

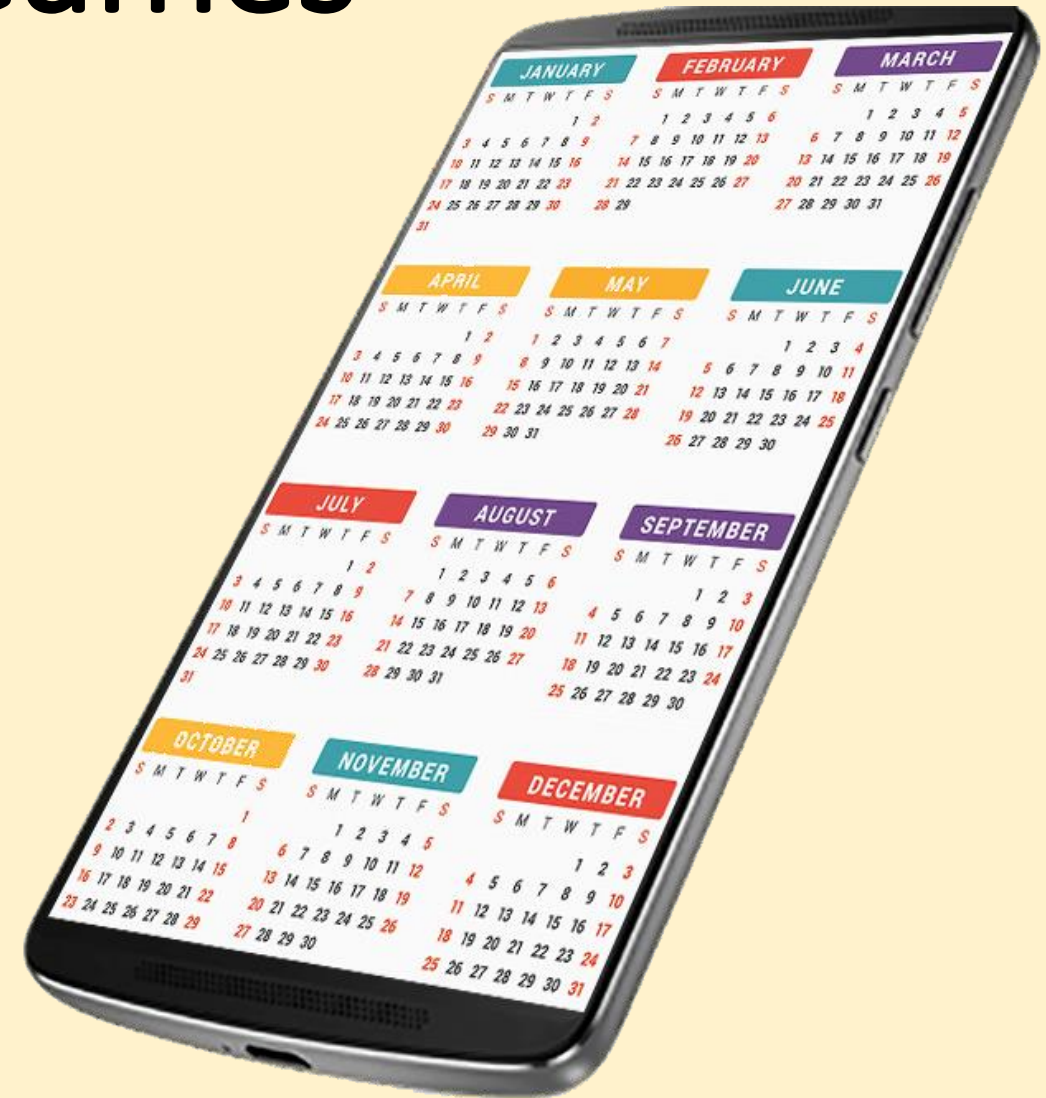
The Year in Mobile Games

GDC Mobile Game Summit – February 27, 2017

Steve Meretzky – VP of Games, King

Dave Rohrl – Owner, Mobile Game Doctor

Juan Gril – CEO and Founder, Joju Games



Divest and Express?



2015

iPhone



iPad



Android



2016

iPhone



iPad



Android



2017

iPhone

iPad

Android



Divest and Express?

