



INDEPENDENT GAMES
SUMMIT

Poly Bridge and Social Media: A Love Story

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Developer, Dry Cactus



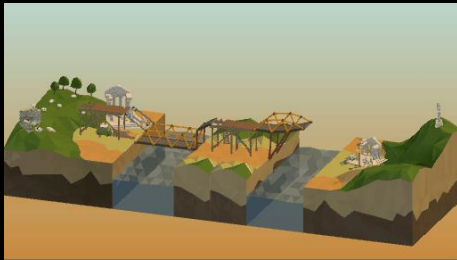
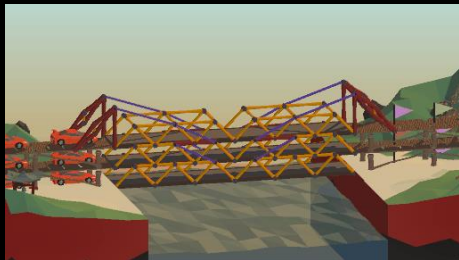
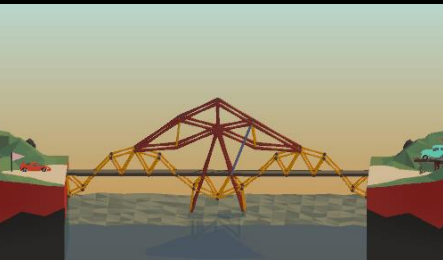
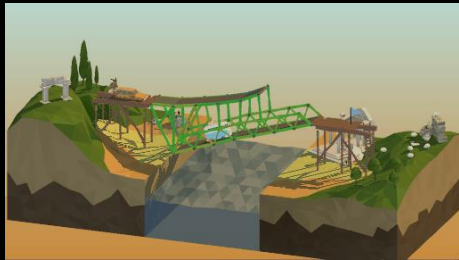
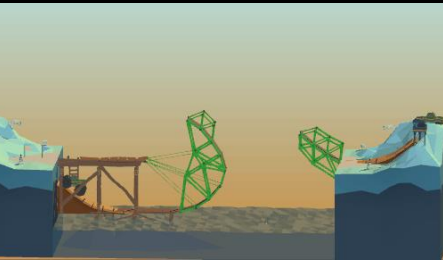
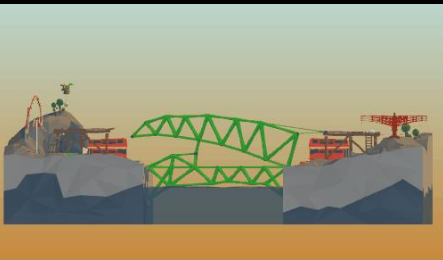
GAME DEVELOPERS CONFERENCE

March 14-18, 2016 · Expo: March 16-18, 2016 #GDC16





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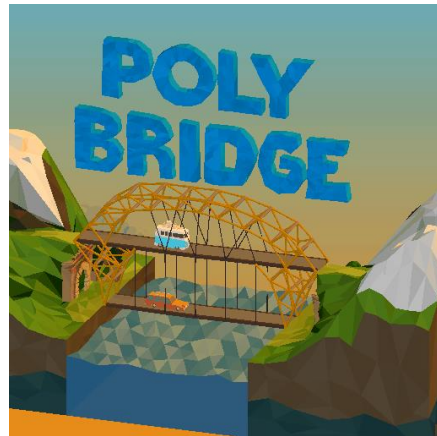


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Context: Poly what now?

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





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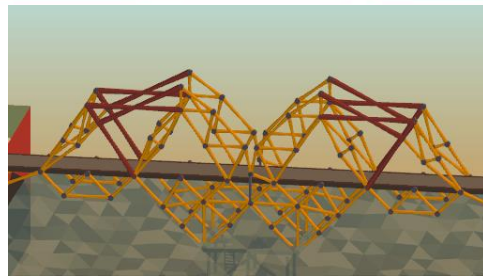
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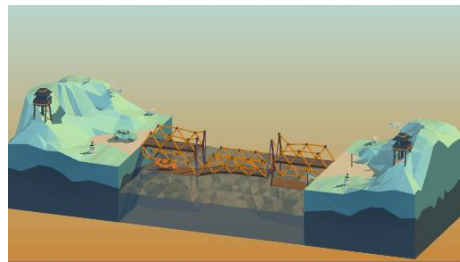
Community...?

