



# The Year in Free-to-Play Games

Steve Meretzky (GSN Games)

Phil Larsen (Prettygreat)

Dave Rohrl (Mobile Game Doctor)

# Stuff

- Turn off your phones
- Fill out your evaluations
- Floss at least once per day



# King Acquisition





# Mainstream advertising



# Mainstream advertising





# Mainstream advertising



# Mainstream advertising



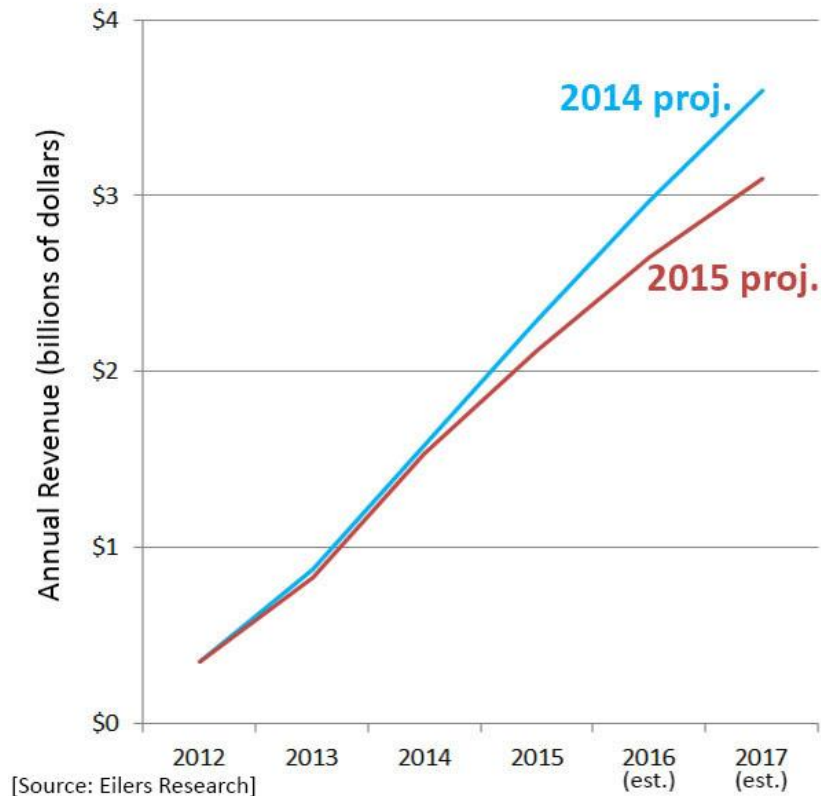
# Part 1

## **Social Casino: Still a Good Bet?**

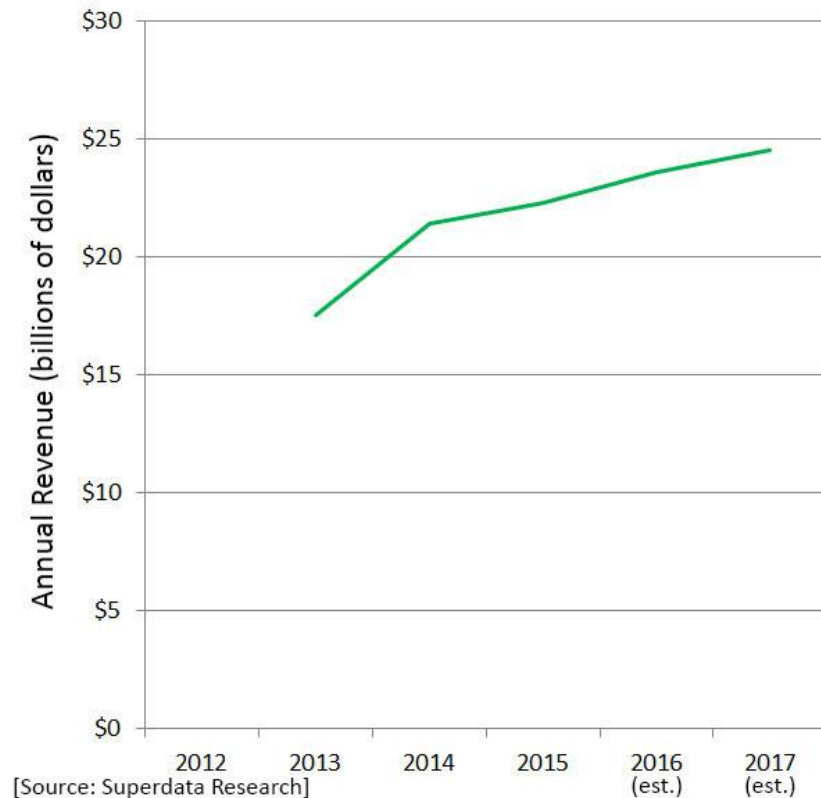


# Slowing Growth

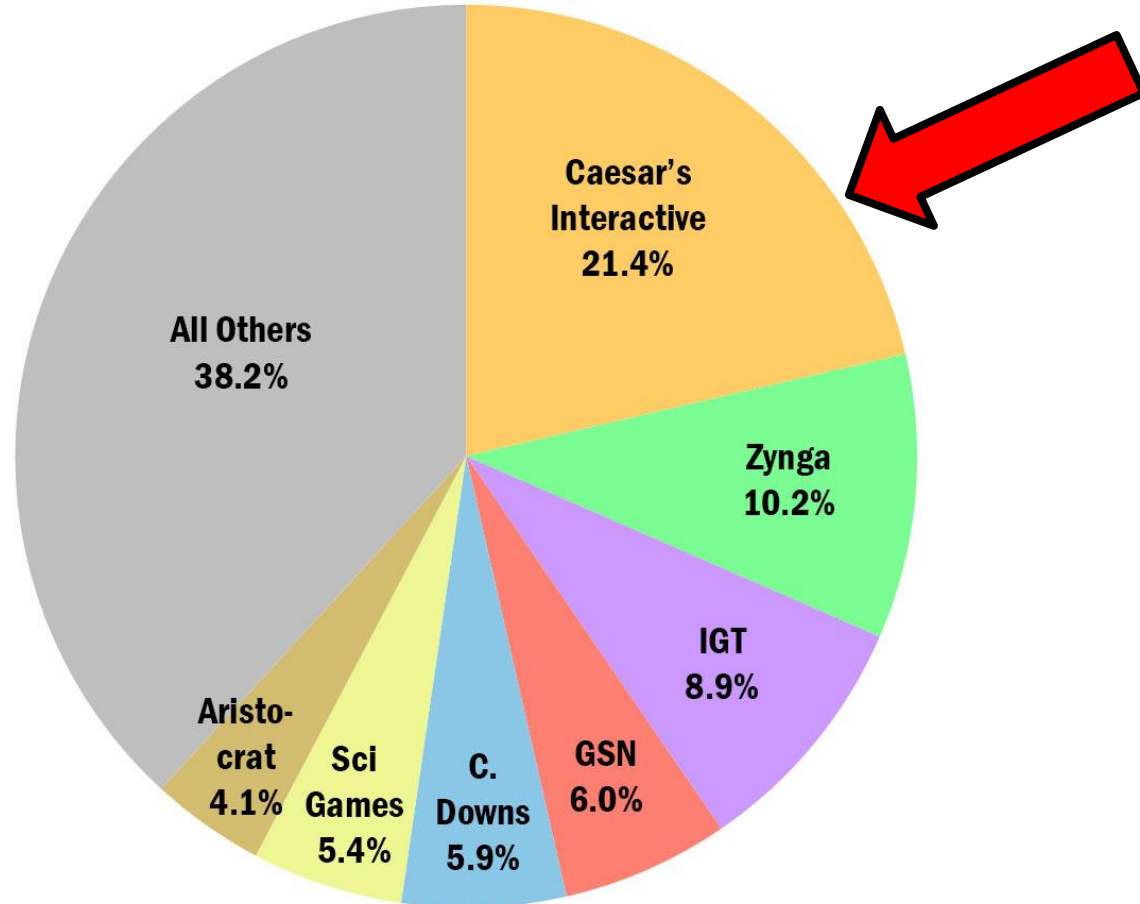
## Mobile Social Casino Revenue



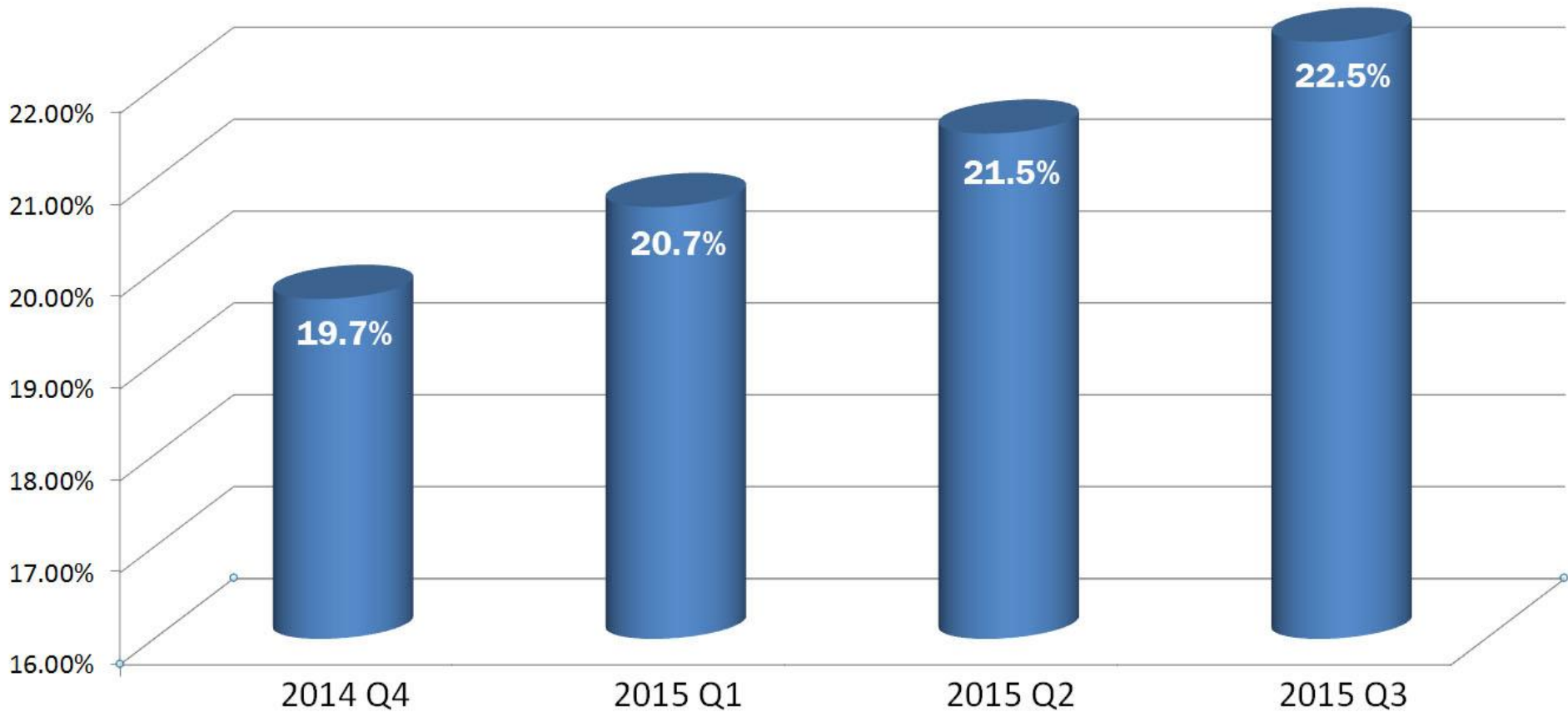
## Mobile Game Revenue



# Caesars: The Rich Get Richer



# Caesars Interactive - Share of Social Casino Market



***source: Eilers Research***





# Rookie of the Year: Oz Slots





# Rookie of the Year: Oz Slots





# Rookie of the Year: Oz Slots



# Rookie of the Year: Oz Slots



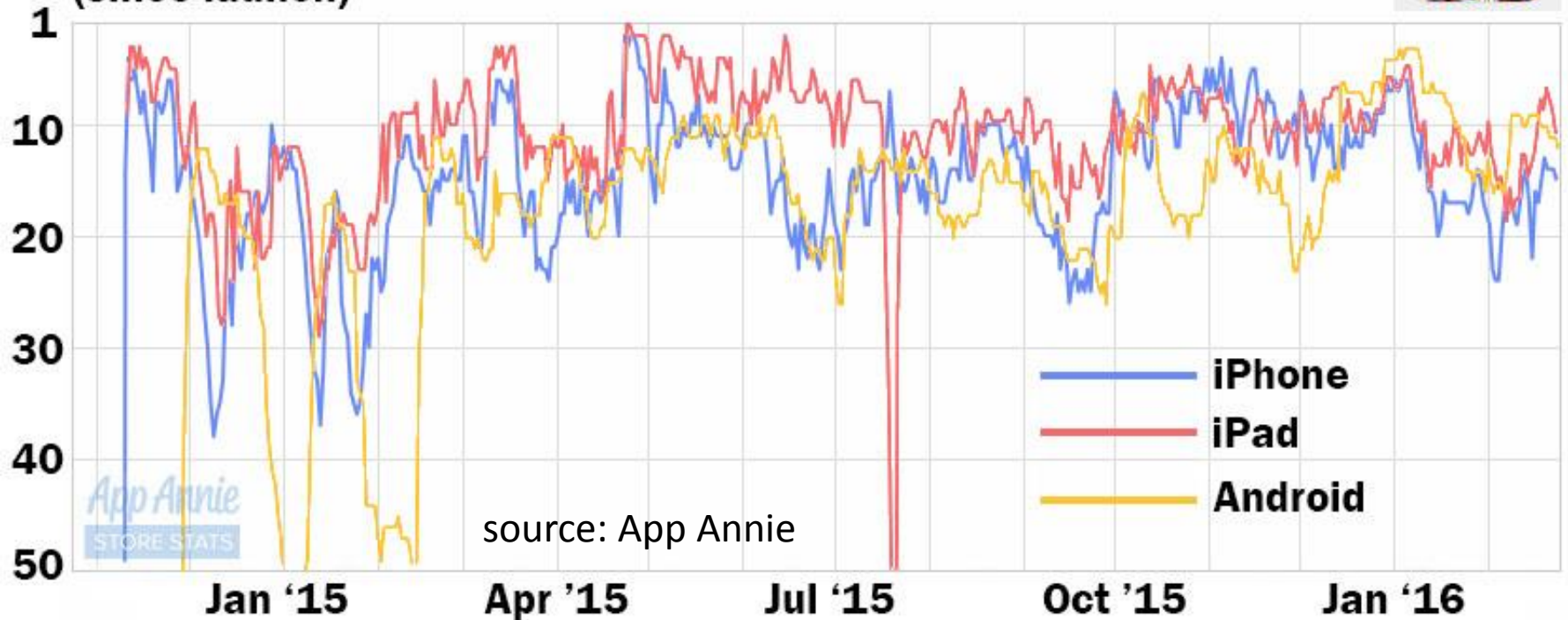


# Rookie of the Year: Oz Slots



# Rookie of the Year: Oz Slots

**Wizard of Oz Slots**  
**Grossing Rank History, Social Casino Apps**  
(since launch)





## The screenshot shows the Chili Loco slot machine game set against a vibrant Mexican street scene background. The game board features five reels with symbols like tacos, sombrero-wearing chickens, chili peppers, and Mexican folk art. On the left, a sidebar displays tournament information for "LIVE Tournamania", including a timer at 00:04:18, prize pool of \$56K, and a leaderboard with four players (#385 to #388). At the bottom, a control panel includes a balance of 1,292.07, a bet of 50 coins, a multiplier of x10, a total bet of 500, and buttons for "MAX BET", "AUTO", and "SPIN!". The game title "CHILI LOCO" is prominently displayed at the top center of the reels.





# A New Sub-Genre



Old Vegas Slots  
DGN Games

Viva Slots  
Rocket Games



Vegas Downtown Slots  
Caesars Interactive

Vegas Diamond Slots  
Zynga



# Lessons

- Slowing growth
- Caesars lead widens
- Proven social mechanics work
- 3RM shows the way for new entrants

## Part 2

**Celebrity Games:  
So Hot Right Now**



**HARRY HEILMANN**  
DETROIT TIGERS  
WORLD'S LEADING BATTER

**LUCKY STRIKE**  
CIGARETTE

"I smoke Luckies because they are the best"

The Cream of the Crop

"It's toasted"~ No Throat Irritation~No Cough

Wherever you go — you're headed for FUN with...