	Top Grossing (as of 1/2/2017)		
	iPhone	iPad	Android
1	Pokemon GO	Game of War: Fire Age	Pokemon GO
2	Game of War: Fire Age	Candy Crush Saga	Mobile Strike
3	Clash Royale	Candy Crush Soda Saga	Game of War: Fire Age
4	Marvel Contest of Champions	Clash of Clans	Clash of Clans
5	Candy Crush Saga	ROBLOX	Clash Royale
6	Mobile Strike	DoubleDown Casino	Candy Crush Saga
7	Clash of Clans	House of Fun Slots	Candy Crush Soda Saga
8	Madden NFL Mobile	Heart of Vegas Slots	Marvel Contest of Champions
9	Dragon Ball Z Dokkan Battle	Mobile Strike	Summoners War
10	8 Ball Pool	Marvel Contest of Champions	Star Wars: Galaxy of Heroes
11	Candy Crush Soda Saga	Clash Royale	Clash of Kings
12	Super Mario Run	Minecraft: Pocket Edition	Dragon Ball Z Dokkan Battle
13	Toy Blast	Jackpot Party Casino	Madden NFL Mobile
14	Slotomania	GSN Casino	Slotomania
15	Episode	Big Fish Casino	8 Ball Pool
16	Summoners War	Slotomania HD	Toy Blast
17	Star Wars: Galaxy of Heroes	Toy Blast	Heart of Vegas Slots
18	Minecraft: Pocket Edition	Madden NFL Mobile	House of Fun Slots
19	House of Fun Slots	Gummy Drop	Gardenscapes
20	ROBLOX	Slotomania	Minecraft: Pocket Edition
21	DoubleDown Casino	Bingo Blitz	ROBLOX
22	Big Fish Casino	Hay Day	Walking Dead: Road to Survival
23	Heart of Vegas Slots	Gardenscapes	DoubleDown Casino
24	World Series of Poker	Bingo Bash	Lords Mobile
25	NBA Live Mobile Basketball	Wizard of Oz Slots	Jackpot Party Casino

[Source: AppAnnie]

The Tabletizing of Social Casino

Top Grossing Apps - February 2015

Rank	iPhone	iPad
1	Clash of Clans	Clash of Clans
2	Game of War	Game of War
3	Candy Crush Saga	DoubleDown Casino
4	Boom Beach	Candy Crush Saga
5	Big Fish Casino	Candy Crush Soda Saga
6	DoubleDown Casino	Big Fish Casino
7	Slotomania	Hay Day
8	Heroes Charge	Boom Beach
9	Hay Day	GSN Casino
10	Farm Heroes Saga	Bingo Bash

Top Grossing Apps - February 2017

Rank	iPhone	iPad
1	Pokemon GO	Game of War: Fire Age
2	Game of War: Fire Age	Candy Crush Saga
3	Clash Royale	Candy Crush Soda Saga
4	Marvel Contest of Champions	Clash of Clans
5	Candy Crush Saga	ROBLOX
6	Mobile Strike	DoubleDown Casino
7	Clash of Clans	House of Fun Slots
8	Madden NFL Mobile	Heart of Vegas Slots
9	Dragon Ball Z Dokkan Battle	Mobile Strike
10	8 Ball Pool	Marvel Contest of Champions

The Tabletizing of Social Casino



Subscriptions: An Apple a Day...