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



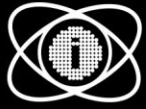


Community Tool: Replays

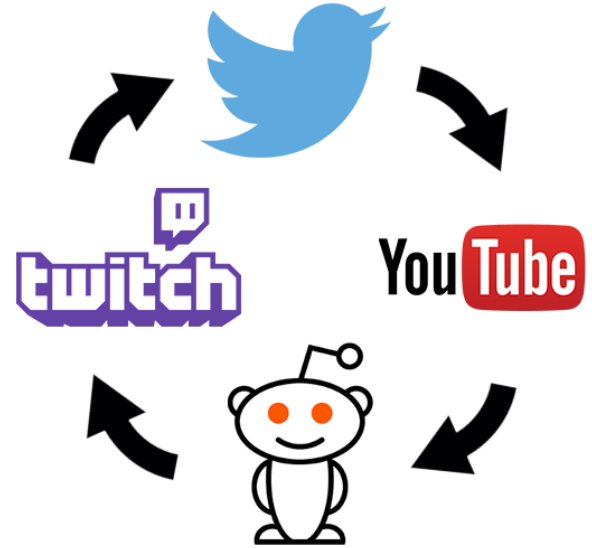
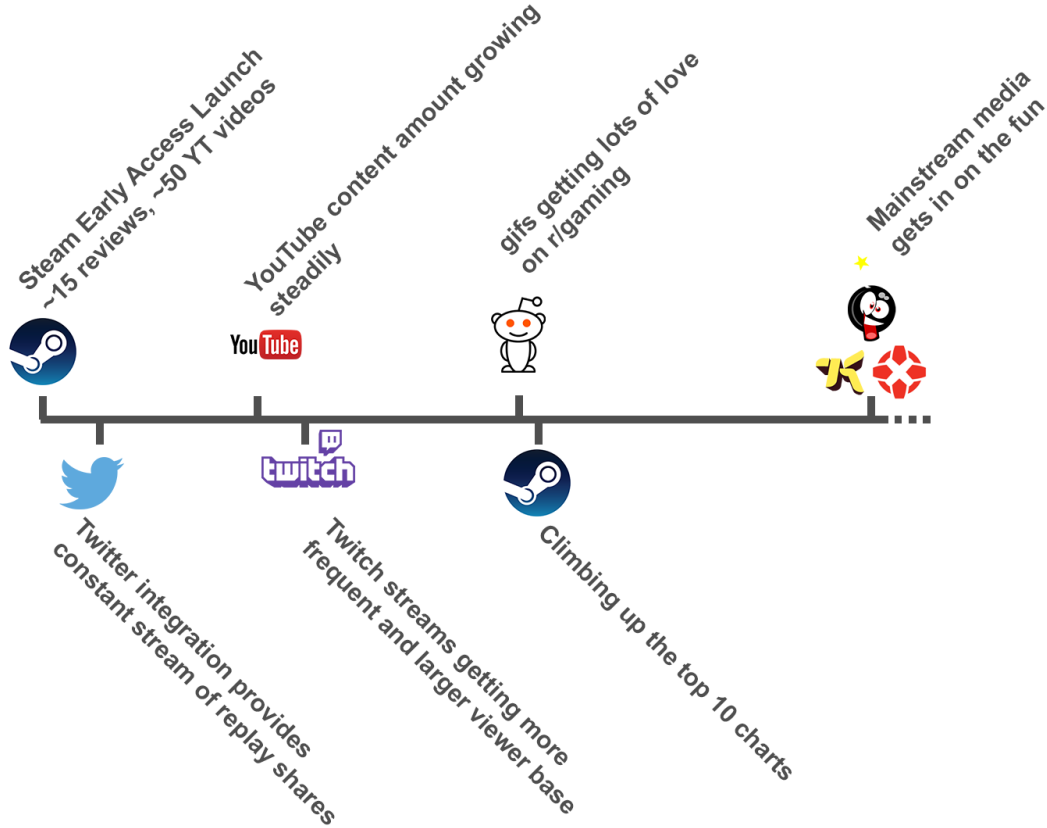


- Always recording last 10 seconds of footage at 15FPS
- Generate animated GIF with a single click in less than a second
- Save locally, share with online gallery and/or social media
- Open-source GIF encoder by Zach Barth

