



# Story of a 70 million players indie game

*A Transformice postmortem*

*Illustrated!*

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Atelier 801 CEO



# Before we begin





# Transformice by the numbers

- Over 75 million accounts created
- 1.8 million unique players a month
- 1.5 million Facebook fans
- Translated in 29 languages





# Atelier 801





# How it all started

- Day job







# How it all started

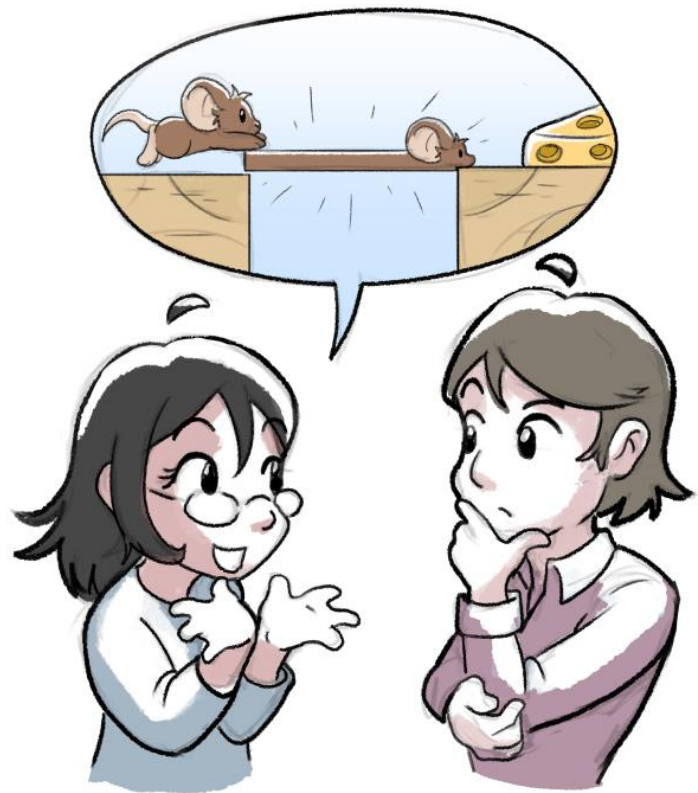
- Day job
- Real life experience





# How it all started

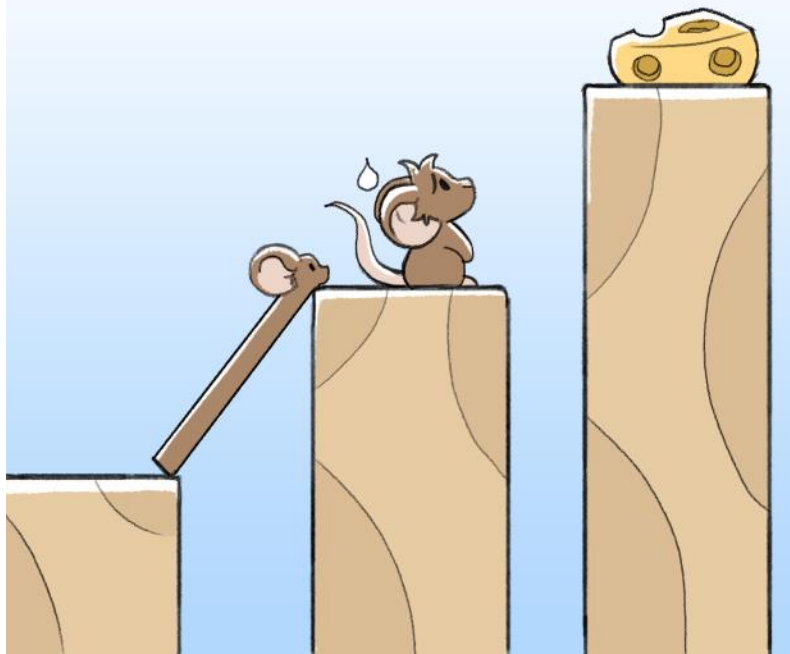
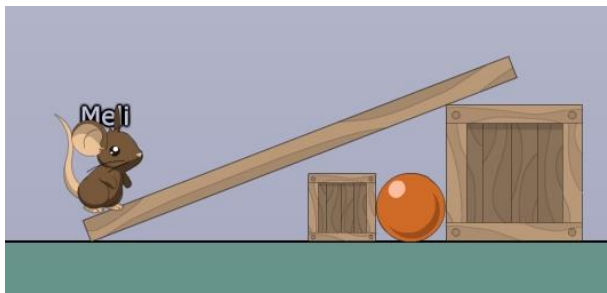
- Day job
- Real life experience
- Fast prototyping





# How it all started

- Day job
- Real life experience
- Fast prototyping







# May 2010: Launching!

- From one small French forum





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- To the whole world!