China's Shopping Spree



**Shandong Hongda
Mining Company**

+

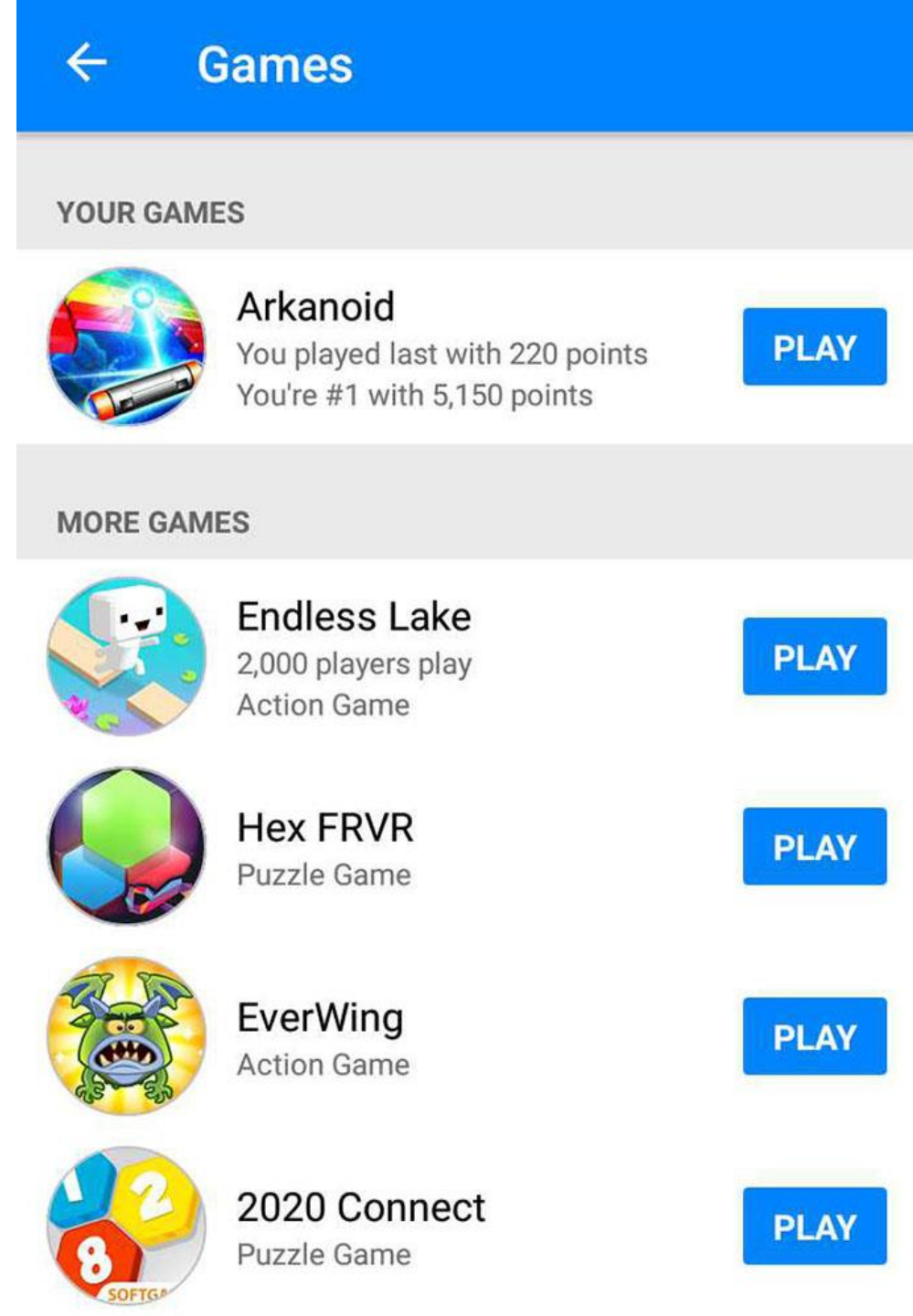
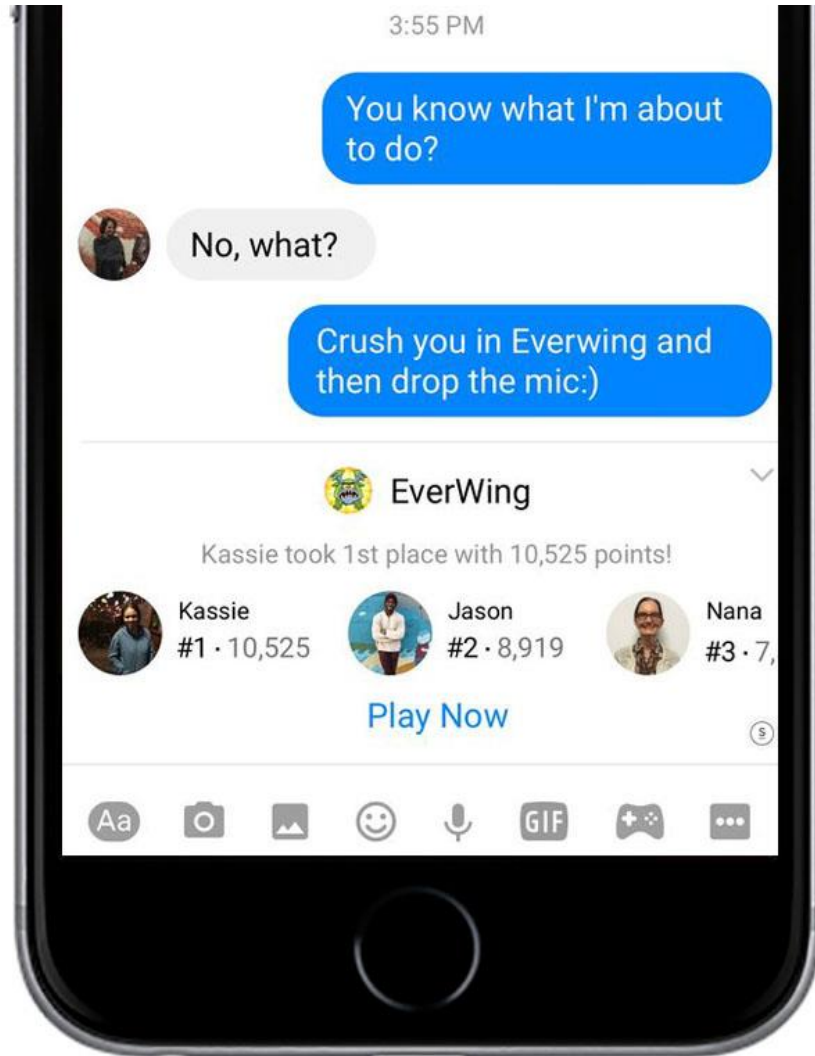


