVÅRIGHETSGRAD</p> 	<p>SEGNA 5 GOL CON MESSI SELEZIONA DIFFICOLTÀ</p> 	<p>DEJTE 5 MESSIM 5 GÓLŮ ZVOLTE SI OBTÍŽNOST</p> 
<p>MESSIで 5ゴール決めろ まずは、 難易度を選択</p> 	<p>ЗАБЕЙТЕ 5 ГОЛОВ ЗА МЕССИ ВЫБЕРИТЕ СЛОЖНОСТЬ</p> 	<p>SZEREZZ 5 GÓLT MESSIVEL VÁLASSZ NEHÉZSÉGI FOKOT</p> 

Messaging

Targeted Content drives higher engagement

		NO MESSAGE	GENERIC MESSAGE	DETAILED MESSAGE
 NORTH LONDON DERBY PLAY IT IN THE EAS FC MATCH DAY GAMES OF THE WEEK!	ENGLISH	1.1%	1.9%	2.9%
 EL CLÁSICO JUEGA LOS PARTIDOS DE LA SEMANA EN EAS FC MATCH DAY	SPANISH	1.2%	2.3%	4.0%
 CLÁSICO JOVEN JUÉGALO EN LOS PARTIDOS DE LA SEMANA DE EAS FC MATCH DAY!	MEXICAN SPANISH	2.2%	2.2%	6.8%
 GAMES OF THE WEEK PLAY THE FEATURED GAMES OF THE WEEK IN EAS FC MATCH DAY	COMBINED	1.2%	2.0%	3.3%