**Motorola**  
PORTABLES

No matter where you're going, you're headed for more Fun with a Motorola Portable! They play anywhere — on their own batteries or on house current. You'll like the dependable performance that comes from the ruggedly built chassis and shock-resistant tubes. And you'll be proud of the beautiful styling of the sturdy, weather-resistant cases. Make your choice the choice of millions... Motorola!



brandsynario

**GUESS WHAT?**

Mobile



A man in a tuxedo sits in a leather chair, holding a glass of whiskey. A statue is visible in the background.





**KIM KARDASHIAN**  
*Hollywood*

# Kim Kardashian's app won't make near \$200 million as popularity fades



**YAHOO!**  
FINANCE

By [Aaron Pressman](#)  
January 12, 2015 11:02 AM





**Kim Kardashian West** ✓

@KimKardashian



 Follow

sorry I'm late to the party guys I was busy  
cashing my 80 million video game check &  
transferring 53 million into our joint account 🇺🇸



RETWEETS

122,240

LIKES

179,484



9:36 PM - 7 Mar 2016

#### Version 4.4.0

Posted Dec 8, 2015

- Balmain's creative director Olivier Rousteing joins the fun! (level 10+)
- New Balmain fashions based on real-life styles available in the store!
- Holiday events and surprises coming your way for the month of December!
- Millions more fans added for A-Listers to earn!
- Bug fixes and other improvements...

#### Version 4.3.0

Posted Nov 17, 2015

- Watch out for Black Friday deals coming your way!
- Customize your baby in new ways!
- More clothes for guys & girls added to the store!
- Millions more fans added for A-Listers to earn!
- Bug fixes and other improvements

#### Version 4.2.0

Posted Nov 3, 2015

- Introducing fashion icon Karl Lagerfeld to the game! (level 11+)
- New Karl Lagerfeld fashions based on real-life styles available in the store!
- Millions more fans added for A-Listers to earn!
- Bug fixes and other improvements

#### What's New in Version 4.7.0

Posted Feb 12, 2016

What's new in v4.7.0:

- Soak up the sun with the Kardashians and Jenners in St. Barts! (level 22+)
  - New clothing items for guys and gals in the store!
  - Millions more fans added for A-Listers to earn!
  - Bug fixes and other improvements
- Thanks for playing!

#### Version 4.6.0

Posted Jan 26, 2016

- Better dates! Your partner will now give gifts and can pay for dates!
- Special Valentine's Day events including a special, limited time romantic getaway location
- New clothing items for guys and gals in the store!
- Millions more fans added for A-Listers to earn!
- Bug fixes and other improvements

#### Version 4.5.0

Posted Jan 7, 2016

- Get together with the Kardashians and Jenners in Big Sky, Montana! (level 21+)
- New clothing items for guys and gals in the store!
- Millions more fans added for A-Listers to earn!
- Bug fixes and other improvements





+ Get -

Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★★ (20,023)

Rating: 12+

#### TOP IN-APP PURCHASES

1. Small K-Gems Pack \$4.99
2. Medium K-Gems Pack \$9.99
3. Large K-Gems Pack \$19.99
4. Get It Started 2 \$1.99
5. Small Cash Stack \$4.99
6. Need This RN \$9.99
7. Medium Cash Stack \$9.99
8. XL K-Gems Pack \$49.99
9. Get It Started \$4.99
10. Large Cash Stack \$19.99

## Kendall and Kylie 12+

Glu Games Inc >

Details

Ratings and Reviews

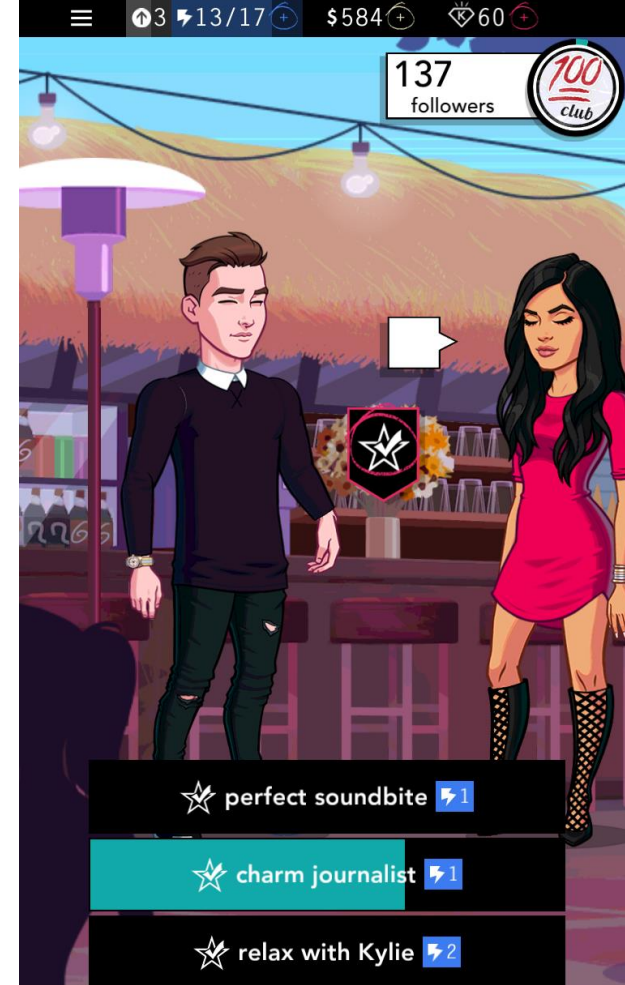
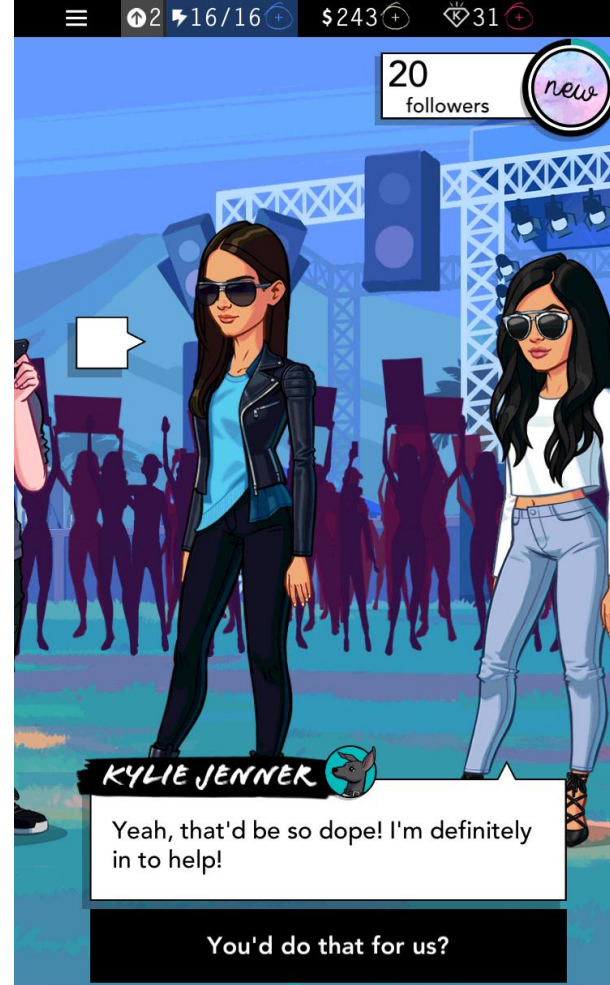
Related

### Screenshots

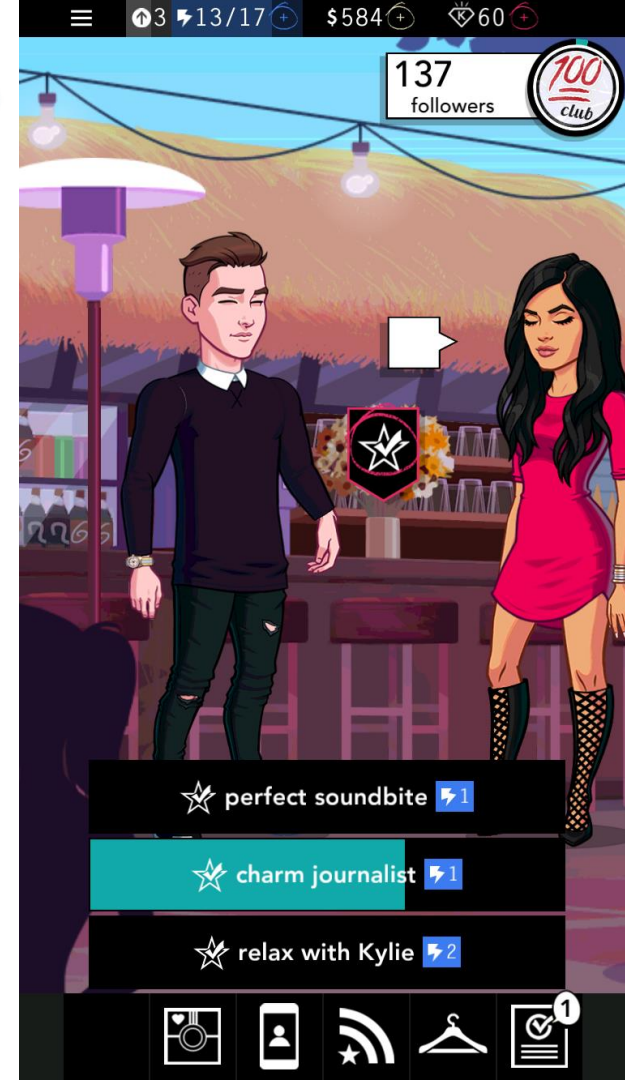
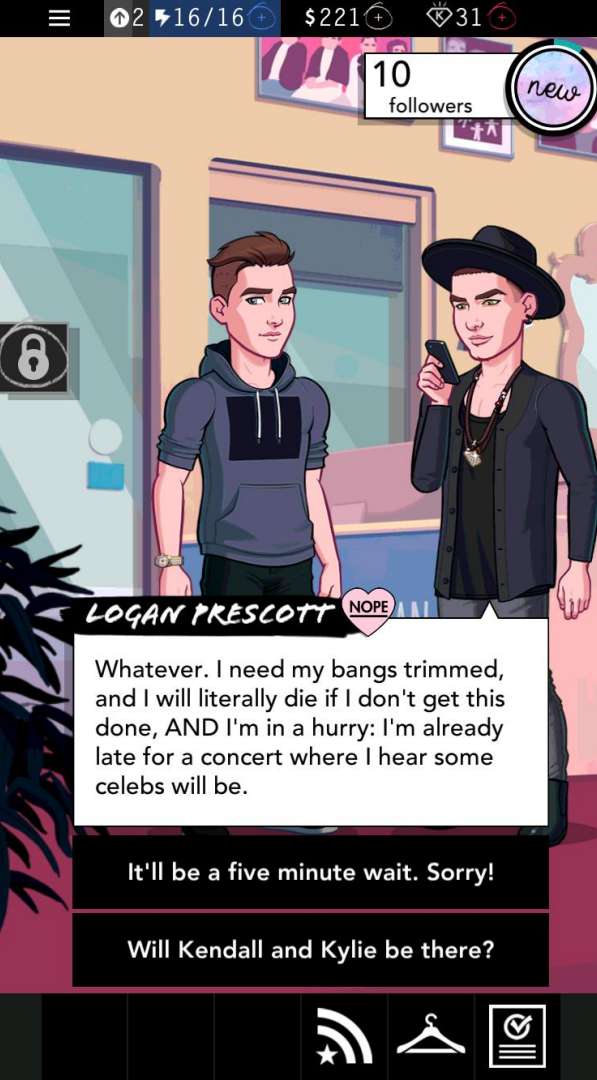
iPhone

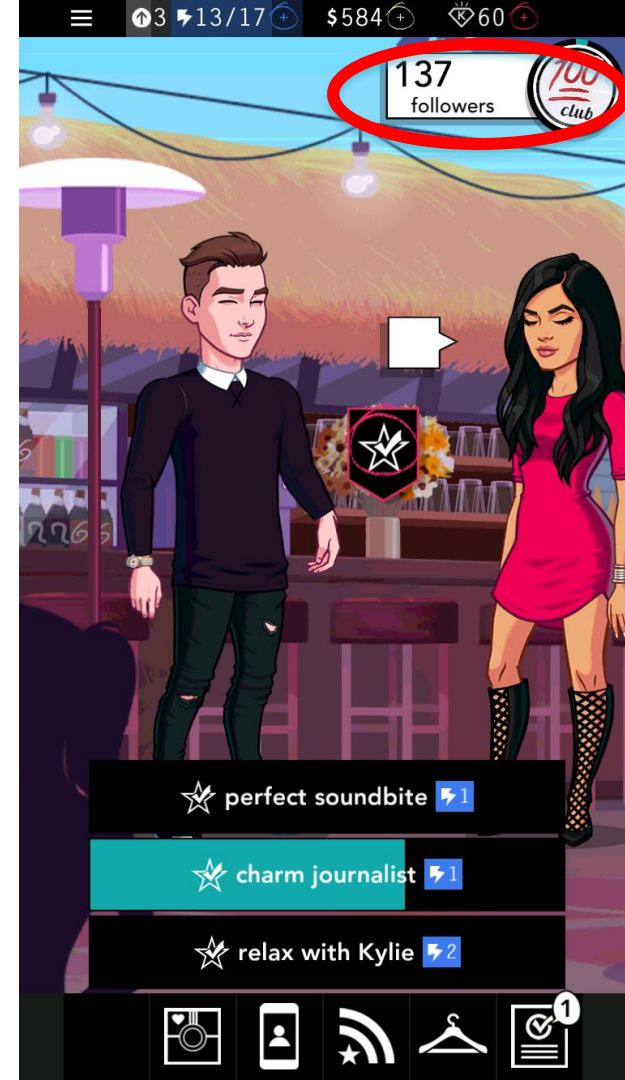
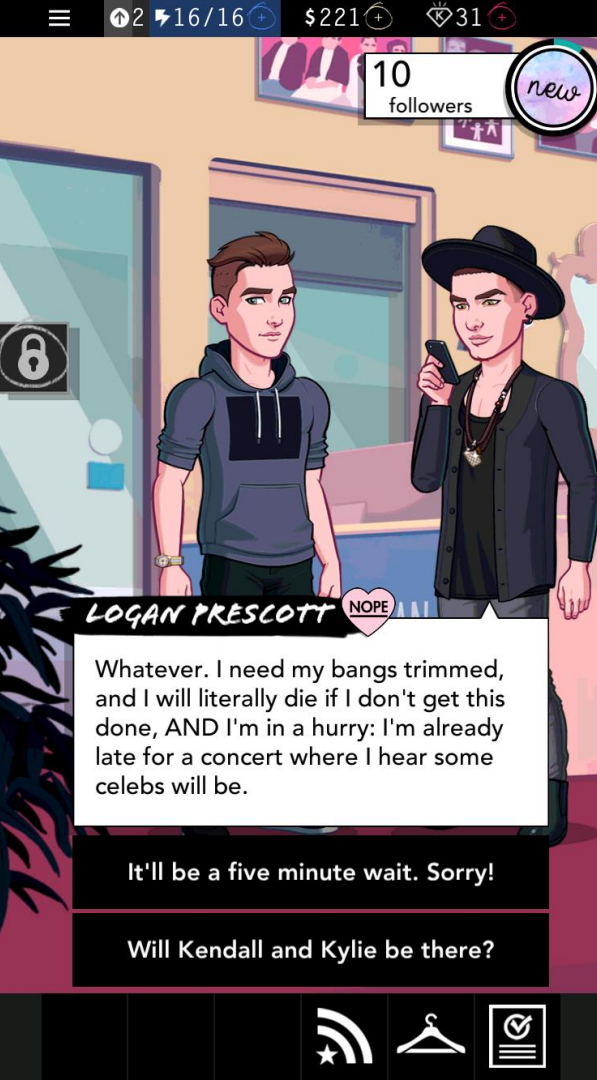
iPad



