

Poly Bridge and Social Media: A Love Story

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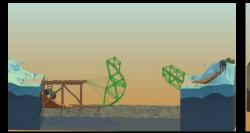


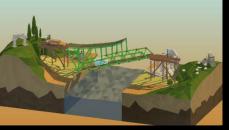










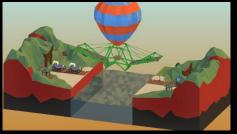












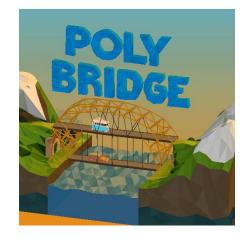






Context: Poly what now?

- Simple aesthetics
- Not too serious
- Safe space for players
- "Anti-rage" soundtrack
- It's all in the niche
- Sandbox
- Community! Community!







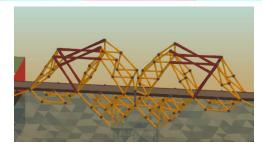








Community...?



- Replay sharing
- Online gallery to view/rate/comment submissions
- Early Access with integrated Feedback tool
- Sandbox and Workshop
- Workshop items linked to online gallery





Community Tool: Replays

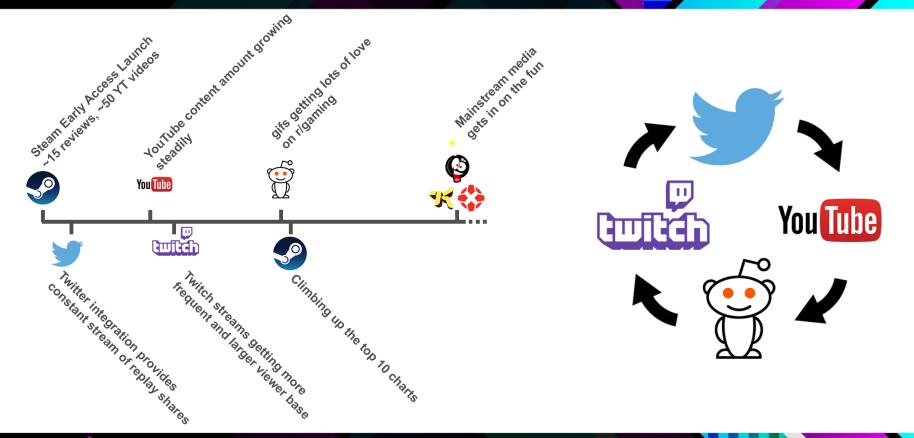


- Always recording last 10 seconds of footage at 15FPS
- Generate animated GIF with a single click in less than a second
- Save locally, share with online gallery and/or social media
- Open-source GIF encoder by Zach Barth

https://bitbucket.org/zachbarth/infinifactory-gif-encoder







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Poly Bridge: 0-30 days

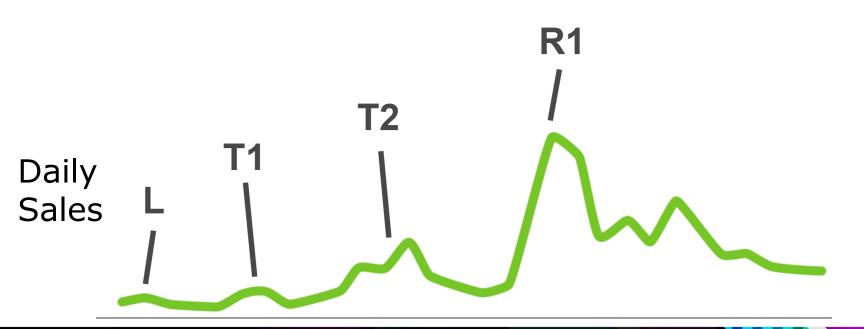
- ~50,000 copies
- Over \$500k gross revenue







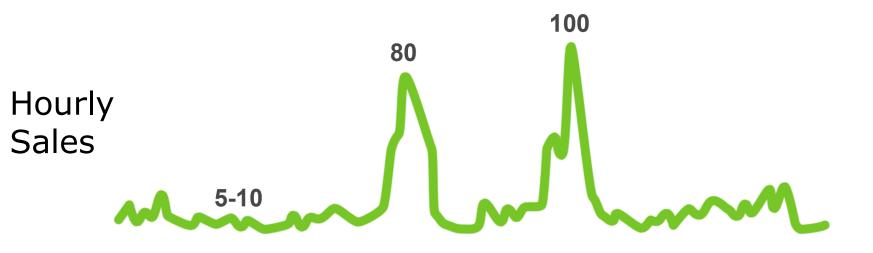
Poly Bridge: 0-30 days







T1 - First Twitch streams (peak 2k viewers)







T2 - Further Twitch streams (peak 16k viewers)