# May 2010: Launching!

- From one small French forum
- To the whole world!
- Thanks press





# Scaling up

- No money for more servers





# Scaling up

- No money for more servers
- Advertising / Donations



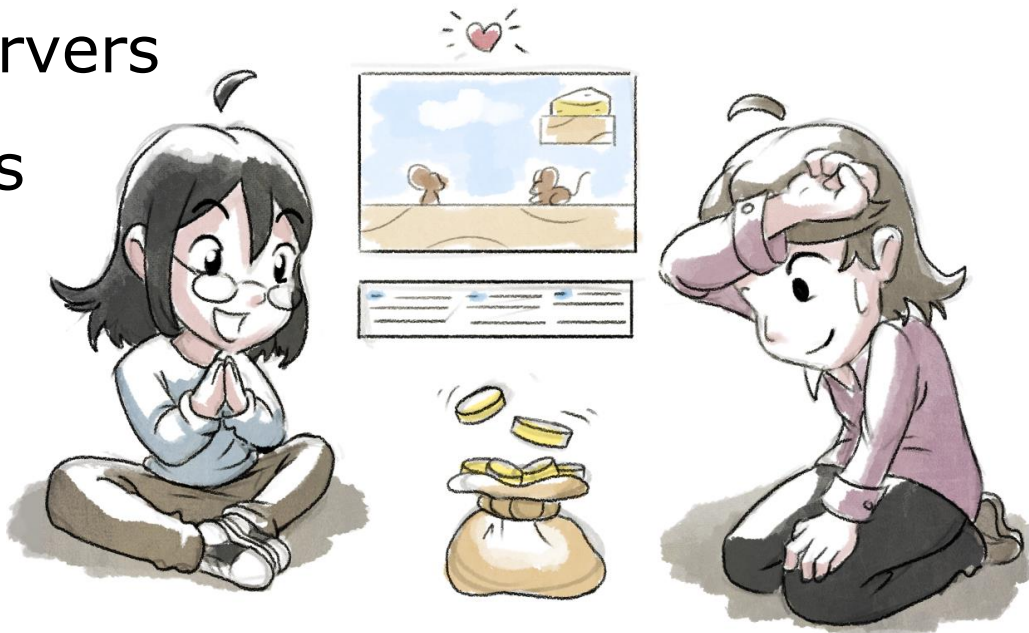




# Scaling up

- No money for more servers
- Advertising / Donations
- It works!

2010: 11 000\$





# Founding our own studio

- Managing a MMO + a full time job



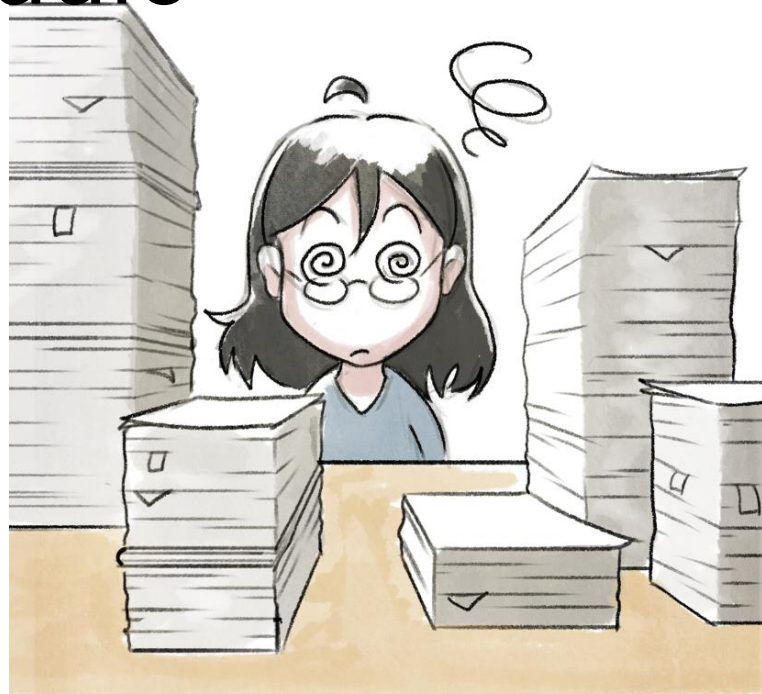


# Founding our own studio

- Managing a MMO + a full time job
- French paperwork



Services aux entreprises de croissance





# Founding our own studio

- Managing a MMO + a full time job
- French paperwork
- April 2011: FREEDOM!