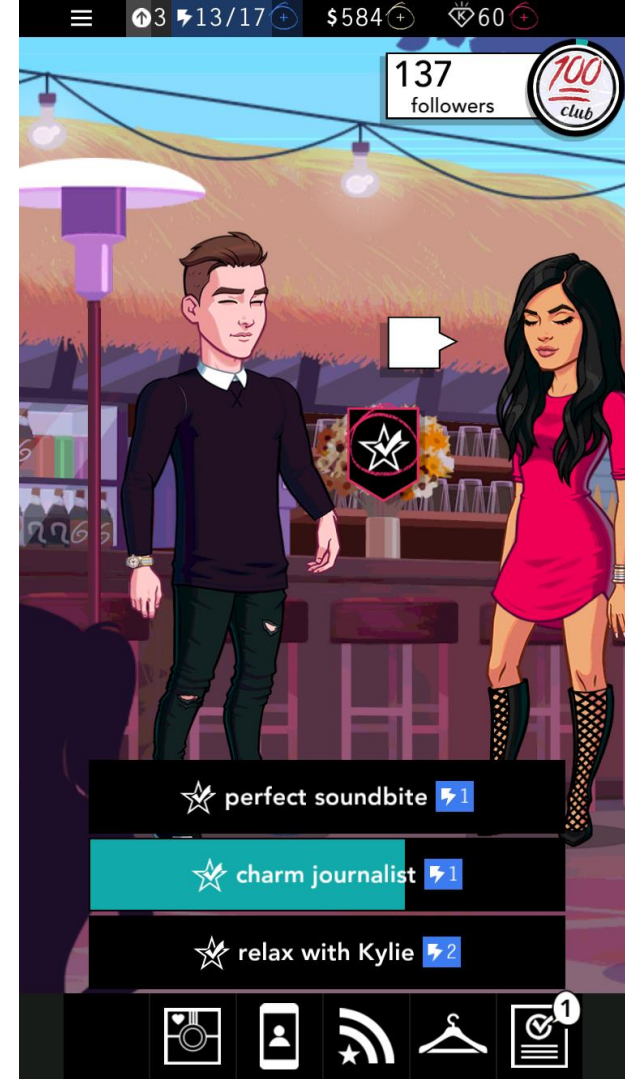
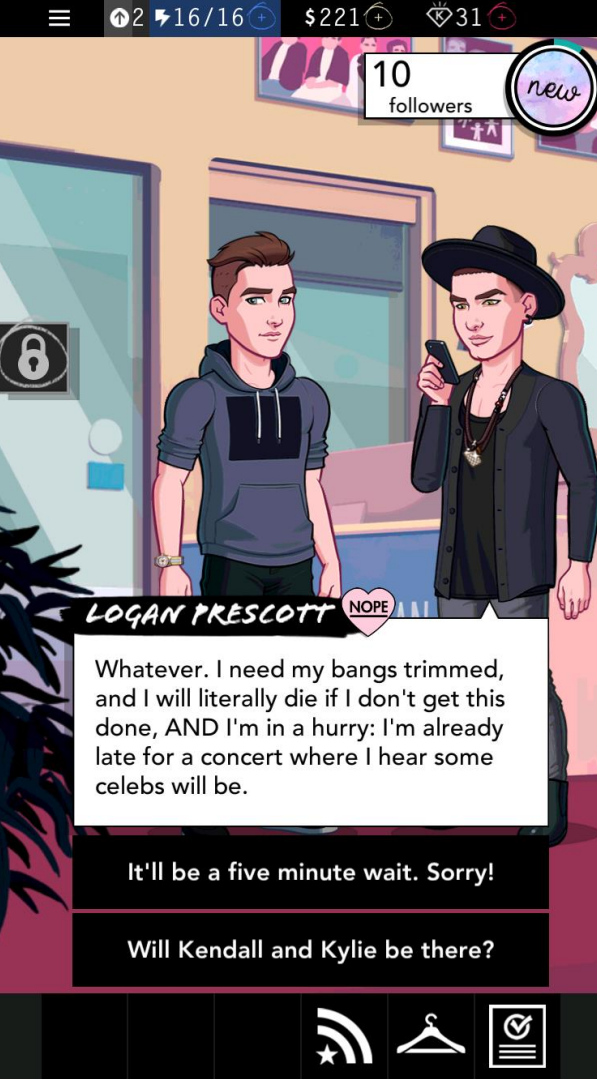
















## Celeb-O-Watch

1. **Katy Perry - 84,000,000**
2. Justin Bieber - 76,700,000
3. Taylor Swift - 72,400,000
4. Rihanna - 56,900,000
5. Lady Gaga - 56,700,000
6. Justin Timberlake - 52,240,000
7. Kim Kardashian - 41,200,000
8. Cristiano Ronaldo - 40,923,413
9. Shakira - 37,200,000
10. Gordon Ramsay - 3,020,000
11. Me - 3,346



# Glu's celebrity strategy faltered on Katy Perry, James Bond games

By Matthew Handrahan

f Recommend

54

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in Share

31

THU 04 FEB 2016 2:47PM GMT / 9:47AM EST / 6:47AM PST

📱 MOBILE 📈 BUSINESS

## 50 jobs were cut during restructuring after "extremely humbling" H2 2015

Glu Mobile cut 50 jobs across three different studios in December 2015, the result of difficulties in the second-half of the year that CEO Niccolo de Masi described as, "extremely humbling."

That comment was made in a call with investors, which followed the publication of [full-year financial results](#) that showed pervasive revenue and profit decline. A key contributor to that decline was the fallibility of its product strategy, which relies on [licenses and celebrity partnerships](#) to bring in users.

While that strategy was built on the remarkable success of Kim Kardashian: Hollywood, it faltered in the second half of 2015. De Masi pointed to Katy Perry: Pop as a prime example. "Poor technical decisions coupled with the newly hired team led to all key metrics being below thresholds required for an ROI positive title," he said. "Additional development time was not provided due to contractual restrictions as well as the team's mediocre trajectory."



### Glu Mobile

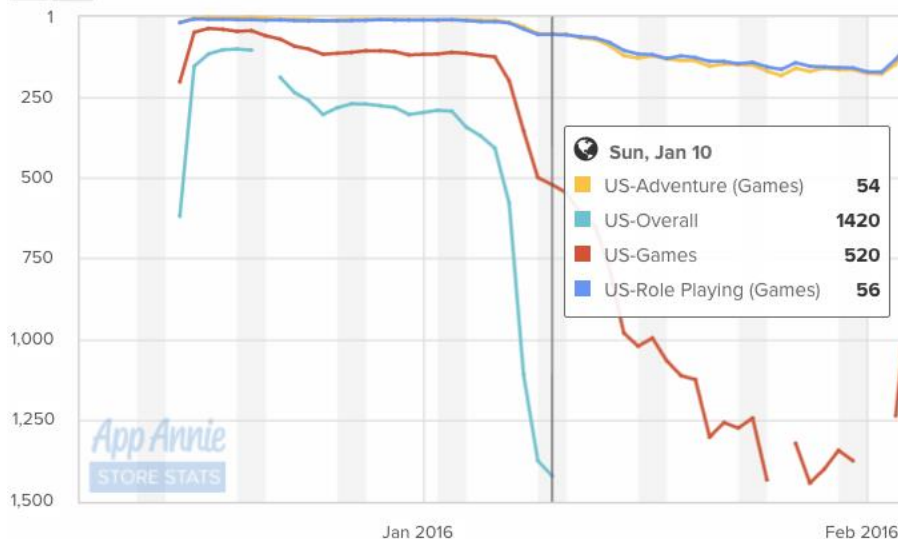
Glu Mobile (formerly Sorrent, Inc. and Macrospace Ltd.) is a leading developer and global publisher...

[glumobile.com](http://glumobile.com)

"Poor technical decisions coupled with the newly hired team led to all key metrics being below thresholds required for an ROI positive title," he said. "Additional development time was not provided due to contractual restrictions as well as the team's mediocre trajectory."

**Niccolo de Masi, Glu CEO**

# Katy Perry Pop US iOS charts



## What's New in Version 1.1.0

Posted Mar 1, 2016

Katy Perry Pop Fans,

The update you've been waiting for is here! Download the update to discover a brand new location,

- New Location – London is here!
- o Experience brand new quests!
- o Collect new clothing inspired by British fashion!
- o Sign with a new Record Label!
- o Get a publicist!
- o Join Katy on a European tour!
- All projects are now worth 5 Notes!
- Updated visuals – locations are looking pretty snazzy!
- Your phone got smarter with notifications of what's new!

Enjoy the magical world of Katy Perry and download the latest version of Katy Perry Pop today!

## Version 1.0.5

Posted Dec 5, 2015

Bug fixes and other improvements to game performance





## Katy Perry

I am excited and honored to announce this year's winner. Not only is this artist incredibly talented, but also a great friend. This year's Whammy goes to...



LEVEL 1

13

30

1

## RISE & GRIND

### Hot Drinks

### Cold Drinks

### Other Things



## Celeb-O-Watch

1. Katy Perry - 84,000,000
2. Justin Bieber - 76,700,000
3. Taylor Swift - 72,400,000
4. Rihanna - 56,900,000
5. Lady Gaga - 56,700,000
6. Justin Timberlake - 52,240,000
7. Kim Kardashian - 41,200,000
8. Cristiano Ronaldo - 40,923,413
- 9. Shakira - 37,200,000**
10. Gordon Ramsay - 3,020,000
11. Me - 3,346





## Love Rocks Shakira 4+

Rovio Entertainment Ltd >

Details

Ratings and Reviews

Related

### Screenshots

iPhone

iPad



+ Get

Offers In-App Purchases

This app is designed for both  
iPhone and iPad

★★★★★ (250)

Rating: 4+

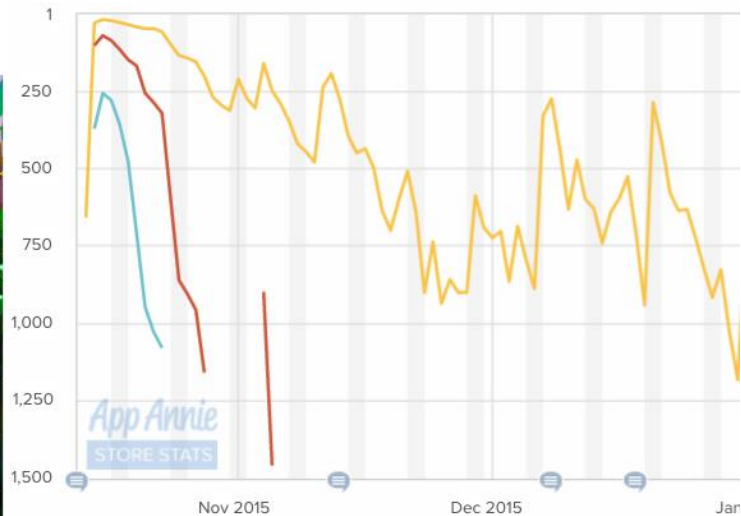
#### TOP IN-APP PURCHASES

- |                          |         |
|--------------------------|---------|
| 1. Handful of Gold Coins | \$1.99  |
| 2. Bunch of Gold Coins   | \$4.99  |
| 3. Pile of Gold Coins    | \$8.99  |
| 4. Starter Pack          | \$4.99  |
| 5. Sack of Gold Coins    | \$19.99 |
| 6. Chest of Gold Coins   | \$39.99 |

#### LINKS

Privacy Policy

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+ Get

Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★★ (315)

Rating: 4+

#### TOP IN-APP PURCHASES

- |                            |         |
|----------------------------|---------|
| 1. Small Gold Coin Bundle  | \$4.99  |
| 2. Teeny Gold Coin Bundle  | \$2.99  |
| 3. Medium Gold Coin Bundle | \$9.99  |
| 4. Tiny Gold Coin Bundle   | \$0.99  |
| 5. Large Gold Coin Bundle  | \$20.99 |
| 6. Huge Gold Coin Bundle   | \$39.99 |
| 7. Super Starter Pack!     | \$2.99  |
| 8. Super Starter Pack      | \$0.99  |
| 9. Black Friday A          | \$4.99  |
| 10. Black Friday B         | \$9.99  |

## Nibblers - Fruit Match Puzzle

Rovio Entertainment Ltd >

Details Ratings and Reviews Related

### Customer Ratings

Current Version All Versions

Average Rating: ★★★★★ 5,216 Ratings

Click to rate: ★★★★★

### Customer Reviews

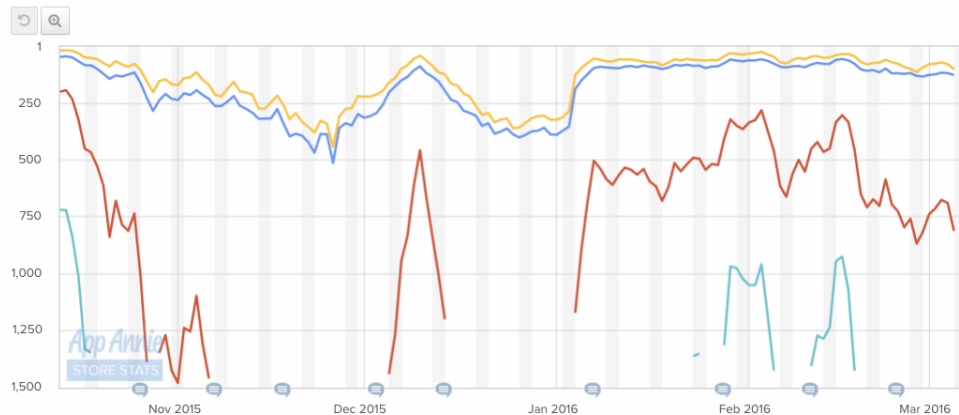
Write a Review App Support

Entertaining For Sure ★★★★★  
by NateDawgRN – Jan 22, 2016

I was afraid this was just another mindless game where y descent graphics and it's easy to learn how to play. The r you to the developer for making it so people can shut the

A fun and very addictive game ★★★★★  
by blueston chris – Nov 2, 2015

I still put a Pontus game by accident. And I fell in love wit level 150 without spending any more money. The game c balanced; unlike the candy crush series which I found it t





45. Rope Racers  
Games  
[+ Get](#)   
In-App Purchases



46. Boomerang  
from Instagram  
Photo & Video  
[+ Get](#)



47. Plastic Surgery...  
Games  
[+ Get](#)   
In-App Purchases



48. letgo: Buy &  
Sell Second...  
Shopping  
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49. Choose Your...  
Games  
[+ Get](#)   
In-App Purchases



50. OfferUp -  
Buy, Sell...  
Shopping  
[+ Get](#)



51. Racing in  
Car  
Games  
[+ Get](#)



52. Lyft - Taxi &  
Bus App...  
Travel  
[+ Get](#)



53. Wish -  
Shopping Mad...  
Shopping  
[+ Get](#)



54. Bitmoji  
Keyboard - Yo...  
Utilities  
[+ Get](#)   
In-App Purchases



55. oneSafe -  
Premium...  
Productivity  
[+ Get](#)



56. Castle  
Clash: Age of...  
Games  
[+ Get](#)   
In-App Purchases



57. Periscope  
Social Networking  
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58. Fitbit  
Health & Fitness  
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59. Mobile  
Strike  
Games  
[+ Get](#)   
In-App Purchases



60. Injustice:  
Gods Among Us  
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61. Yelp  
Travel  
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62. Shazam -  
Discover music...  
Music  
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- Furious One...  
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65. Magic Piano  
by Smule  
Music  
[+ Get](#)   
In-App Purchases



66. 100 Balls  
Games  
[+ Get](#)   
In-App Purchases



67. Chrome -  
web browser b...  
Utilities  
[+ Get](#)



68. Tinder  
Lifestyle  
[+ Get](#)   
In-App Purchases



69. PINK Nation  
Lifestyle  
[+ Get](#)



70. Damn Daniel  
Soundboard  
Entertainment  
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71. Groupon -  
Deals, Coupon...  
Shopping  
[+ Get](#)



72. YouTube  
Music  
Music  
[+ Get](#)   
In-App Purchases



73. Jet - The  
Smartest Way t...  
Shopping  
[+ Get](#)



74. YouCam  
Makeup  
Photo & Video  
[+ Get](#)



75. Clash of  
Clans  
Games  
[+ Get](#)   
In-App Purchases



76. 8 Ball Pool™  
Games  
[+ Get](#)   
In-App Purchases



77. Solitaire-  
Games  
[+ Get](#)



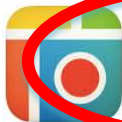
78. BARRIER X



79. Merged!



80. Colorfy:



81. Pic Collage -



82. Kendall & Kylie



83. Temple Run



84. Sing!



85. Emoji Blitz



86. Agar.io



87. Basketball

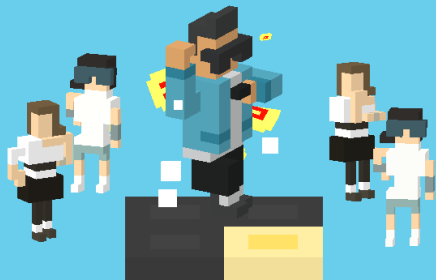


88. Dropbox





PSY




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BONUS 1000 @  
LIMITED TIME ONLY!


\$4.49

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THE PRIZE MACHINE




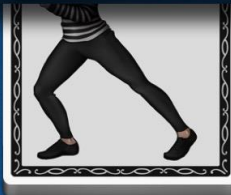



How to Play!