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



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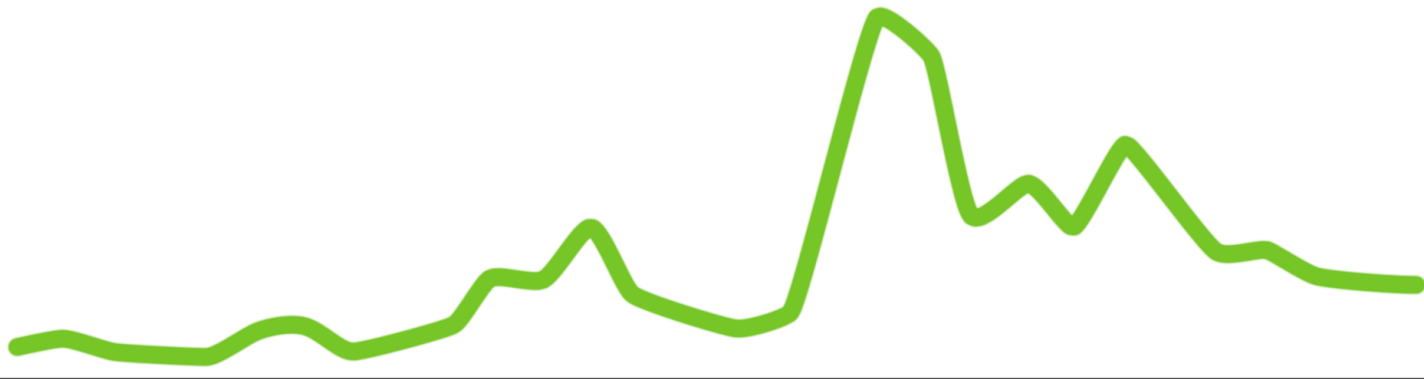




Poly Bridge: 0-30 days

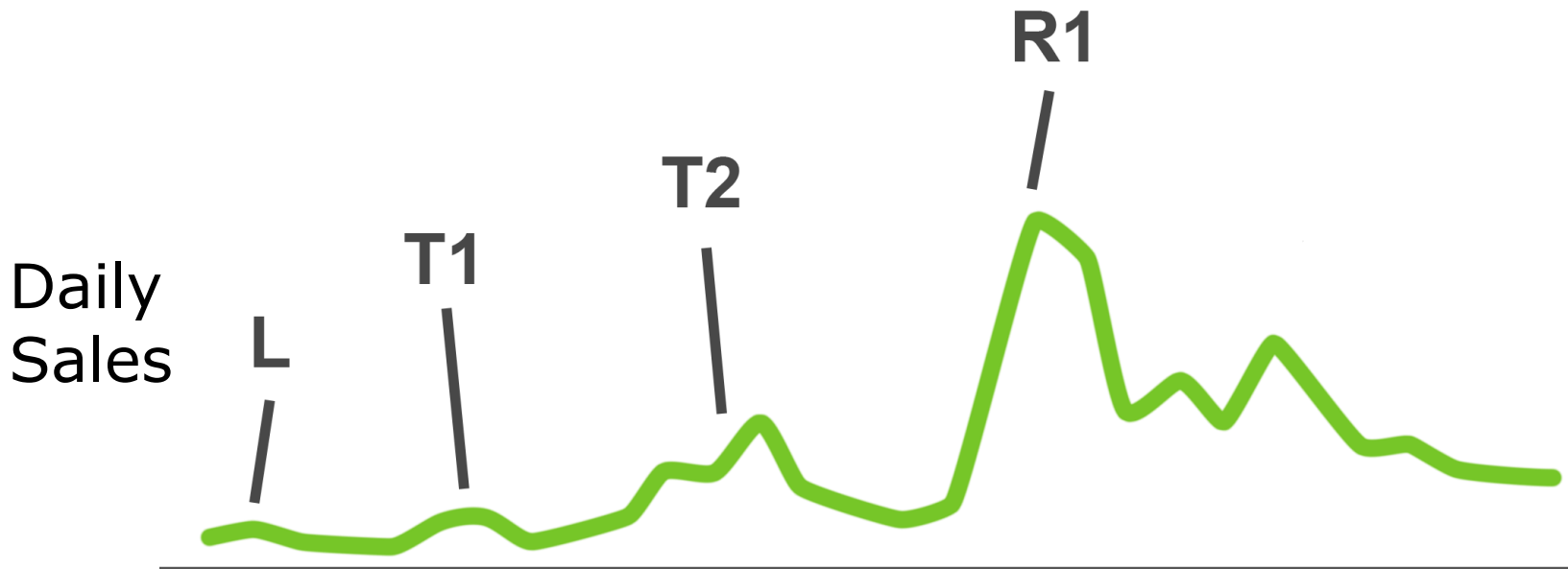
- ~50,000 copies
- Over \$500k gross revenue