# Founding our own studio

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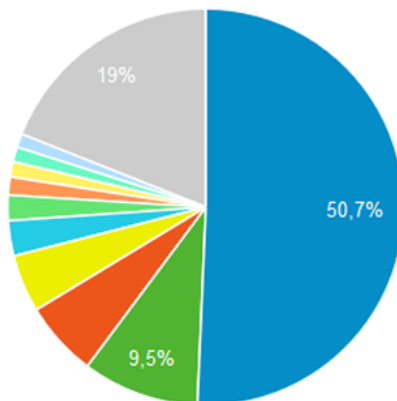






- Doubling userbase
- Exotic player distribution

1.		Brazil	50,68 %
2.		Turkey	9,52 %
3.		France	6,14 %
4.		United States	4,70 %
5.		Russia	2,87 %
6.		Chile	2,07 %
7.		Canada	1,47 %
8.		Portugal	1,25 %
9.		United Kingdom	1,21 %
10.		Argentina	1,11 %





- Doubling userbase
- Exotic player distribution
- Seasonal events

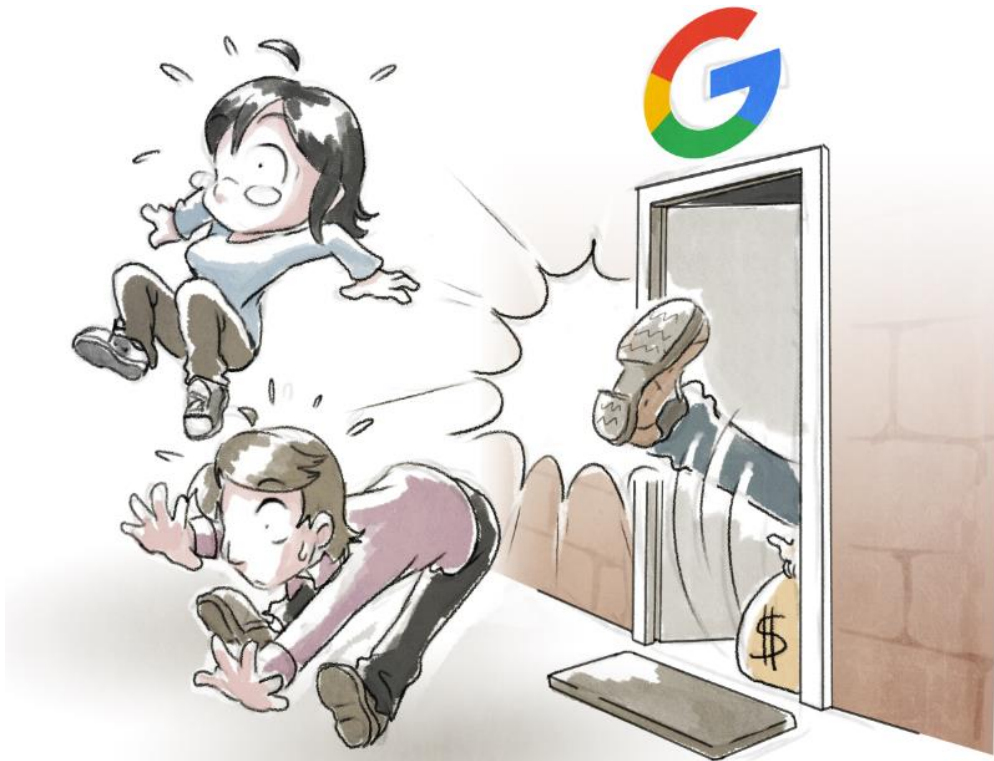


- Doubling userbase
- Exotic player distribution
- Seasonal events
- Hiring our first employee!
- But suddenly...





We got banned  
from Google  
Adsense.