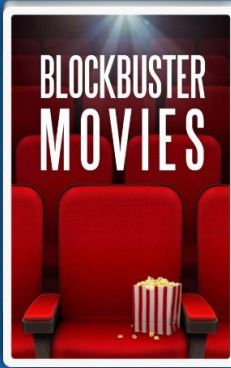



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**RUNNERS**

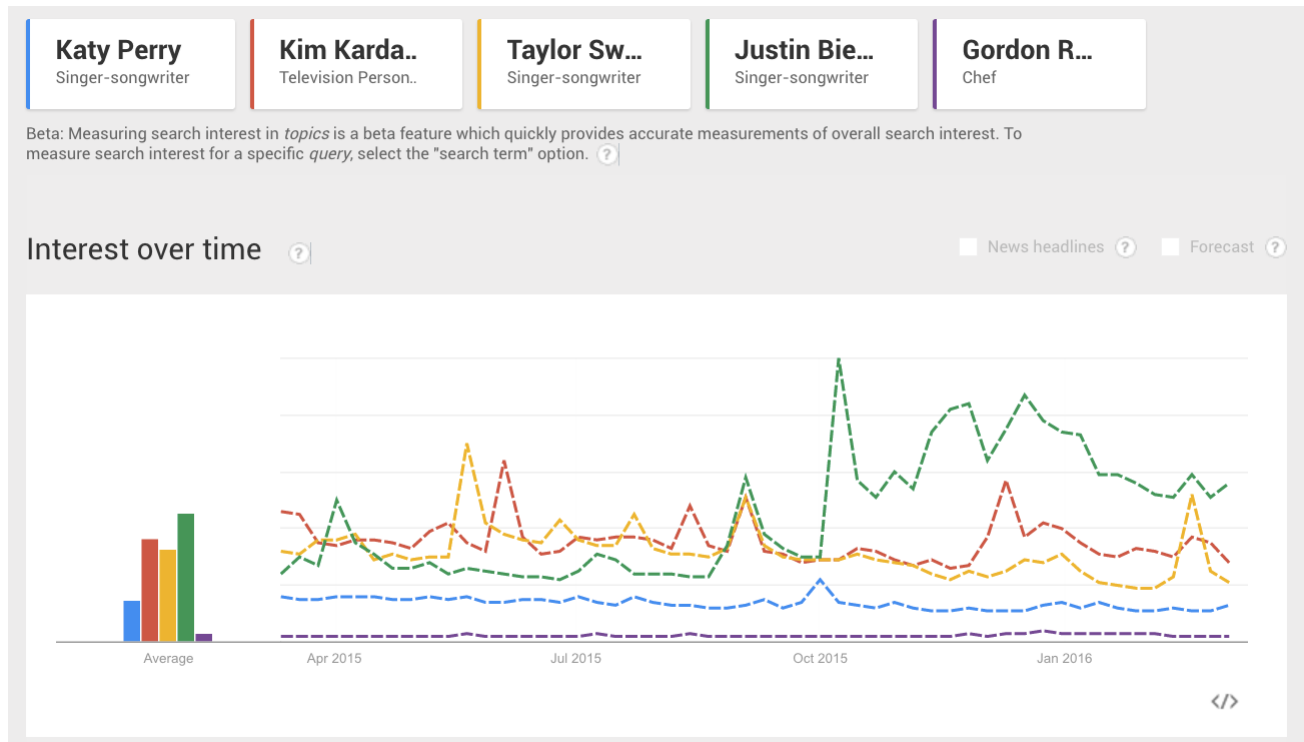
1,393 0



**PURCHASE**

**USAIN BOLT**

**BACK**



Google Trends, 2015 searches

# Glu Mobile Pins Its Hopes On New Taylor Swift Game

Posted Feb 5, 2016 by [Sarah Perez \(@sarahintampa\)](#)

SHARES



## CrunchBase

### Glu Mobile

FOUNDED  
2001

#### OVERVIEW

Glu Mobile (NASDAQ:GLUU) is a leading global developer and publisher of freemium games for smartphone and tablet devices. Glu is focused on creating compelling original IP games such as GUN BROS, DEER HUNTER, BLOOD & GLORY, and SAMURAI VS. ZOMBIES DEFENSE on a wide range of platforms including iOS, Android™, Windows Phone, Google Chrome, and MAC OS. Glu's unique technology platform enables its ...

#### LOCATION

[San Francisco, CA](#)

#### CATEGORIES

[Mobile](#), [Technology](#), [Games](#), [Freemium](#)

#### WEBSITE

<http://www.glu.com>

[Full profile for Glu Mobile](#)

**Taylor Swift**

Source: TechCrunch - <http://techcrunch.com/2016/02/05/glu-mobile-pins-its-hopes-on-new-taylor-swift-game/>





# Lessons

- Going bigger isn't always better
- Quality is still king
- Smaller integrations smart approach

## Part 3

# **Recipe for an RPG**



# A Casual Affair?

25 Top-Grossing Games (as of 3/8/2016)

	iPhone	iPad	Android
1	Clash Royale	DoubleDown Casino	Clash of Clans
2	Clash of Clans	Clash Royale	Game of War
3	Game of War	Clash of Clans	Clash Royale
4	Mobile Strike	Game of War	Candy Crush Saga
5	Candy Crush Saga	Candy Crush Saga	Mobile Strike
6	DoubleDown Casino	Candy Crush Soda Saga	Clash of Kings
7	Candy Crush Soda Saga	Big Fish Casino	Candy Crush Soda Saga
8	Marvel Contest of Champions	Mobile Strike	Marvel Contest of Champions
9	Madden NFL Mobile	Hay Day	Slotomania
10	Big Fish Casino	Slots Free Casino House of Fun	Summoners War
11	Candy Crush Jelly Saga	Heart of Vegas	Candy Crush Jelly Saga
12	Slotomania	Slotomania HD	Boom Beach
13	Clash of Kings	Boom Beach	Free Slots Casino House of Fun
14	Boom Beach	Cookie Jam	Star Wars: Galaxy of Heroes
15	大秦三国志「7天速起云」两周	Candy Crush Jelly Saga	Walking Dead: Road to Survival
16	Star Wars: Galaxy of Heroes	Gummy Drop!	Wizard of Oz Free Slots
17	Summoners War	Slotomania Casino	DoubleDown Casino
18	myVegas Slots	Jackpot Party Casino Slots	Cookie Jam
19	8 Ball Pool	Hit it Rich! Free Casino Slots	Big Fish Casino
20	Hay Day	Bingo Blitz	Heart of Vegas
21	Slots Free Casino - House of Fun	Bingo Bash	Hay Day
22	نستقام العرب المليون	GSN Casino	Madden NFL Mobile
23	Kendall and Kylie	Madden NFL Mobile	Farm Heroes Saga
24	World Series of Poker	Marvel Contest of Champions	DoubleU Casino
25	Yahtzee With Buddies	Farm Heroes Saga	Gummy Drop

# A Casual Affair?

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2	Clash of Clans	Clash Royale	Game of War
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5	Candy Crush Saga	Candy Crush Saga	Mobile Strike
6	DoubleDown Casino	Candy Crush Soda Saga	Clash of Kings
7	Candy Crush Soda Saga	Big Fish Casino	Candy Crush Soda Saga
8	Marvel Contest of Champions	Mobile Strike	Marvel Contest of Champions
9	Madden NFL Mobile	Hay Day	Slotomania
10	Big Fish Casino	Slots Free Casino House of Fun	Summoners War
11	Candy Crush Jelly Saga	Heart of Vegas	Candy Crush Jelly Saga
12	Slotomania	Slotomania HD	Boom Beach
13	Clash of Kings	Boom Beach	Free Slots Casino House of Fun
14	Boom Beach	Cookie Jam	Star Wars: Galaxy of Heroes
15	大秦帝国之(7天迷踪云, 西周)	Candy Crush Jelly Saga	Walking Dead: Road to Survival
16	Star Wars: Galaxy of Heroes	Gummy Drop!	Wizard of Oz Free Slots
17	Summoners War	Slotomania Casino	DoubleDown Casino
18	myVegas Slots	Jackpot Party Casino Slots	Cookie Jam
19	8 Ball Pool	Hit it Rich! Free Casino Slots	Big Fish Casino
20	Hay Day	Bingo Blitz	Heart of Vegas
21	Slots Free Casino - House of Fun	Bingo Bash	Hay Day
22	نفتيهم العسل الطويل	GSN Casino	Madden NFL Mobile
23	Kendall and Kylie	Madden NFL Mobile	Farm Heroes Saga
24	World Series of Poker	Marvel Contest of Champions	DoubleU Casino
25	Yahtzee With Buddies	Farm Heroes Saga	Gummy Drop

# A Casual Affair?

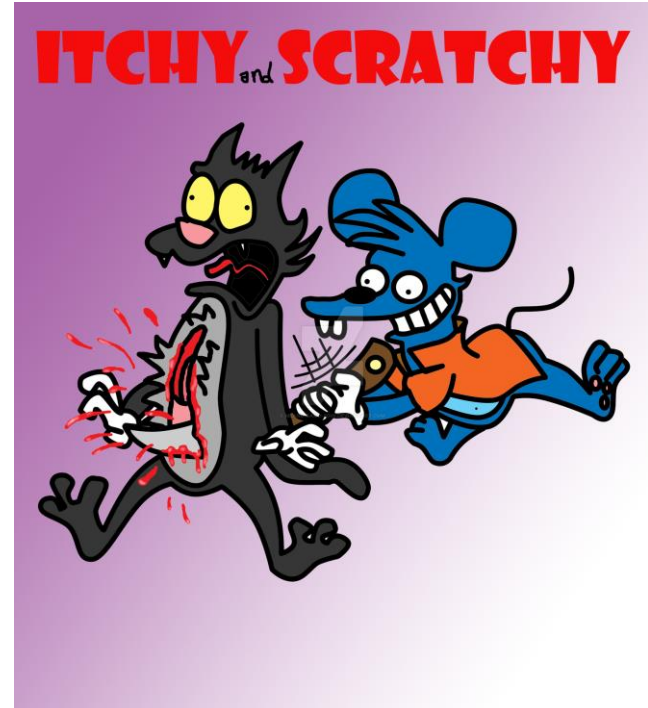
	<u>Android</u>	<u>iPhone</u>	<u>iPad</u>		<u>Total</u>
<b>RPG</b>	9	8	4		<b>21</b>
<b>Map</b> <b>Strat</b>	9	6	5		<b>20</b>
<b>RTS</b>	7	7	5		<b>19</b>
<b>Fighting</b>	5	5	2		<b>12</b>
<b>Shooting</b>	1	2	2		<b>5</b>
<b>Sports</b>	1	2	1		<b>4</b>
<b>Racing</b>	1	2	1		<b>4</b>
<b>Other</b>	7	5			<b>12</b>



# A Casual Affair?

	<u>Android</u>	<u>iPhone</u>	<u>iPad</u>		<u>Total</u>
<b>RPG</b>	9	8	4		<b>21</b>
<b>Map</b> <b>Strat</b>	9	6	5		<b>20</b>
<b>RTS</b>	7	7	5		<b>19</b>
<b>Fighting</b>	5	5	2		<b>12</b>
<b>Shooting</b>	1	2	2		<b>5</b>
<b>Sports</b>	1	2	1		<b>4</b>
<b>Racing</b>	1	2	1		<b>4</b>
<b>Other</b>	7	5			<b>12</b>