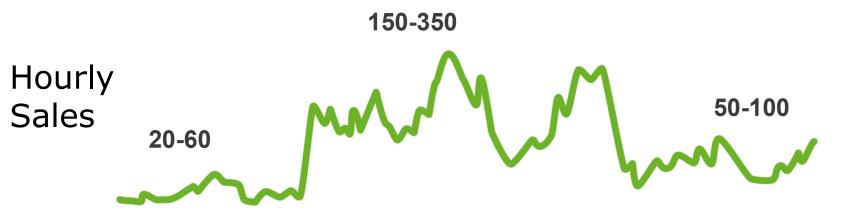


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R1 – First Reddit Feature







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Poly Bridge Platformer

\$6,187 points • 595 comments submitted 4 months ago by zautos to /r/gaming http://imgur.com/pA85fKm



[poly bridge] I call my monster truck "Mulligan". \$ 5,807 points • 695 comments submitted 6 months ago by btoxic to /r/gaming co http://i.imgur.com/Hjn9qUw.gif



Perhaps it's time to retire [Poly Bridge] \$ 5,548 points • 739 comments submitted 5 months ago by tatersalad19 to /r/gaming co http://i.imgur.com/gM1GjRq.gif



[Poly Bridge] Gooooaaaall !!! \$ 5,031 points • 325 comments submitted 6 months ago by Iwajira to /r/gaming co https://i.imgur.com/71gJjon.gif



When a Civil Engineer plays Poly Bridge \$4,864 points • 618 comments submitted 6 months ago by GryphonCH to /r/gaming co http://gfycat.com/RedVainBird



Can we get more engineers to play Poly Bridge? \$ 4,850 points • 719 comments submitted 7 months ago by tupiniquinium to /r/gaming co http://i.imgur.com/dNn90b1.gif



When an Aerospace Student plays **Poly Bridge** \$4,003 points • **528 comments** submitted 6 months ago by SamNxGn to /t/gaming \$\omega\$ http://www.gfycat.com/BoringWindingAkitainu



[poly bridge] This "bridge"

\$3,771 points • 152 comments submitted 6 months ago by Pidiotpong to /r/gaming to http://i.imgur.com/s2rtHCi.gif

Every angle has its purpose [Poly Bridge] \$ 2,654 points • 97 comments submitted 6 months ago by Xotice to /r/gaming co http://i.imgur.com/5n3JkVH.gif



Top 10 "Poly Bridge" on Reddit ~12m views

- 2k-4k upvotes for frontpage
 Frontpage GIF ~2m views
- Frompage GIF ~2m views
- Hard to track direct traffic

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INDEPENDENT GAMES



LOS PUENTES MAS EXTRAÑOS!! - Poly Bridge | Fernanfloo Cernanfloo P3

5 months ago • 9.471.123 views SUSCRIBETE → http://goo.gl/lfsOnc Mis redes sociales: Facebook → tps://www.facebook.com/FERNANFL00 Twitter ...



Like si te pegabas un tiro con el motorista del final, aFDSJFQWKLERHQwekLQERJ, 1 like = 1 pastilla para tranquilizar mi estres ...

ODIO LOS PUENTES | Poly Bridge alo phine OMC ma 5 months ago + 8.893.089 views



LOS PEORES PUENTES DEL MUNDO!! - Poly Bridge | Fernanfloo Fernantico El

5 months ago + 8 583 688 views Encuentra tus juegos PC y mucho más al mejor precio :) --> https://days2play.com/ SUSCRIBETE --- http://goo.gl/lfsQnc Mi ...



PASAD POR MI PUENTE NIÑOS | Poly Bridge

https://twitter.com/EeOneGuy @Ceppen

elrubiusOMG III 4 months ago · 7,488,646 views Like si crees que he mejorado, triangularmente hablando. Y fap por todos los niños que he salvado. Algun dia os llevare de ...



EL SALTO DESQUICIANTE | Poly Bridge

elaubiusOMC ER 3 months ago + 7.338.684 views Like por mi nido de pajaros. Y fap para moasasar Poly Bridgel Para el siguiente ya mpezaremos con puentes imposibles.



PERDIENDO EL CONTROL !! - Poly Bridge | Fernanfloo manfloo El

months ago · 7.117.754 views SUSCRIBETE es GRATIS → http://goo.gl/lfsQnc TIENDA OFICIAL!! → ttp://fernanfloo.tgn.tv Mis redes sociales: Facebook ...



КТО СЛОМАЛ МОЙ MOCT? :'C | Poly Bridge

eBrianMaps EI months ago · 5,844,353 views большой симулятор стройки мостов. Или же?... аписка



LE PLUS GRAND INGÉNIEUR ! (Poly Bridge)

SOUFEZIE ER 6 months ago · 4,851,222 views Après le brevet et le BAC : le diplôme de construction de pont \o/ Clique ici pour bonner - http://bit.lv/1khetSo (merchi) La



PewDiePie Ell 6 months ago + 3,127,999 views can you cross the bridege of life? Get awesome games: http://www.g2a.com ewDiePie Click Here To Become A Bro!

Top 10 videos with ~70m views ~28k videos posted

You Tube

Long-term impact on sales

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Questions?

Feel free to reach out: patrick@drycactus.com



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