

I <3 making mobile games

@pgmuscat

Note: Many of these slides do not have notes or completed notes! Please watch the talk on the vault for the full experience. These slides mostly exist as a reference or archive for those who want it.

<3 Luke



Can get a lot of things done in 5 minutes



But covering from how we got from thinking people would pay \$10 for an iPhone game



to here, where we pay celebrities millions of dollars to convince people to download the game for free

1. **Big things**
2. **Small things**

So rather than try and cover the whole history or range of smartphone game sand app stores, I'm just going to give two little slices of stuff that I think is really interesting at each end of the scale

# 1. Big things

Lets do numbers first. Big crazy scale numbers

# 19,310

iOS games submitted Jan 2016

This is just the Apple App store as well. By comparison, there was less than 4,000 PS2 games released EVER. That means it is really really hard to break through and get your game noticed



**Slide the Shakes**

speaking of which, you should get our latest game, slide the shakes. (gotta hustle)



# 19,310

iOS games submitted Jan 2016

So as I said, lots of games. The good news is, if you manage to break through you reach LOT of people and they will play your game A LOT.



**650,000,000**  
words spelled

since launch, there has been 650 million words spelt in alpha bear (or 14 Encyclopaedia Britannica's)



0

**chickens hit by cars**



0

**chickens hit by cars**



0

fruit sliced



0

fruit sliced



0

dollars made (USD)



0

dollars made (USD)



**Y KIM**  
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## Dave spends hours playing fruit ninja just to hide from reality

By MELISSA KITE FOR THE DAILY MAIL

PUBLISHED: 20:50 +10:00, 21 May 2012 | UPDATED: 20:53 +10:00, 21 May 2012

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What hope for Britain's future growth is there if even the Prime Minister sits on his iPad playing silly games?

It is bad enough that we have bred a generation of young people addicted to daft digital pursuits, from the detestably stupid Facebook

And being big, smartphone games have found there way onto the world political stage, both real



And fictional

## Confirmed: Eight Morons Bought the \$999 *I Am Rich* iPhone Application



Jesus Diaz

8/08/08 9:45am · Filed to: IPHONE APPS



52.5K



128



### Armin Heinrich



#### I Am Rich

Category: Lifestyle  
Released Aug 05, 2008  
Seller: Armin Heinrich  
© 2008 Armin Heinrich  
Version: 1.0  
0.1 MB

\$999.99

BUY APP

We had some doubts about the authenticity of [the clown who bought the \\$999 I'm Rich iPhone app](#), but Armin Heinrich—the German author of the application—has confirmed that not only one moron, but *eight* dumbasses actually bought the application. According to him, there are more waiting to get it:

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Guy Buys \$999 I'm Rich App. Discovers He's Just Dumb

With big price tags



and REALLY big price tags



Big ideas in smartphone games that change the way technology enhances our lives

## 2. Small things

But, you all know smartphones are a big deal. So I want to talk about something a lot smaller, which is what its like being a developer for mobile







And its the small things for developers too





when i left the farm too move to the city and study “game dev”, family was supportive but didn’t fully understand



and then once I had a job, I spent years making shitty licence and then sci-fi style hardcore racing games.



And again the family was supportive but could never really fully engage in this part of my life. Which is a shame because, like many people here, making games represents a huge part of who i am.





And then we started making games for a device that everyone had in their pockets. And the games because about how can we make something for everyone.

**Accessible games + tech**

**Accessible critique + discussion**

Now everyone we knew could play our games. And not only that, they could critique it and discuss it and connect with us over it



And now for me, and a **lot of other smart phone game devs**, our families are an integral part of the process. Play testing and coming up with ideas and being a part of what we do.

It's given us a way to share the industry we love with the people we love.



and its given me a way to show the passion i have for my craft to the people who i want to tell the most.

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