# What is An RPG?



# Blast From the Past





# Bite Size Strategy



Dungeon Boss



Summoners War

# Bite Size Strategy



Dungeon Boss



Summoners War

# Bite Size Strategy



Star Wars: Galaxy of Heroes



# Bite Size Action



Magic Rush



Knights & Dragons

# Bite Size Action



Magic Rush



Knights & Dragons

# Long Cooking Time



Dungeon Boss



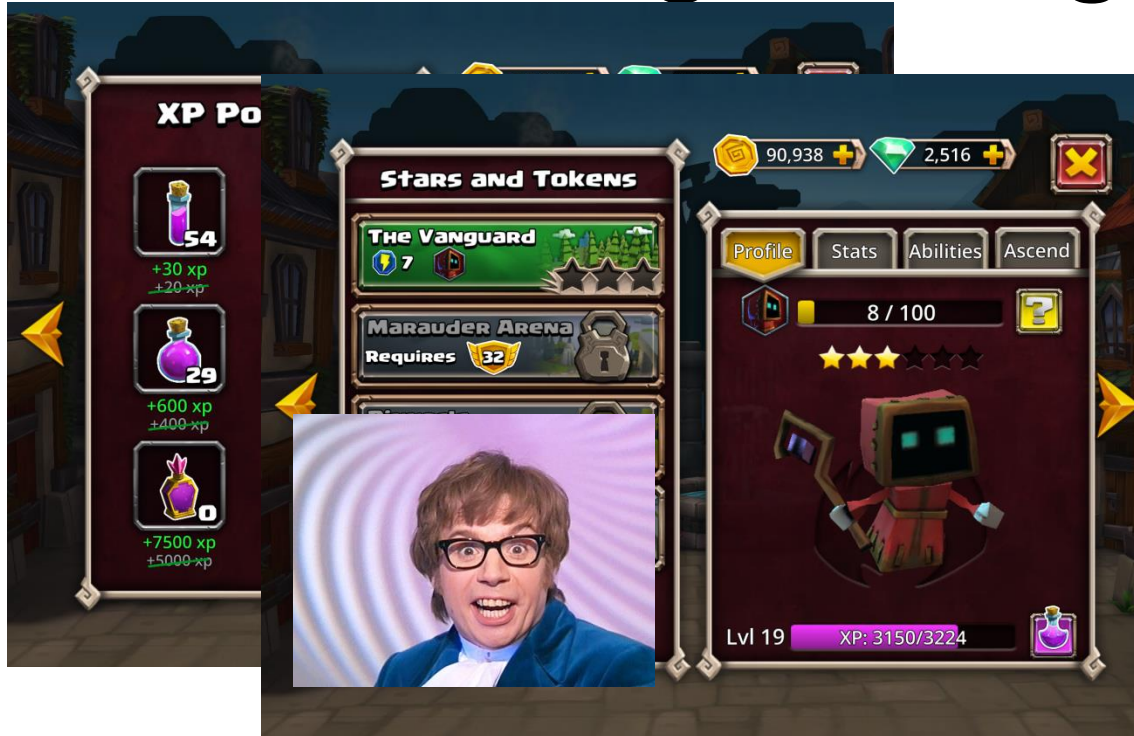
# Long Cooking Time



Dungeon Boss

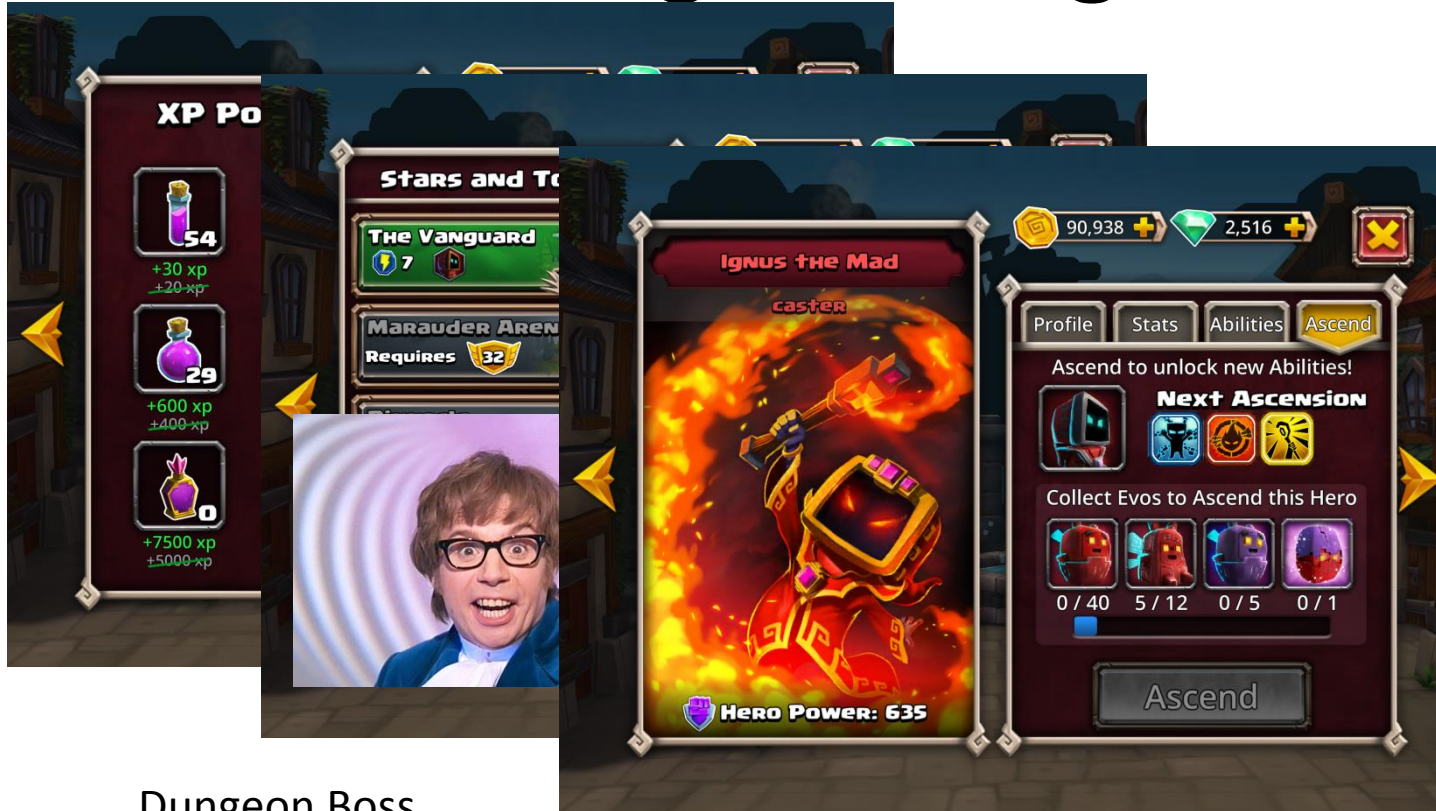


# Long Cooking Time



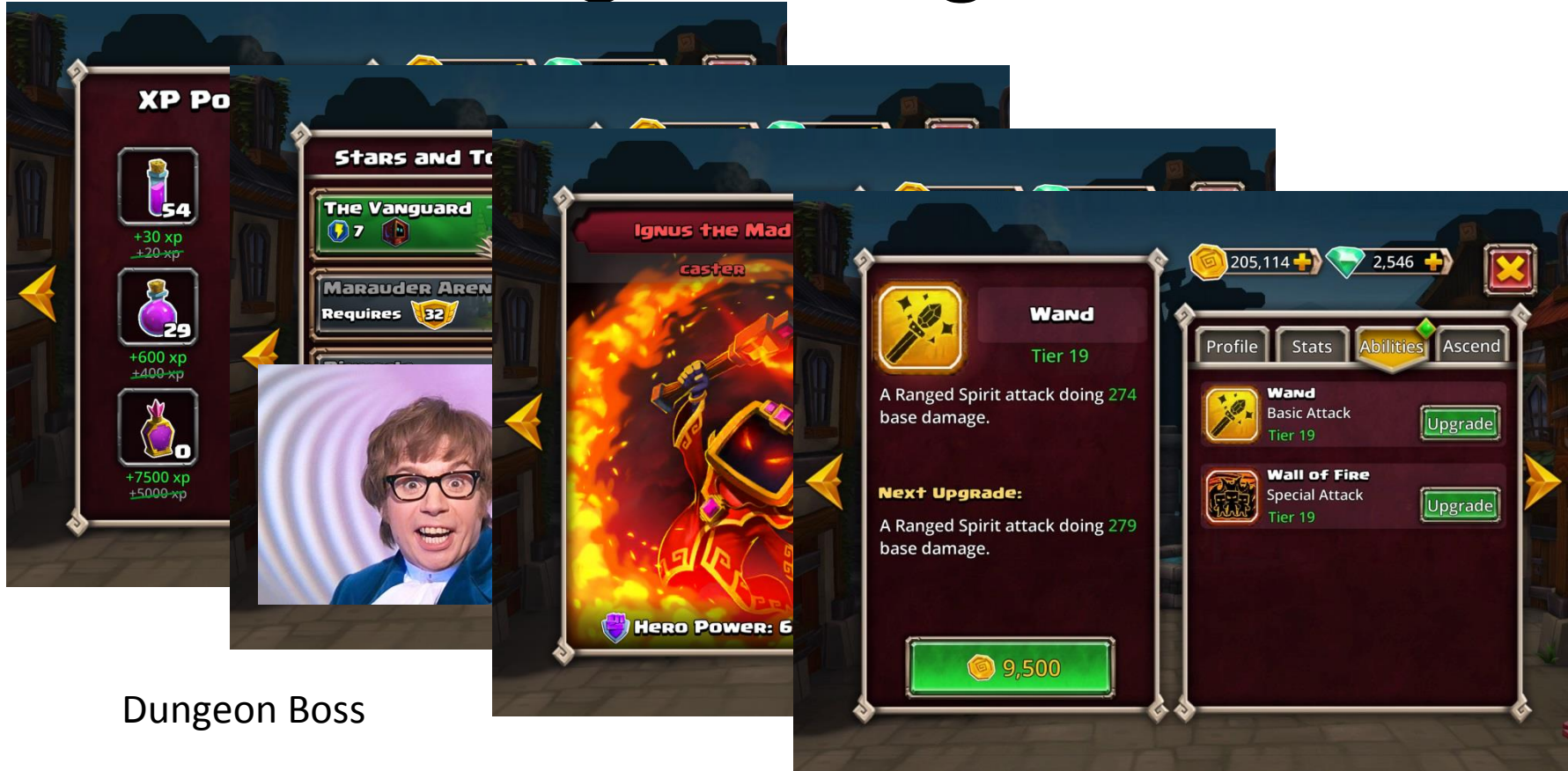
Dungeon Boss

# Long Cooking Time



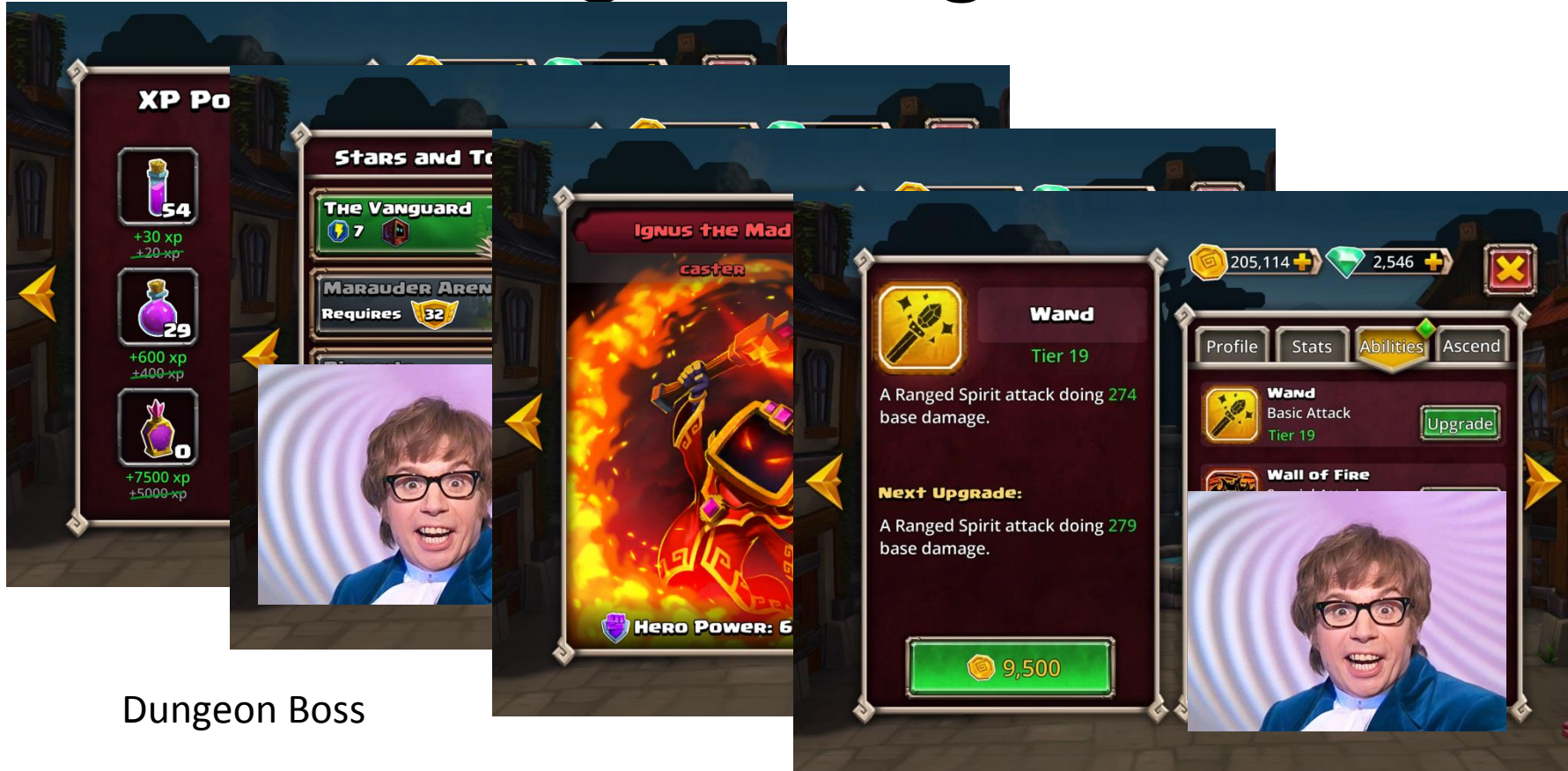
Dungeon Boss

# Long Cooking Time





# Long Cooking Time



Dungeon Boss



# A Dash of Hate



Summoners War



Star Wars: Galaxy of Heroes

# A Dash of Hate



Summoners War



Star Wars: Galaxy of Heroes

# And A Whole Lot Of Love



Dungeon Boss



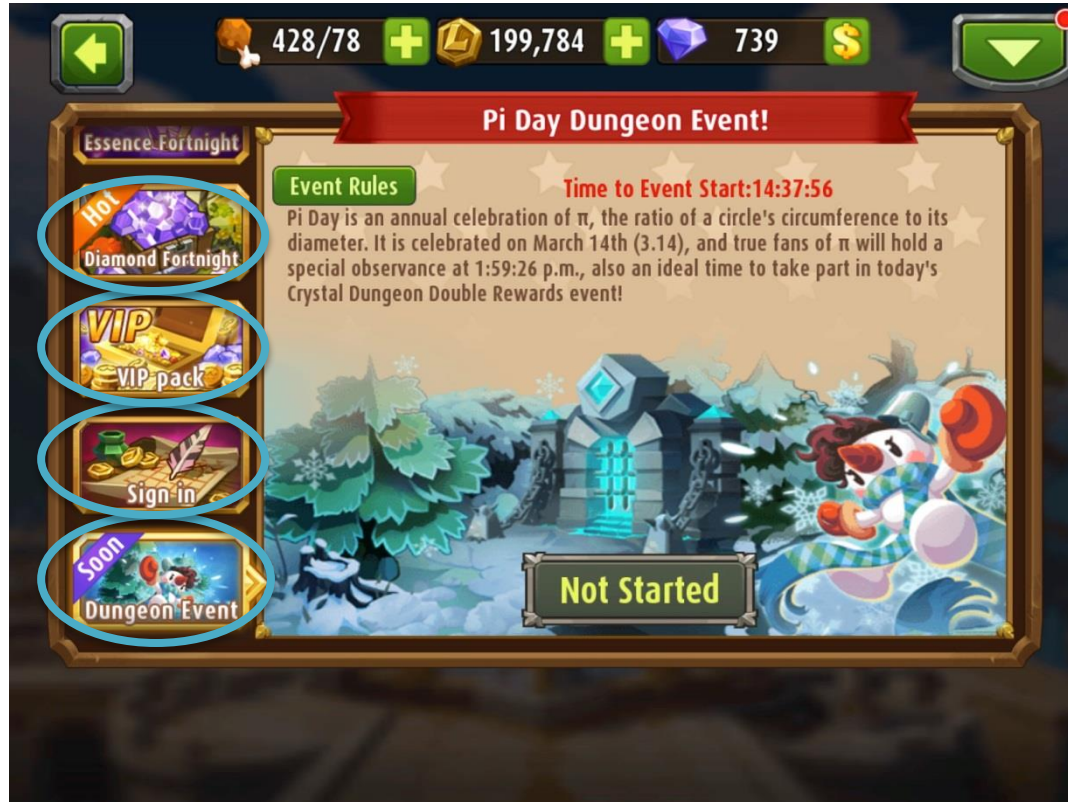
# And A Whole Lot Of Love



Dungeon Boss

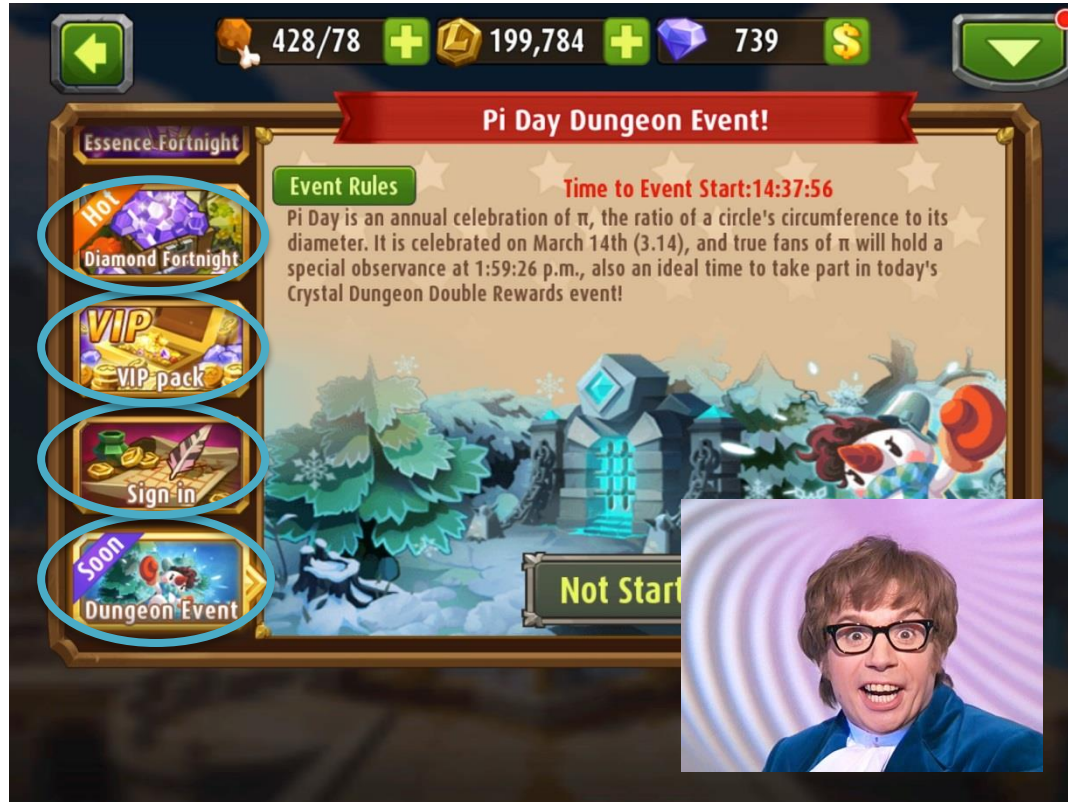


# And Very Eventful



Summoners War

# And Very Eventful



Summoners War

# Two Acceptable Flavors



Magic Rush



Star Wars: Galaxy of Heroes

# Lessons

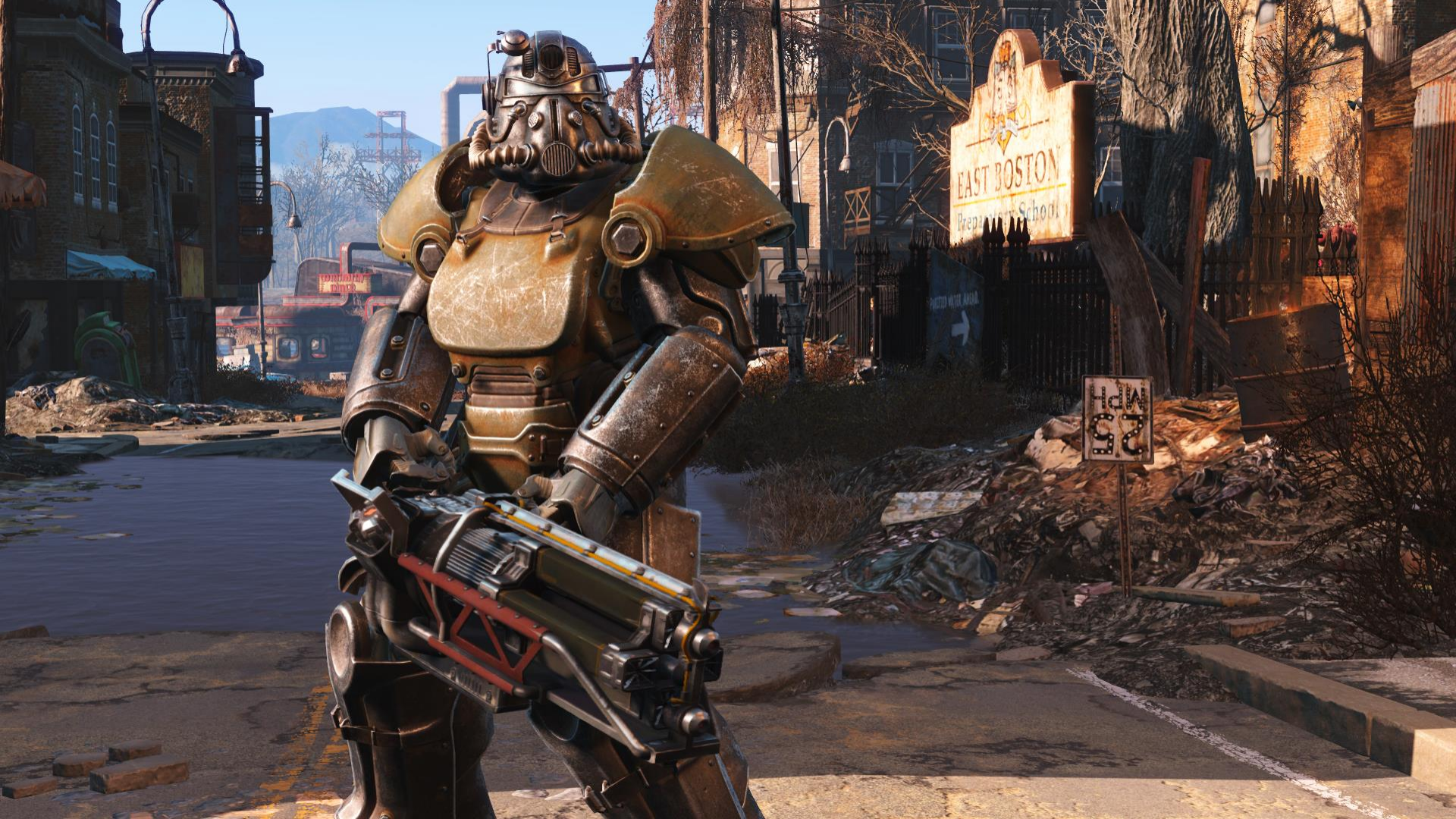
- RPGs matter
- Provide great strategy in battle
- Build a long ladder
- Support social – both pro and anti
- Events are key
- Mind your theme