# What do we do?

- Can't pay for servers/salaries anymore







# What do we do?

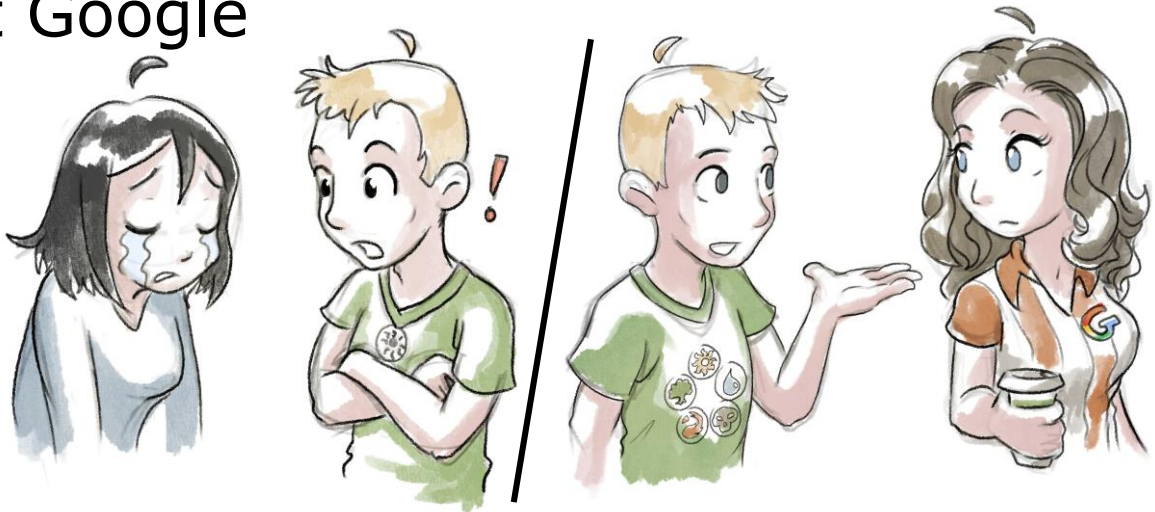
- Can't pay for servers/salary anymore
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# What do we do?

- Can't pay for servers/salary anymore
- No way to contact Google
- The power of luck (and networking)



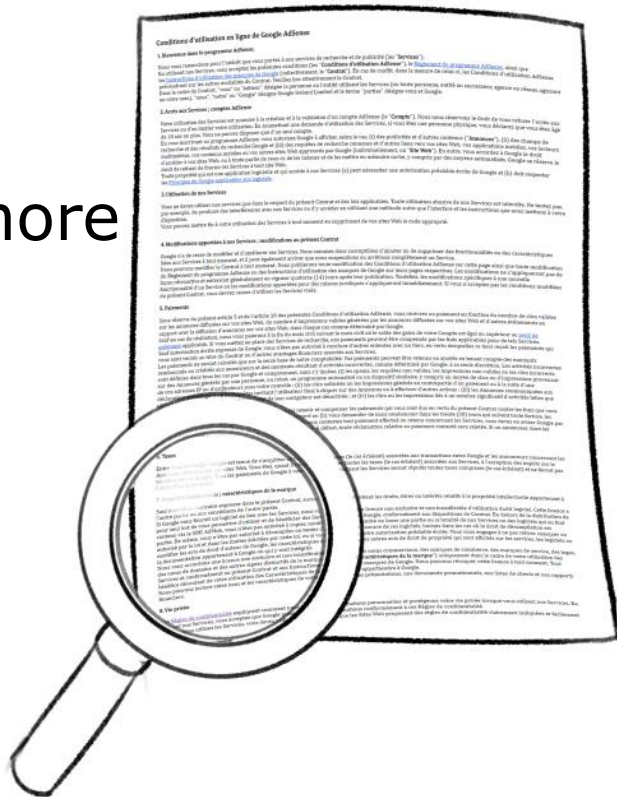


# What do we do?

- Can't pay for servers/salary anymore
- No way to contact Google
- The power of luck (and networking)
- Why?

## Distance between ads and flash games

When placing Google ads on Flash gaming sites, we strongly recommend a distance of at least 150 pixels between the ads and the the edge of a game. When users are concentrating on a Flash game and clicking frantically, invalid clicks are likely to occur. Since each game and site is unique, some games might require a greater distance based on the type of game and how it is played. For more guidelines, review [AdSense for content ads on game play pages](#).