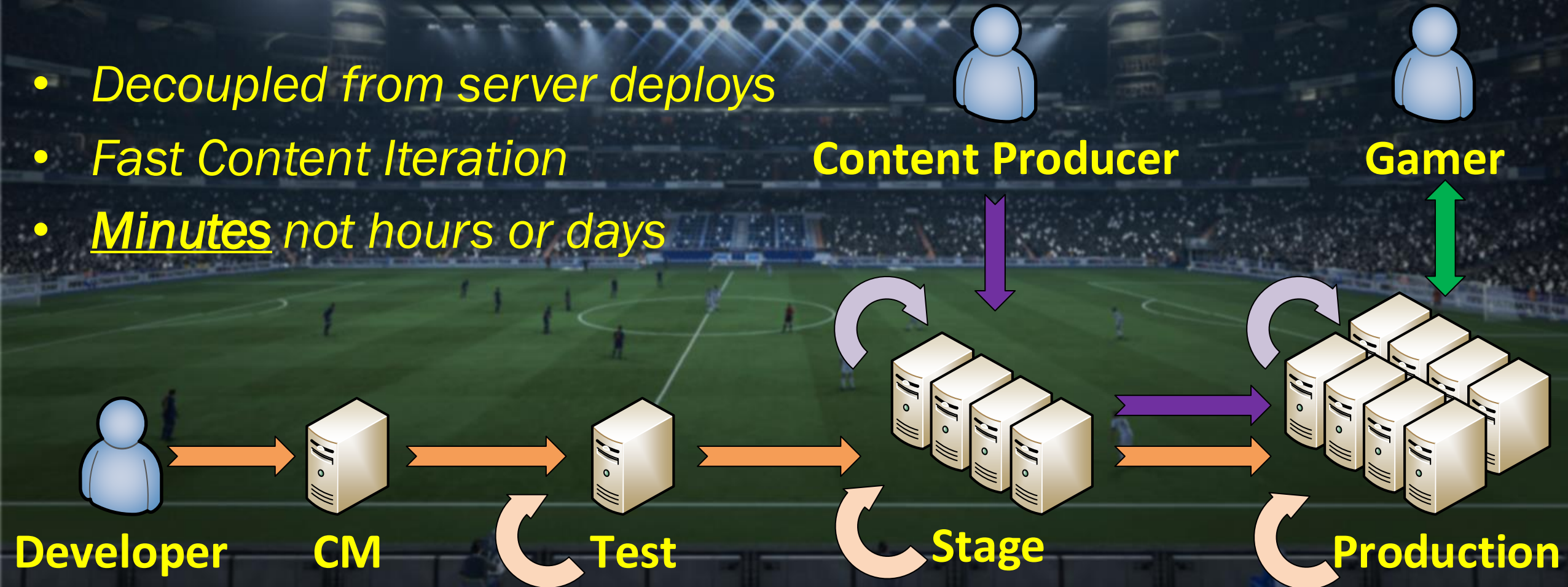
3X

3X

Content delivery


!= Game or Server updates

- *Decoupled from server deploys*
- *Fast Content Iteration*
- *Minutes not hours or days*



Tools not Engineers

Our Past

- *Client app*
 - *Direct DB access*
 - *Some content managed with SQL scripts and data files*
- 
- A man with short brown hair, wearing a white shirt, is shown in profile, looking towards the right. He is positioned in the lower-left area of the slide.
- *Coupled to schemas*
 - *Difficult managing permissions*
 - *Difficult managing versioning*
 - *Required local setup*
 - *Some content coupled to server deploys*

Tools not Engineers

Now

- *Single sign-on web portal*
- *Angular FE with C# BE*
- *Use REST APIs only*
- *All live content uses a tool*
 - *Decoupled from DB schema*
 - *Centralized permissions*
 - *Always up to date*
 - *Only need browser*



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3 Content Producers

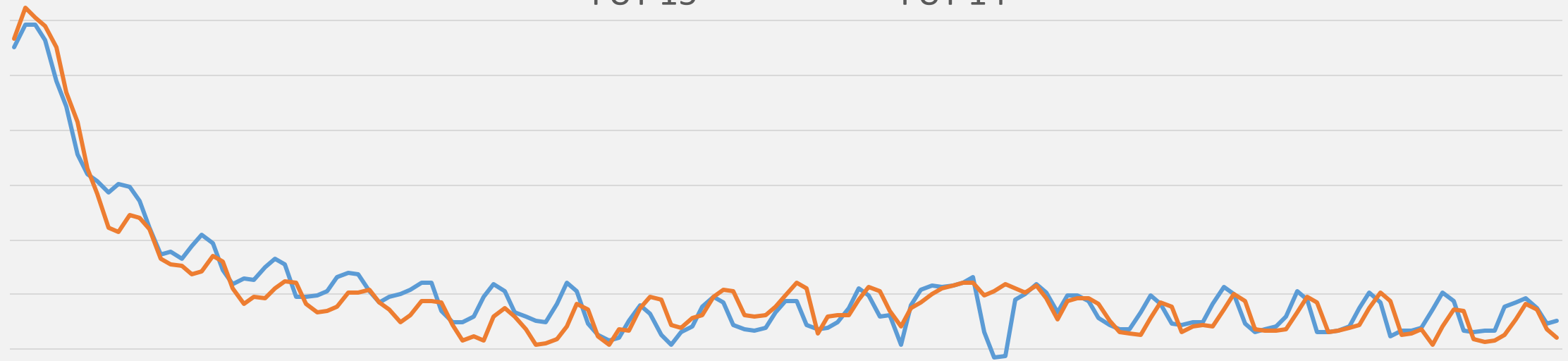
1 Artist

Some Data

Stickiness (DAU/MAU)

— FUT 15

— FUT 14



Benefits to gamer

- *Compelling always updating experience*
- *Added variety*
- *Keeps game fresh*
- *Increased gamer engagement*