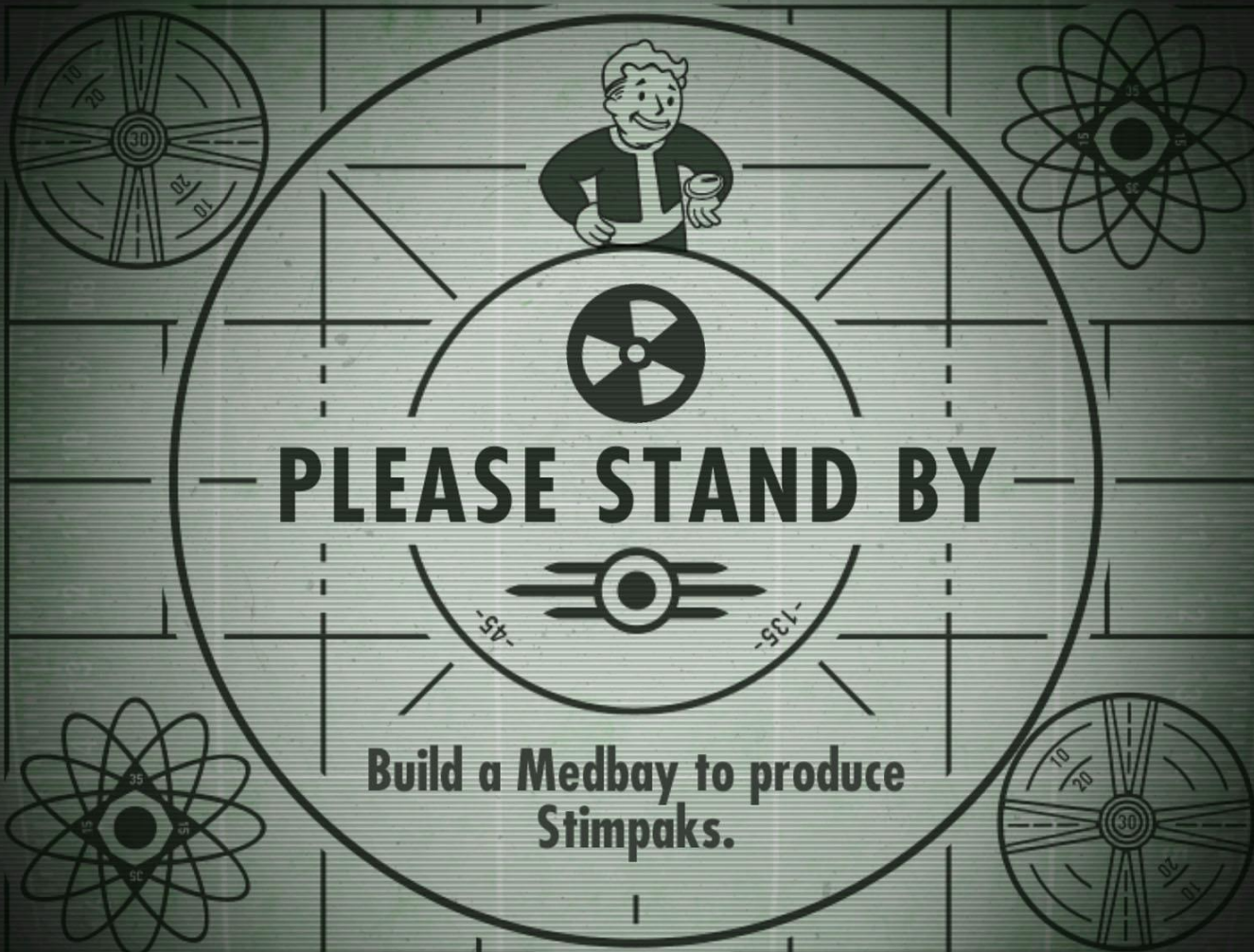


## Part 4

# Fallout Shelter: Not a Bomb







**PLEASE STAND BY**

**Build a Medbay to produce  
Stimpaks.**











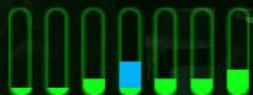


Betty Murray



50%

LVL 6



SPECIAL



x11



x8



S	STRENGTH	1
P	PERCEPTION	1
E	ENDURANCE	2
C	CHARISMA	1 +3
I	INTELLIGENCE	2
A	AGILITY	2
L	LUCK	3



2h 20m

14h 7m

14h 6m

Ready

STRENGTH CENTER



Patricia Fisher



86%

LVL 16



SPECIAL



x16



x20



WEAPON

STATS



Double-Barrel Shotgun

9-13



10mm Pistol

2-3



Enhanced BB Gun

0-3



Enhanced Hunting Rifle

5-7

CLOSE







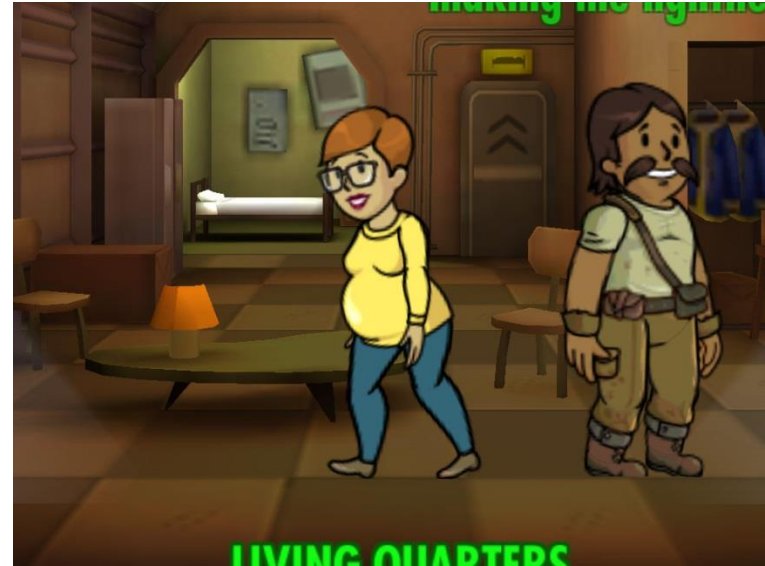




You're like a broken thermostat. I  
just can't turn you down.



Sorry, I'm all out of raisins.  
But you can have a date.





James



LVL 49



- 07:02 Suffered 1 damage. Earned 815 XP.
- 07:03 Should I head back to the Vault? Maybe in a bit.
- 07:03 I hear a child crying. Impossible to tell where it's coming from.
- 07:03 Hmm. Subway station. I don't think I want to go down there.
- 07:03 Saw a Radscorpion.
- 07:04 I don't know how I'm going to kill this Radscorpion, but I have to try!
- 07:04 I killed the Radscorpion. I can hardly believe it.
- 07:04 Suffered 1 damage. Earned 575 XP.
- 07:05 Observed a Fire Ant Soldier.
- 07:05 The Fire Ant Soldier is moving in, ready to attack.
- 07:05 One Fire Ant Soldier... extinguished!
- 07:06 Suffered 1 damage. Earned 725 XP.



5



5



884

Recall







Daily Report

## Objectives



◆ Level up 4 times in the Wasteland

0 / 4



480



◆ Deliver 12 baby Dwellers

1 / 12



1



◆ Successfully extinguish 24 Vault fires

20 / 24



1







**PLEASE STAND BY**



-45- -135-

**Confused how something works?  
Check the VDSG in the Pip-Boy for  
help.**

*Wuh?*

“We did it the way we wanted to be treated.”

Todd Howard,  
game director and executive producer,  
Bethesda Game Studios



# Of Midcore Mobile Whales...

- 71% are big console spenders
- 69% are big core PC game spenders

[Source: Newzoo]



# BUILD

## QUARTERS



THE NUMBER OF  
YOU CAN HAVE  
OWNS YOU TO  
DWELLERS

**HARISMA**

260

## POWER GENERATOR



ASSIGN DWELLERS HERE TO  
PRODUCE POWER

**(S) STRENGTH**

 100

## DINER



ASSIGN DWELLERS HERE TO  
PRODUCE FOOD

**(A) AGILITY**

 175

## WATER TREATMENT



ASSIGN DWELLERS HERE TO  
PRODUCE WATER

**(P) PERCEPTION**

 100

## STORAGE R



INCREASES THE NU  
WEAPONS AND OU  
YOU CAN HOLD

**(E) ENDUR**

 975

CLOSE

DWELLERS 165/200

VL

SPECIAL



STATUS

JOB



Adam Mason

11

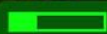
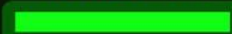


SP



Alan Brooks

14

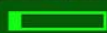


SP



Alan Jenkins

1

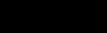
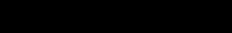


SP



Alan Johnson

1



SP

You have 200 Dwellers, the  
maximum number of Dwellers  
allowed by Vault-Tec.

OK



Fallout

@Fallout

Follow

Love is in the heavily processed air! 50% off bundles in [#FalloutShelter](#)... sale ends today!



RETWEETS

201

LIKES

730



10:02 AM - 14 Feb 2016





ALL

OUTFIT

COST

TIME



A

BoS Uniform



UNLOCK



P

Armored Vault Suit

P

+3



2/1



2/1



5



1h 21m 48s



S

Battle Armor

S

+2

E

+1



2/1



2/1



5



1h 20m 53s



S

Combat Armor

S

+2

A

+1



2/1



2/1



5



1h 20m 53s

A

Flight Suit

19/108

CLOSE



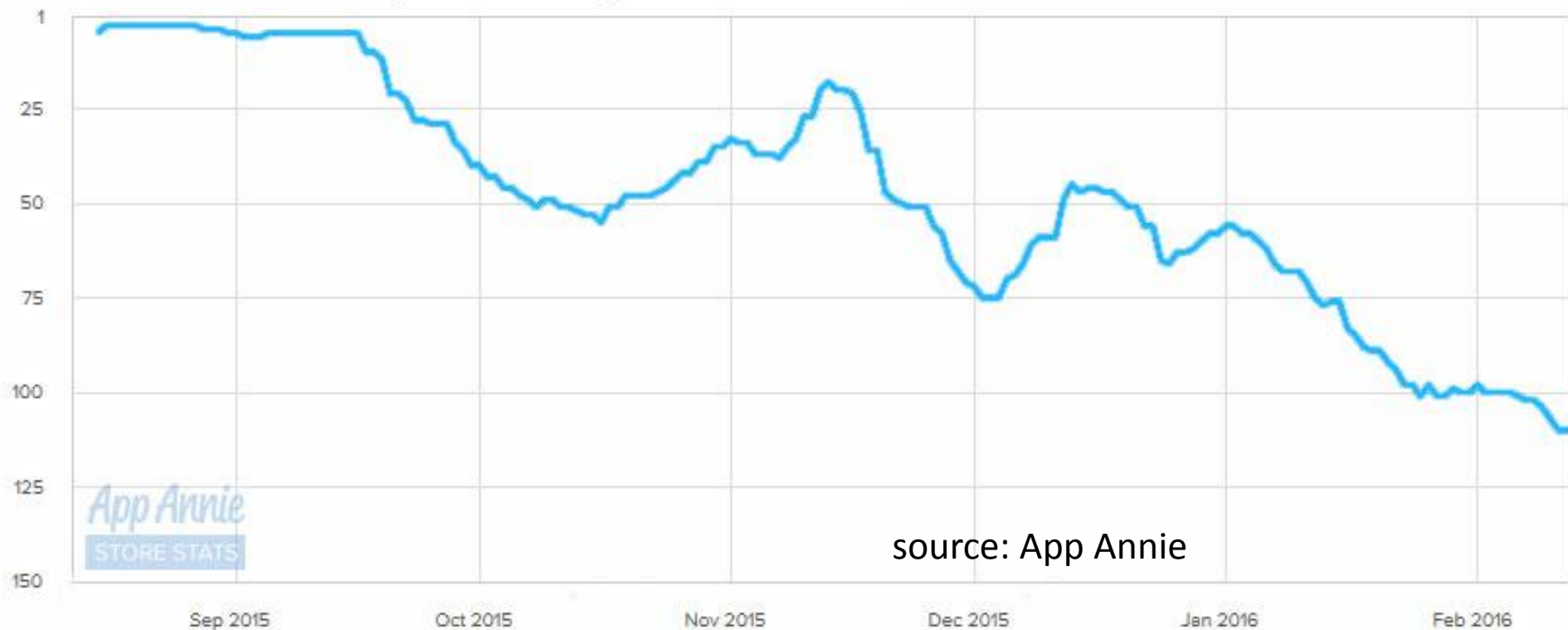
# Fallout Shelter

## iOS Store Grossing Rank History

7/15/2015 (launch) thru 2/9/2016



# Fallout Shelter Android Grossing Rank History 8/12/2015 (launch) thru 2/9/2016



# Lessons





- Core PC and console players are a lucrative mobile market.
- Expect more companion console/mobile launches.
- Follow the rules of good F2P design to ensure longer “legs”.