# 2012: Shifting economic model

- New ad banner doesn't pay enough
- We don't want to rely on ads anymore

We decide to go Free-to-Play





# 2012: Shifting economic model

- Six months of development
- Choosing price points
- Re-drawing 200 items

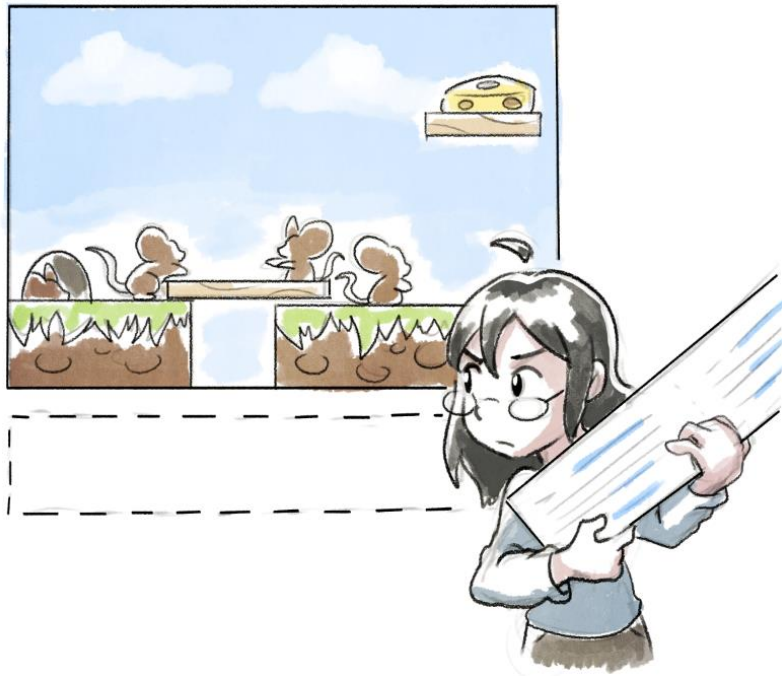






# 2012: Shifting economic model

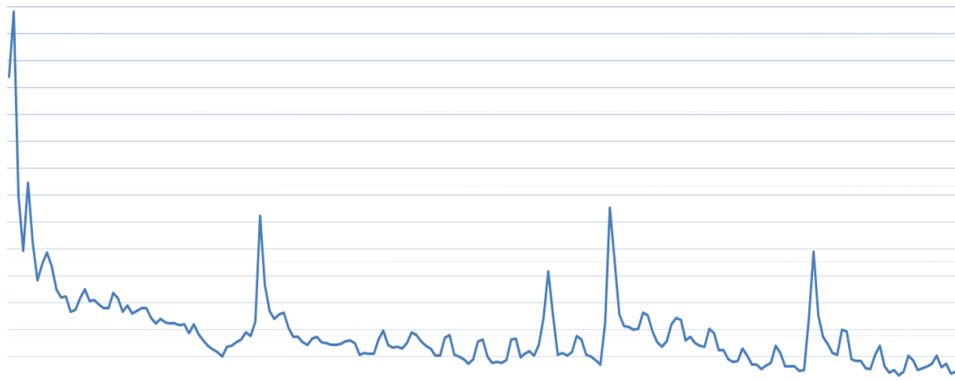
- Six months of development
- Choosing price points
- Re-drawing 200 items
- Removing ad banners





# June 2012: Success!

- More than 250,000€ generated during the first month!



2012 : 1 700 000€





# June 2012: Success!

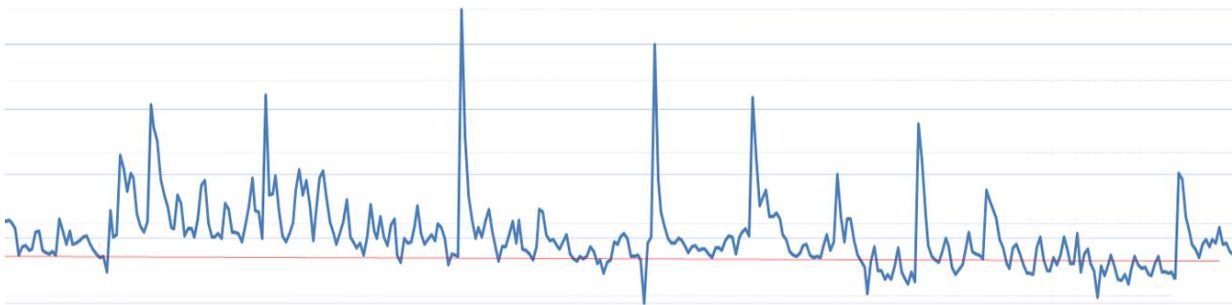
- More than 250,000€ generated during the first month!
- Hiring 8 new people and moving to a bigger office