Benefits to you

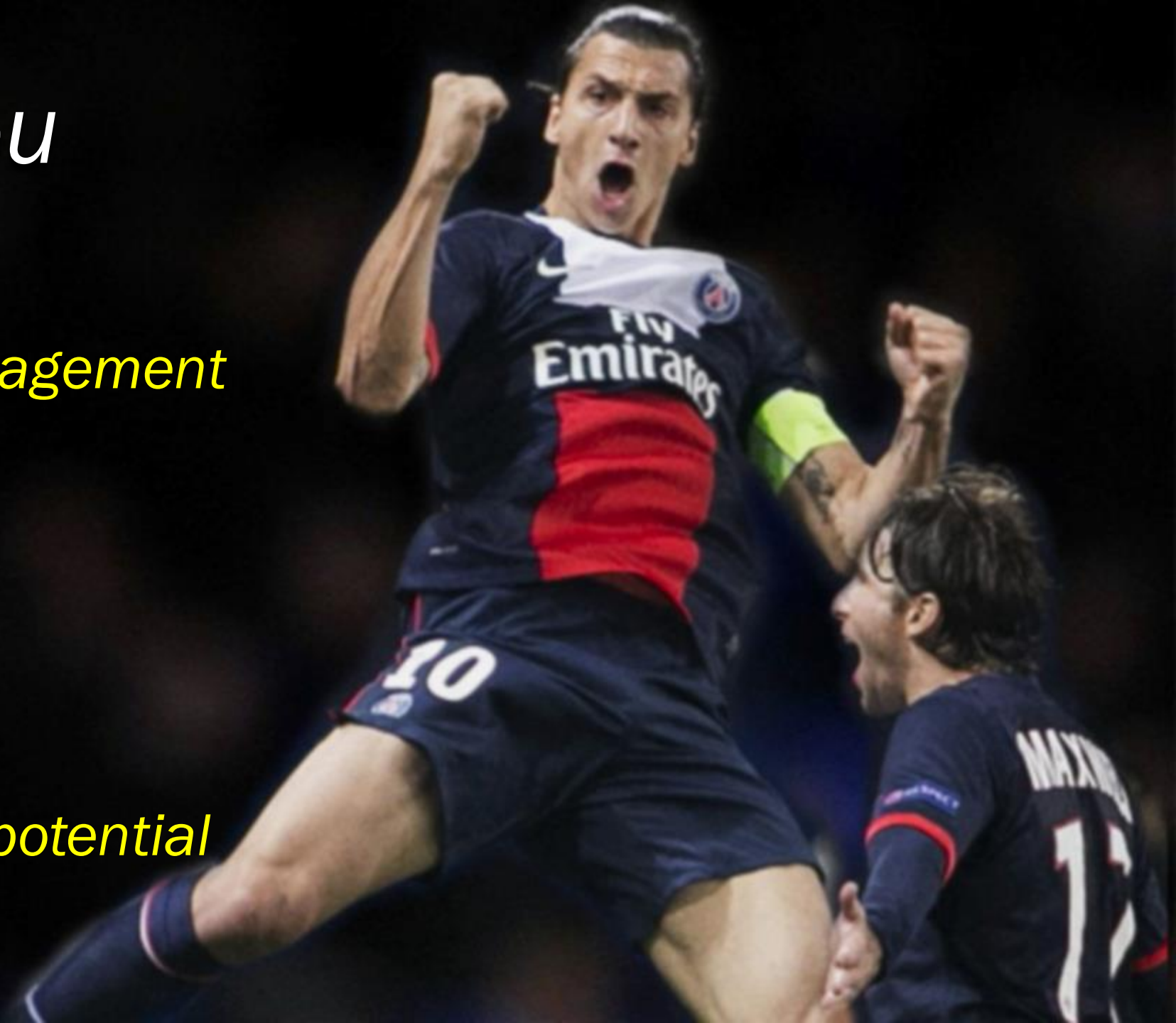
- *Increase gamer engagement*

↑ *Acquisition*

↑ *Satisfaction*

↑ *Retention*

↑ *Monetization potential*



Takeaways!



- *Compelling content to gamers fast!*
- *Separate from patches and deployments!*
- *Use tools not engineers!*
- *Make content special!*





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 *novydhillon*

 *novydhillon*