## Part 5

**Idle Hands Something  
Something**



<div>  <b>INVESTMENTS</b> </div> <div>EARN BITCOINS WITHOUT TAPPING</div>			
ITEM	QTY	PRICE	VALUE
 <div> <b>Lottery Tickets</b>            No Offline Earning         </div>	11	497 b	+5 b/sec
 <div> <b>Comic Books</b>            No Offline Earning         </div>	8	30,4 Kb	+34 b/sec
 <div> <b>Collectable Toys</b>            No Offline Earning         </div>	5	170 Kb	+208 b/sec


Minimal interaction




Interval rewards




# Powers


Unlock New Slot  
300 

### The Ancients





**Powerstone**  
5x All Damage

Purchase  
 1200





**Finger of Steel**  
2x Tap Damage

Purchase  
 800

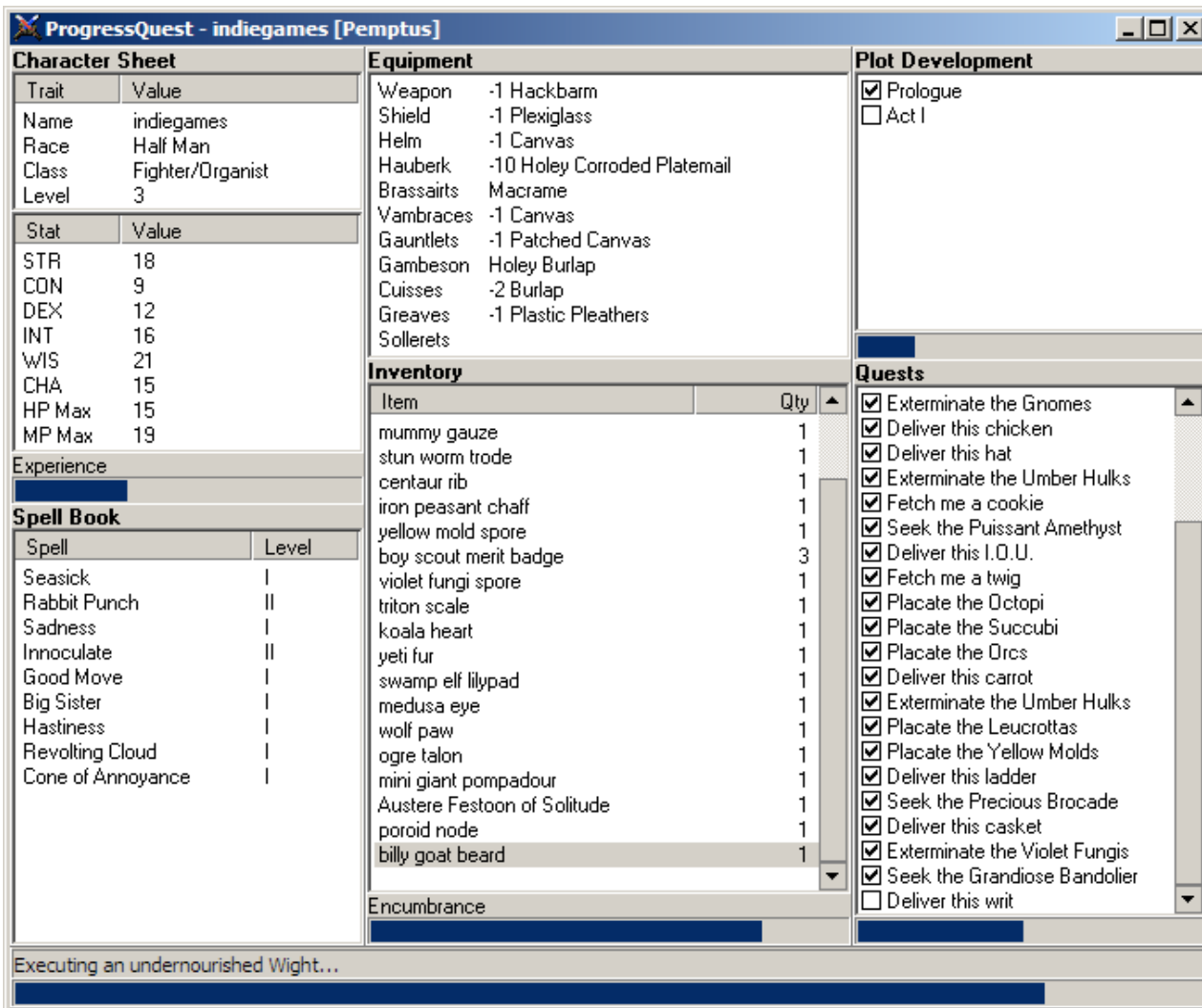


**Plentiful Horn**  
2x Yellow Mites

Purchase  
 1000



Continue Adventure



McClick's bakery

**5.791 billion  
cookies**

per second : 18.677 million



Options

Stats

"Indentured servitude."  
-grandma

Info

Legacy



Achievement unlocked  
**Augmenter**

x





+ Get

Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★★ (902)

Rating: 4+

#### TOP IN-APP PURCHASES

- |                                   |         |
|-----------------------------------|---------|
| 1. 20 GoldBars                    | \$1.99  |
| 2. 55 GoldBars                    | \$4.99  |
| 3. 115 Gold Bars                  | \$9.99  |
| 4. First Time Buyer Bundle        | \$3.99  |
| 5. 240 GoldBars                   | \$19.99 |
| 6. 625 GoldBars                   | \$49.99 |
| 7. 1300 GoldBars                  | \$99.99 |
| 8. Get 115 Gold Bars for 20% off  | \$7.99  |
| 9. Get 240 Gold Bars for 25% off  | \$14.99 |
| 10. Get 625 Gold Bars for 20% off | \$39.99 |

## AdVenture Capitalist! 4+

Kongregate >

[Details](#) [Ratings and Reviews](#) [Related](#)

### Screenshots

iPhone

iPad



+ Get

Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★★ (1,118)

Rating: 12+

#### TOP IN-APP PURCHASES

- |                    |        |
|--------------------|--------|
| 1. Premium Spin    | \$0.99 |
| 2. Auto Miner 1.0  | \$1.99 |
| 3. 50 Hyperbits    | \$1.99 |
| 4. Auto Miner 2.0  | \$3.99 |
| 5. 150 Hyperbits   | \$4.99 |
| 6. Coin Doubler    | \$4.99 |
| 7. Auto Miner 3.0  | \$3.99 |
| 8. Cat             | \$0.99 |
| 9. 350 Hyperbits   | \$9.99 |
| 10. Auto-Miner 4.0 | \$4.99 |

## Bitcoin Billionaire 12+

Noodlecake Studios Inc >

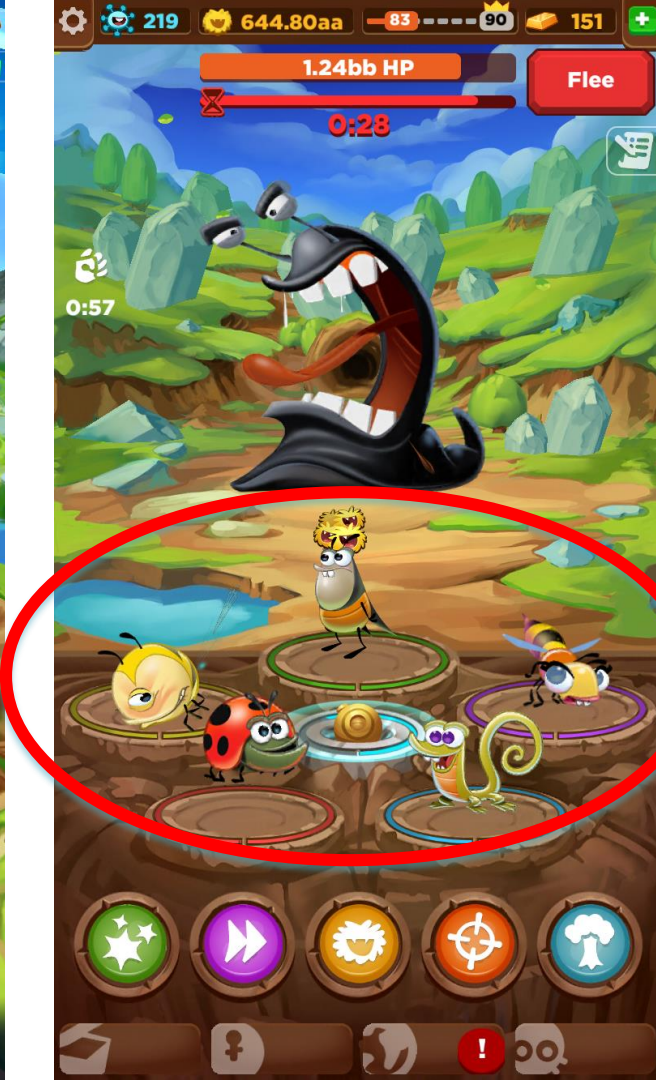
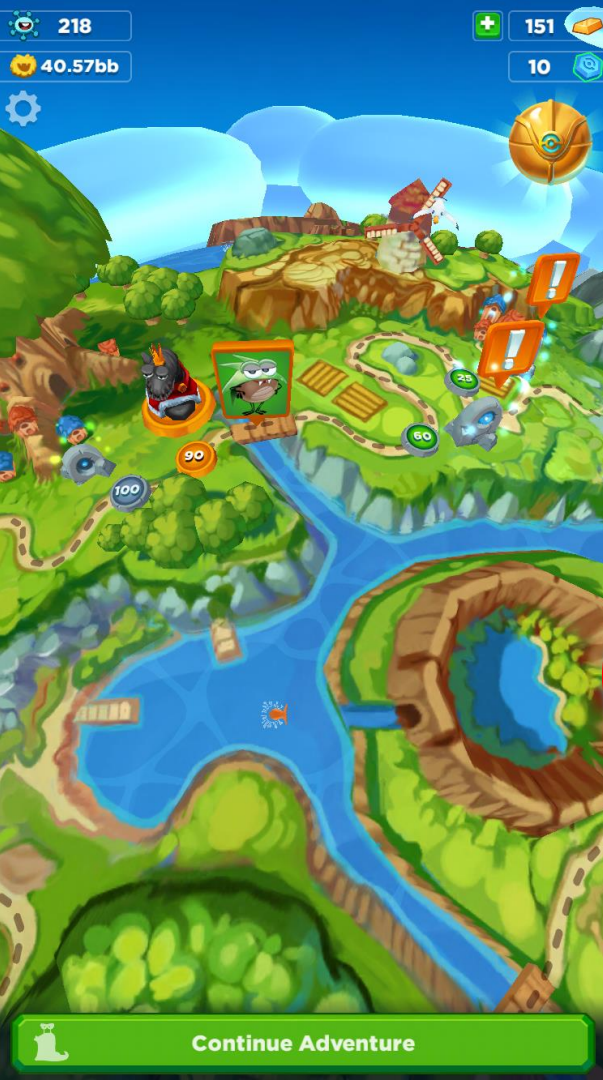
[Details](#) [Ratings and Reviews](#) [Related](#)

### Screenshots

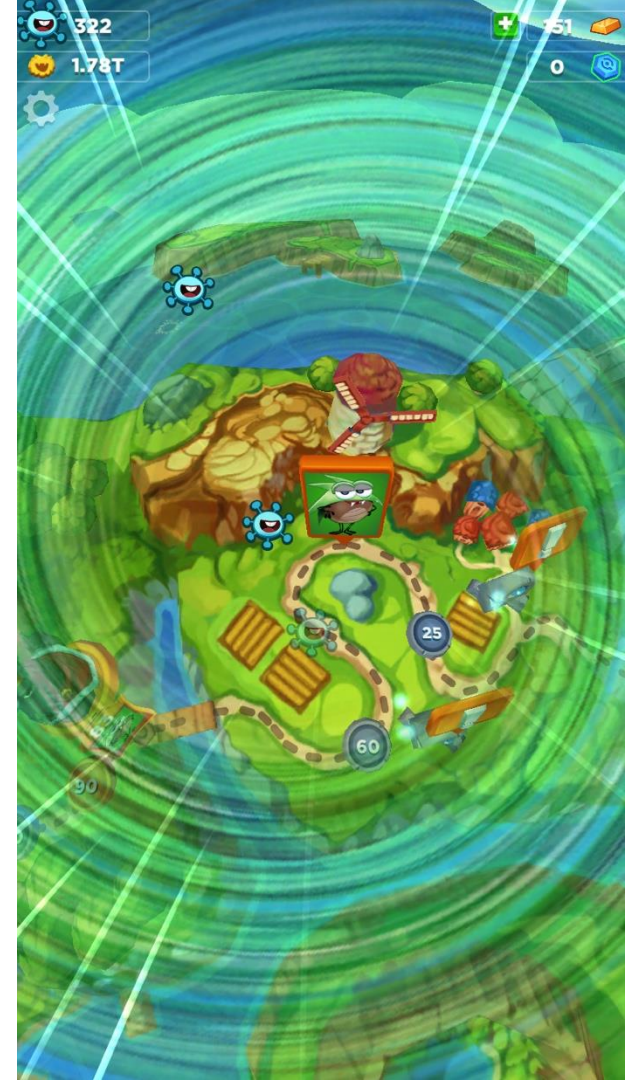
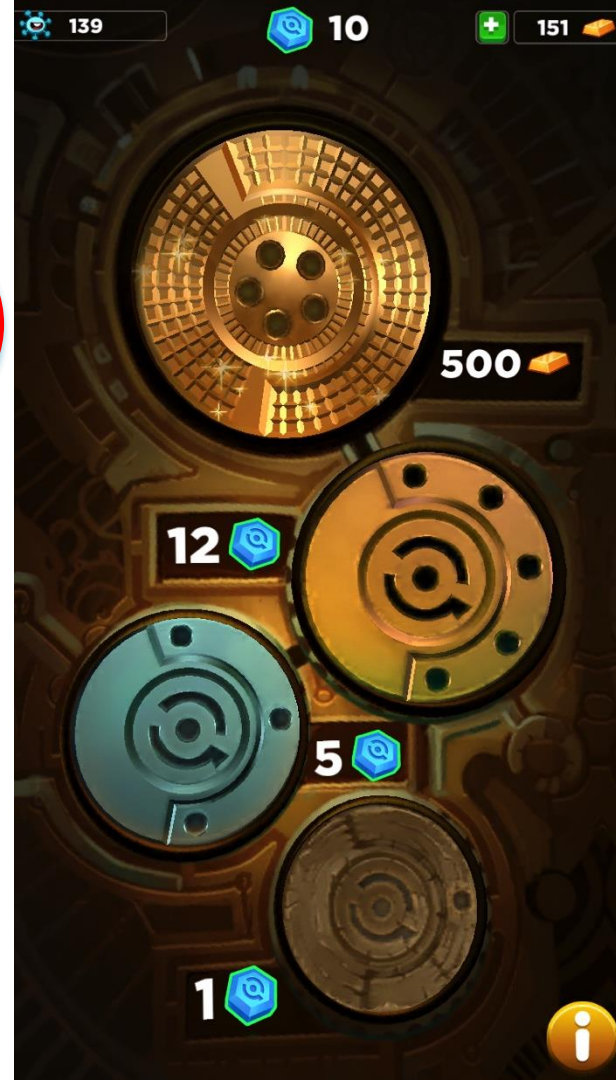
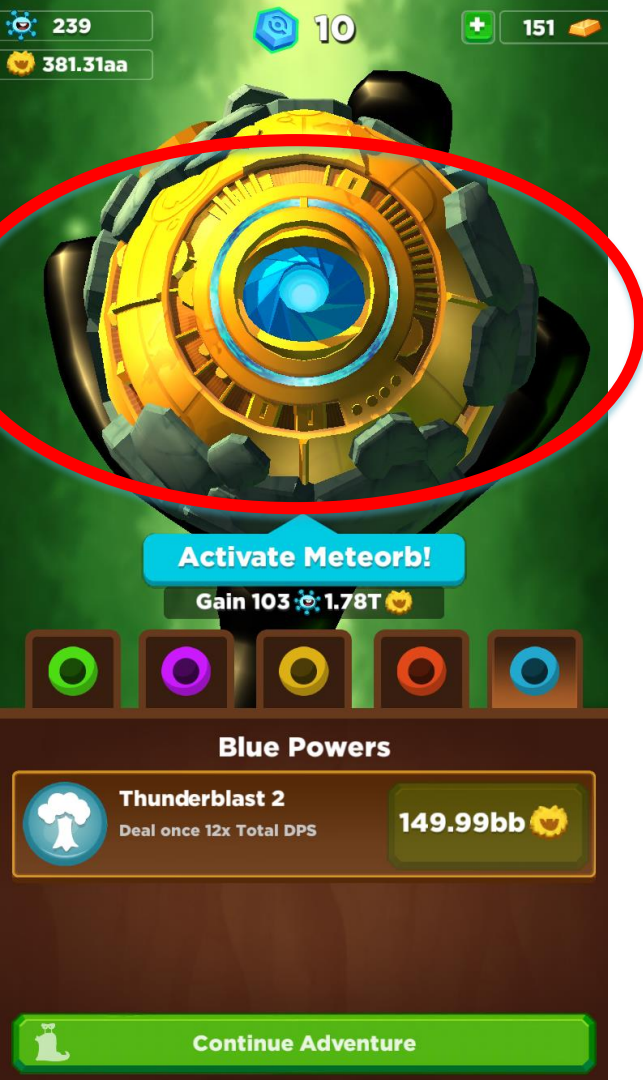
iPhone

iPad









A colorful illustration of a farm scene. On the left, a farmer with a beard, wearing a straw hat, a red plaid shirt, and blue overalls, holds a pitchfork. On the right, a young girl with blonde hair, wearing a straw hat, a red shirt, and blue overalls, holds a pink pig. The background features a red barn, a wooden fence, a small wooden shed, a body of water with a dock, and various farm decorations like lanterns and flowers.

**Meanwhile at the Farm...**

**Daddy. I wanna be  
rich like you!**

**Well...**

**Farm Away!**



22

\$ 64.70T

210 +

84.4K ?

? 7/25 ?