Daily
Sales





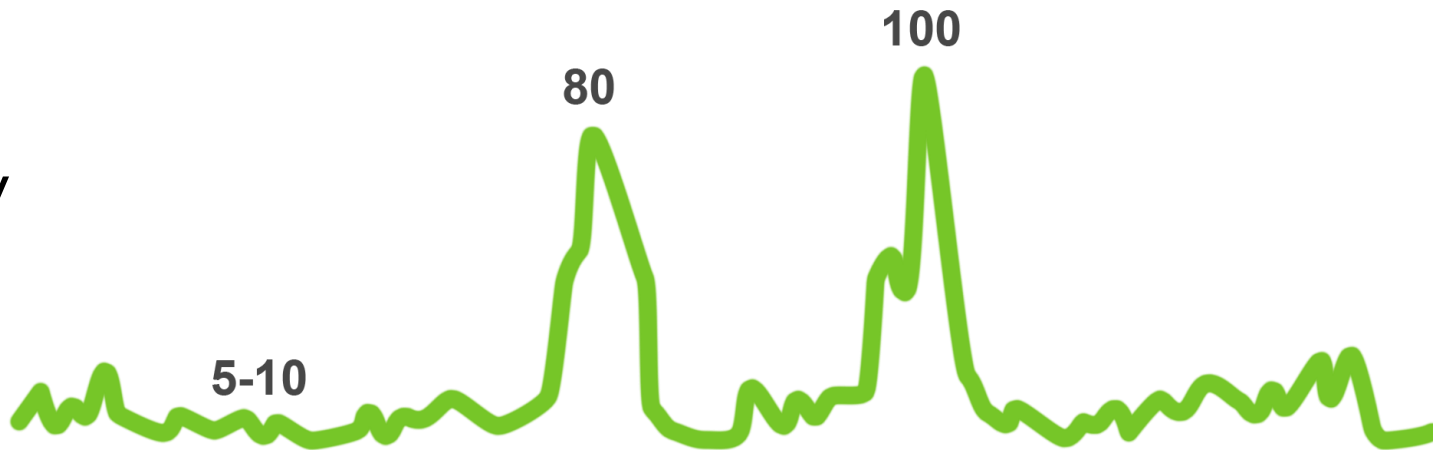
Poly Bridge: 0-30 days





T1 - First Twitch streams (peak 2k viewers)

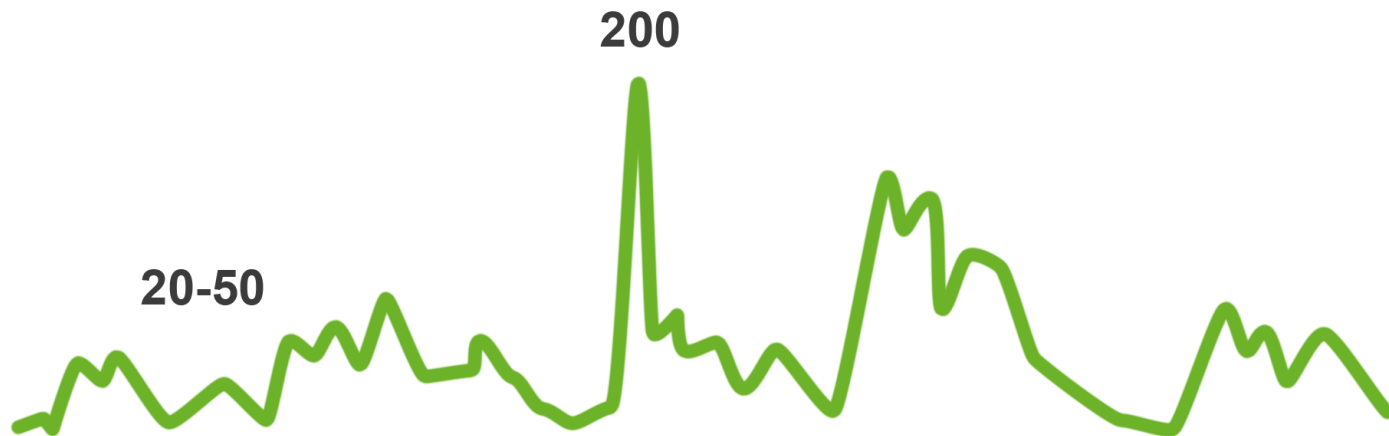
Hourly
Sales





T2 - Further Twitch streams (peak 16k viewers)