# Tackling year 2013

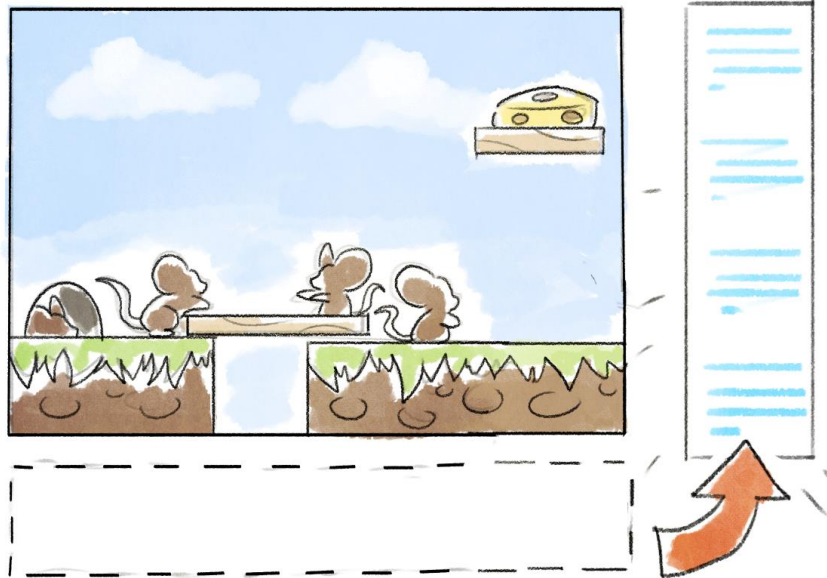
- We've seen too big and hired too fast





# Tackling year 2013

- We've seen too big and hired too fast
- Nov 2013: Reactivating ad banners

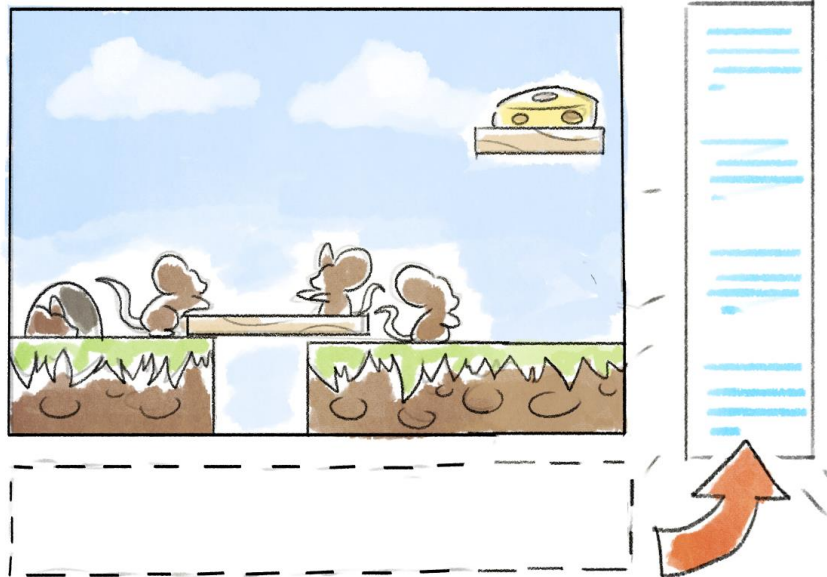






# Tackling year 2013

- We've seen too big and hired too fast
- Nov 2013: Reactivating ad banners
- 15% drop in players