2X

3h 58m 22s

888bb

70.0aa

455B

369T

99.9T

653T

11.2T

56.0B

110B



More Games







+ Get ▾

Offers In-App Purchases

This app is designed for both  
iPhone and iPad

★★★★★ (10)

Rating: 4+

#### TOP IN-APP PURCHASES

- |                               |         |
|-------------------------------|---------|
| 1. Premium Spin               | \$0.99  |
| 2. 1000 gems                  | \$24.99 |
| 3. 25 gems                    | \$0.99  |
| 4. 150 gems                   | \$4.99  |
| 5. 550 gems                   | \$14.99 |
| 6. 310 gems                   | \$9.99  |
| 7. Double notes FOREVER!      | \$4.99  |
| 8. Double daily gems FOREVER! | \$4.99  |

LINKS

## Groove Planet 4+

[Animoca Brands](#) >

Details

Ratings and Reviews

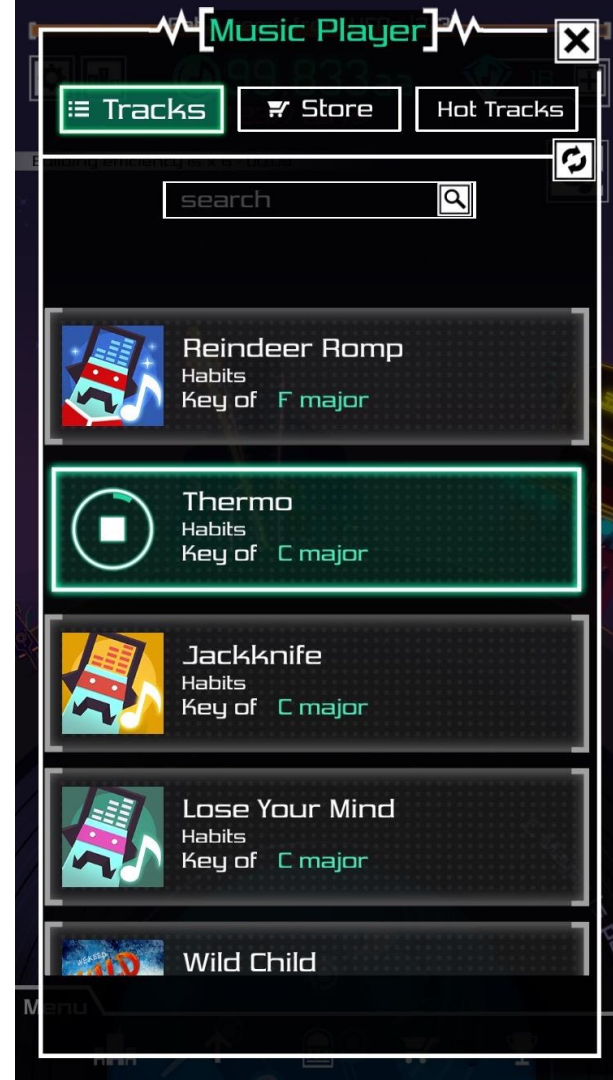
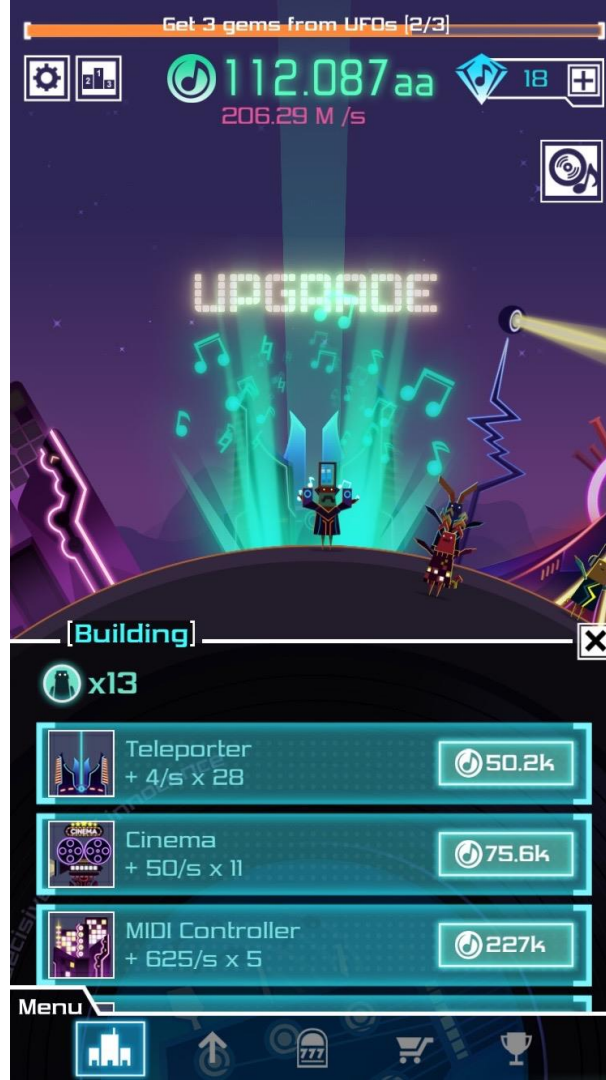
Related

### Screenshots

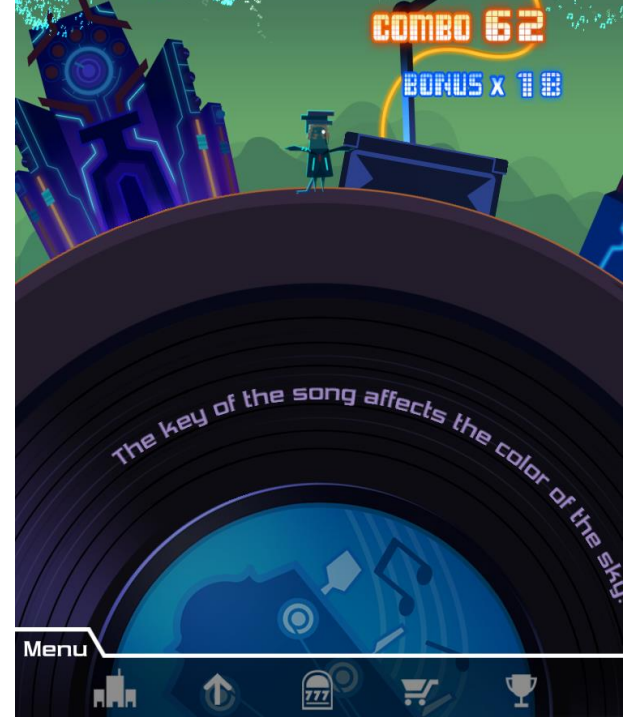
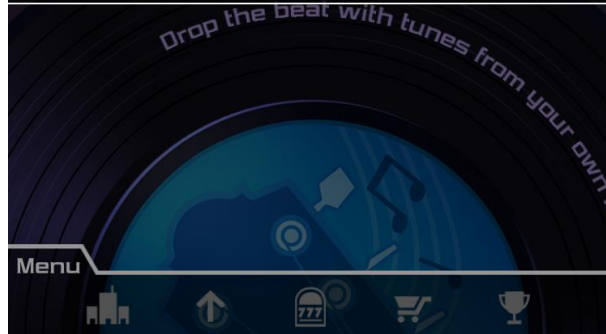
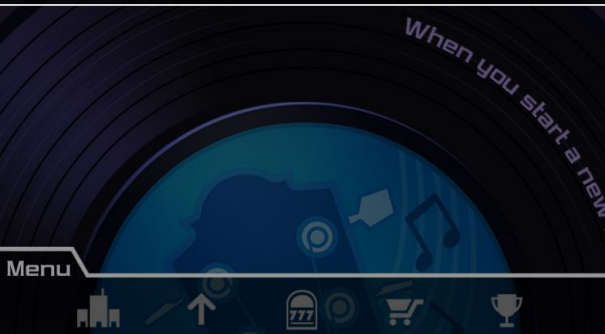
iPhone

iPad



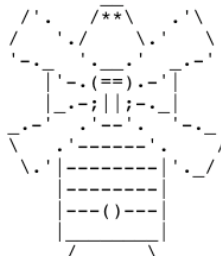




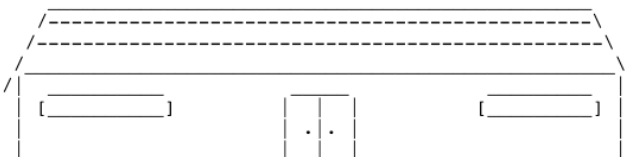


You have 15 563 candies	THE	INV	MAP	LOLL		SAVE	C
You have 13 889 lollipops	CANDY	ENT		IPOP			F
You have 0 chocolate bars	BOX	ORY		FARM			G
Your health : 110/110							

Feed the mill (129 600 lollipops)



Current candies production : 3 each second



Buy a lolligator (1200 candies)

There are 2 lolligators in the pond.

☒ Feed them with candies

Lollipops planted : 33 839

Plant     lollipops

Production : 100 lollipops each second

Conversion candies -> lollipops activated  
Conversion rate : 8/sec

# Lessons

- Idle game are almost always addictive
- Big opportunities for deeper idle gameplay in mobile
- Aim for a marathon, not a sprint



## Part 6

# The Next Next Thing







The Boys Are Back

**SUP  
ERC  
ELL**

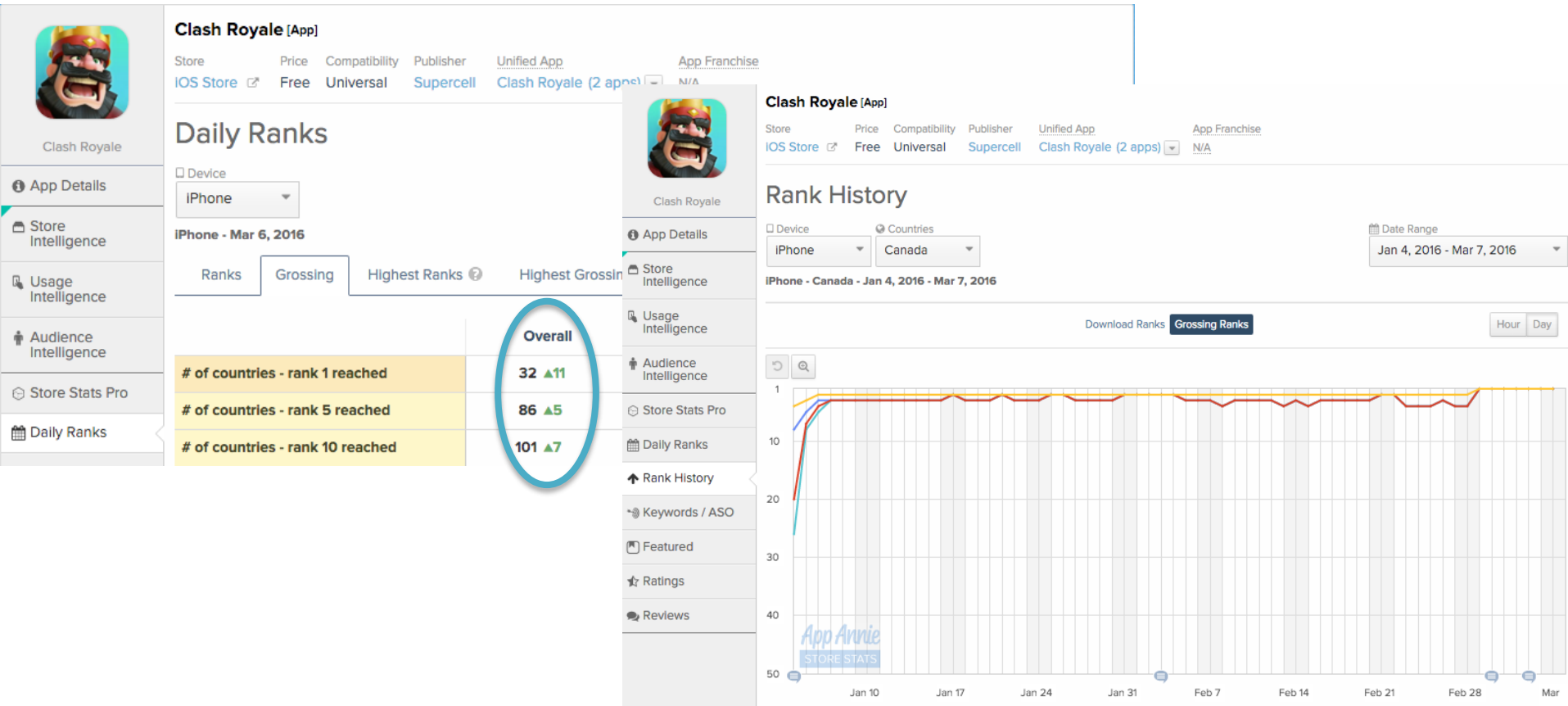


# The Boys Are Back

**SUP  
ERC  
ELL**



# The Boys Are Back



# A Whole New Genre





# A Whole New Genre



# A Whole New Genre





# A Whole New Genre





# A Whole New Genre

**Gods Michael++**  
Rarity: S Rare




**ATK: 4830 DEF: 3584**  
**PWR Required: 23**  
**Skill:** Judgement Ray  
**Effect:** Great boost to ATK (all)

Who can show me their loyalty to Him? Only the brave with holy strength residing in their hearts. The gods are watching over their every move.

**Sells for:**

**Gods [Angel of War] Michael**  
Rarity: SS Rare




**ATK: 6210 DEF: 4608**  
**PWR Required: 23**  
**Skill:** Judgement Ray  
**Effect:** Great boost to ATK (all)

to all you heroes who put your lives on the line and let Providence guide your divine swords in Holy Wars- Now is the time to wipe evil off the face of the earth.

**Sells for:**

**Level 4 Giant**



**Rarity:** Rare **Type:** Troop

Slow but durable, only attacks buildings. A real one-man wrecking crew!

20/20

<b>Hitpoints</b> 2660 +260	<b>Damage per second</b> 106 +10
<b>Damage</b> 159 +16	<b>Hit Speed</b> 1.5sec
<b>Targets</b> Buildings	<b>Speed</b> Slow
<b>Range</b> Melee	<b>Deploy Time</b> 1sec

Upgrade Gives  
50


**Upgrade**  
1000

**Use**

# Clever Uses of Time



# Clever Uses of Time – Seconds



**Level 8 Tesla**


**Rarity:** COMMON **Type:** Building

Defensive building. Whenever it's not zapping the enemy, the power of Electrickerery is best kept grounded.

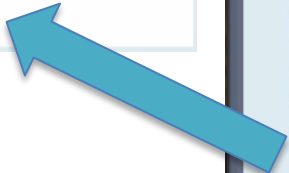
7/400

<b>Hitpoints</b> 772	<b>Damage per second</b> 175
<b>Damage</b> 123	<b>Hit Speed</b> 0.7sec
<b>Targets</b> Air & Ground	<b>Range</b> 6
<b>Deploy Time</b> 1sec	<b>Lifetime</b> 1min 0sec

**Upgrade**  
4 000



**Deploy Time**  
1sec





# Clever Uses of Time – Minutes



# Clever Uses of Time – Minutes



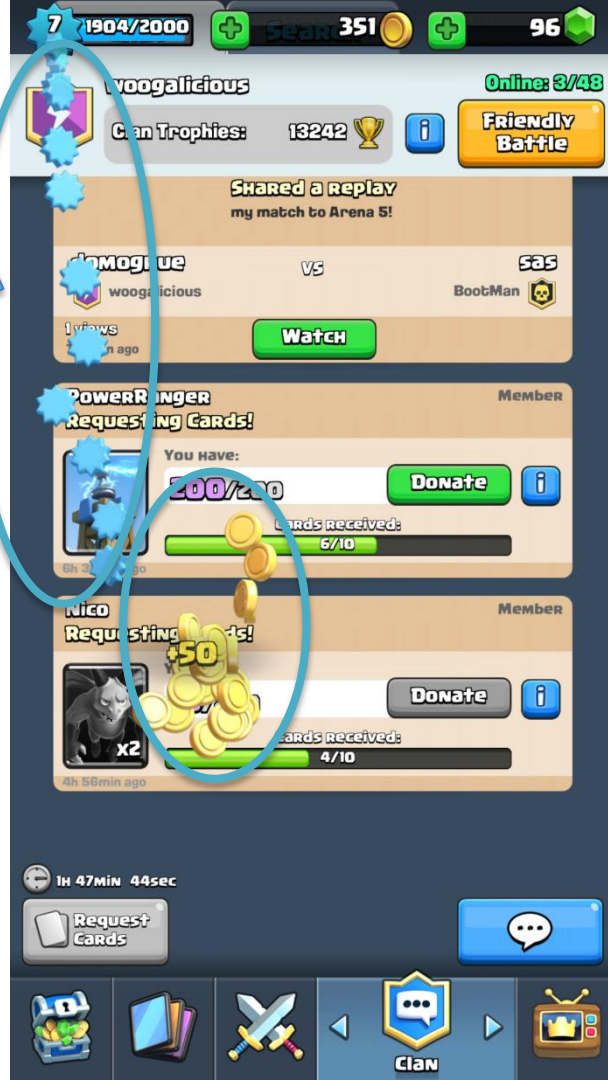
# Clever Uses of Time – Hours





# Socialism





# Lessons

- Supercell has more hits in them
- Room for new genres
- Real-time PvP in mobile
- Appointments matter
- Great social is great
- Download now!



# Questions?

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**Phil Larsen**

**@PhilLarsen**

**phil@prettygreat.com**

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