Hourly
Sales

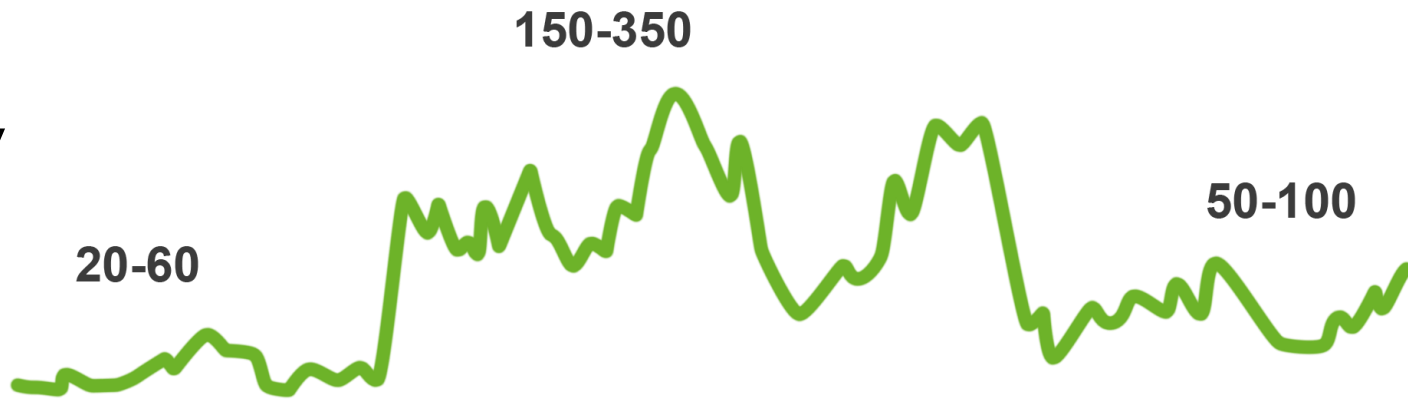




R1 – First Reddit Feature



Hourly
Sales





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](#)

🔗 <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](#)

🔗 <http://i.imgur.com/gM1GJRq.gif>



[Poly Bridge] Gooooaaaall !!!

💰 5,031 points • 325 comments submitted 6 months ago by [Iwajira](#) to [/r/gaming](#)

🔗 <https://i.imgur.com/71g3jon.gif>



When a Civil Engineer plays Poly Bridge

💰 4,864 points • 618 comments submitted 6 months ago by [GryphonCH](#) to [/r/gaming](#)

🔗 <http://gfycat.com/RedVainBird>



Can we get more engineers to play Poly Bridge?

💰 4,850 points • 719 comments submitted 7 months ago by [tupiniquium](#) to [/r/gaming](#)

🔗 <http://i.imgur.com/dNn90b1.gif>



When an Aerospace Student plays Poly Bridge

💰 4,003 points • 528 comments submitted 6 months ago by [Sam1bxGn](#) to [/r/gaming](#)

🔗 <http://www.gfycat.com/BoringWindingAkitainu>



[poly bridge] This "bridge"

💰 3,771 points • 152 comments submitted 6 months ago by [Pidiotpong](#) to [/r/gaming](#)

🔗 <http://i.imgur.com/s2rtHCl.gif>



Every angle has its purpose [Poly Bridge]

💰 2,654 points • 97 comments submitted 6 months ago by [Xotice](#) to [/r/gaming](#)

🔗 <http://i.imgur.com/5n3JkVH.gif>



[Poly Bridge] Doesn't have to be pretty (x-post /r/gaming)

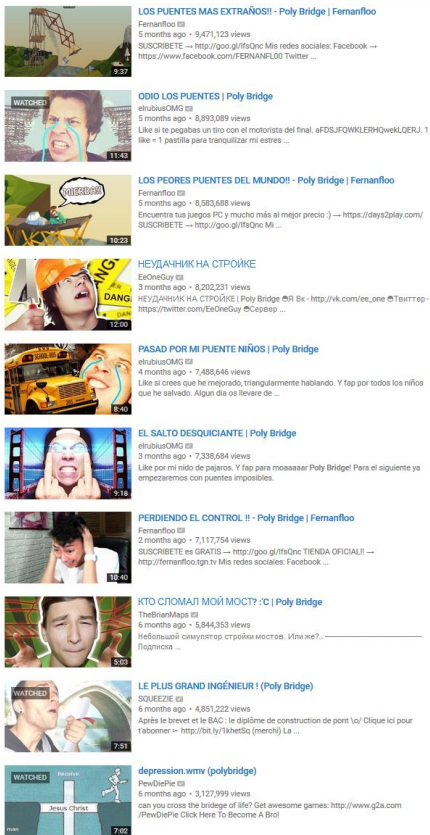
💰 2,243 points • 41 comments submitted 6 months ago by [homefree122](#) to [/r/GamePhysics](#)

🔗 <http://i.imgur.com/ssbcdLe.gif>



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

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



- Top 10 videos with ~70m views
- ~28k videos posted
- Long-term impact on sales



Questions?

Feel free to reach out: patrick@drycactus.com