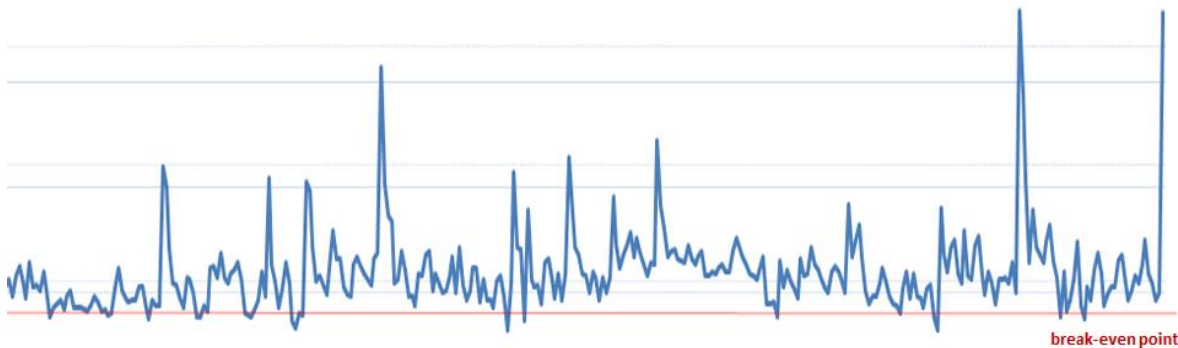
2013 : 920 000€





# 2014: getting better

- Stopped giving hats: hate, but better monetization



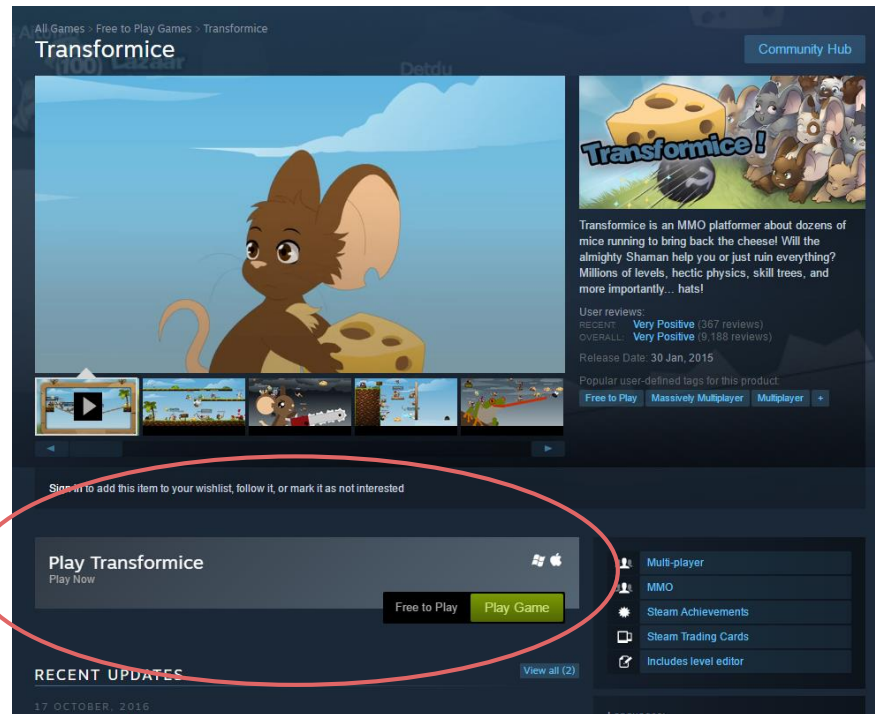
2014 : 929 000€





# 2015: Steam!

- Chaos at launch





# 2015: Steam!

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- Some press





# 2015: Steam!

- Chaos at launch
- Some press
- Overwhelming credit card fraud







# 2015: Steam!

- Chaos at launch
- Some press
- Overwhelming credit card fraud
- Over 2.5M accounts created
- 16% played more than 1 hour



2015 : 1 152 000€





# 2016: events galore

- One event per week





# 2016: events galore

- One event per week
- Didn't work quite well  
Skinner boxes





# 2016: events galore

- One event per week
- Didn't work quite well
- Starting over on our global strategy



Armor Games



**KONGREGATE**



Game Sultan

oyunu ciddiye alıyorsan





# What Went Right

- Physics
- Real Time Multiplayer
- Accessibility
- Localization
- Graphics
- Players' Feedback
- Two-people Team







# What Went Wrong

- Two-people Team
- Read small print
- Hiring too fast / management
- Disregard mobile
- Monetization

... we had no idea what we were doing





# Now what?



**DEAD  
MAZE**





# Now what?

- Isn't Flash dying?
- Our place within the industry





# Thank you

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