**Le You
Technologies**

+



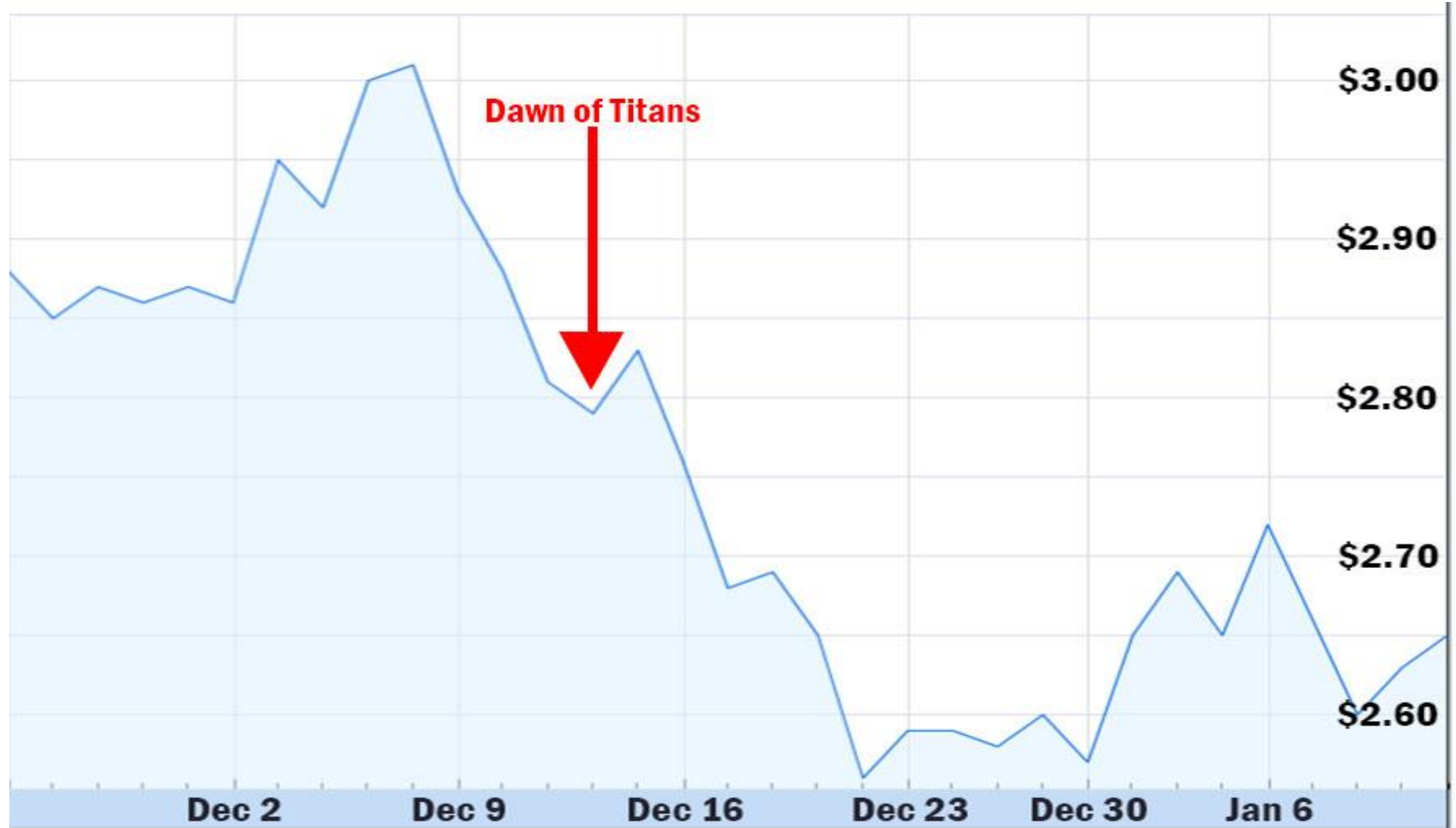
Instant Games: Just Add Water



Dawn of Dawn

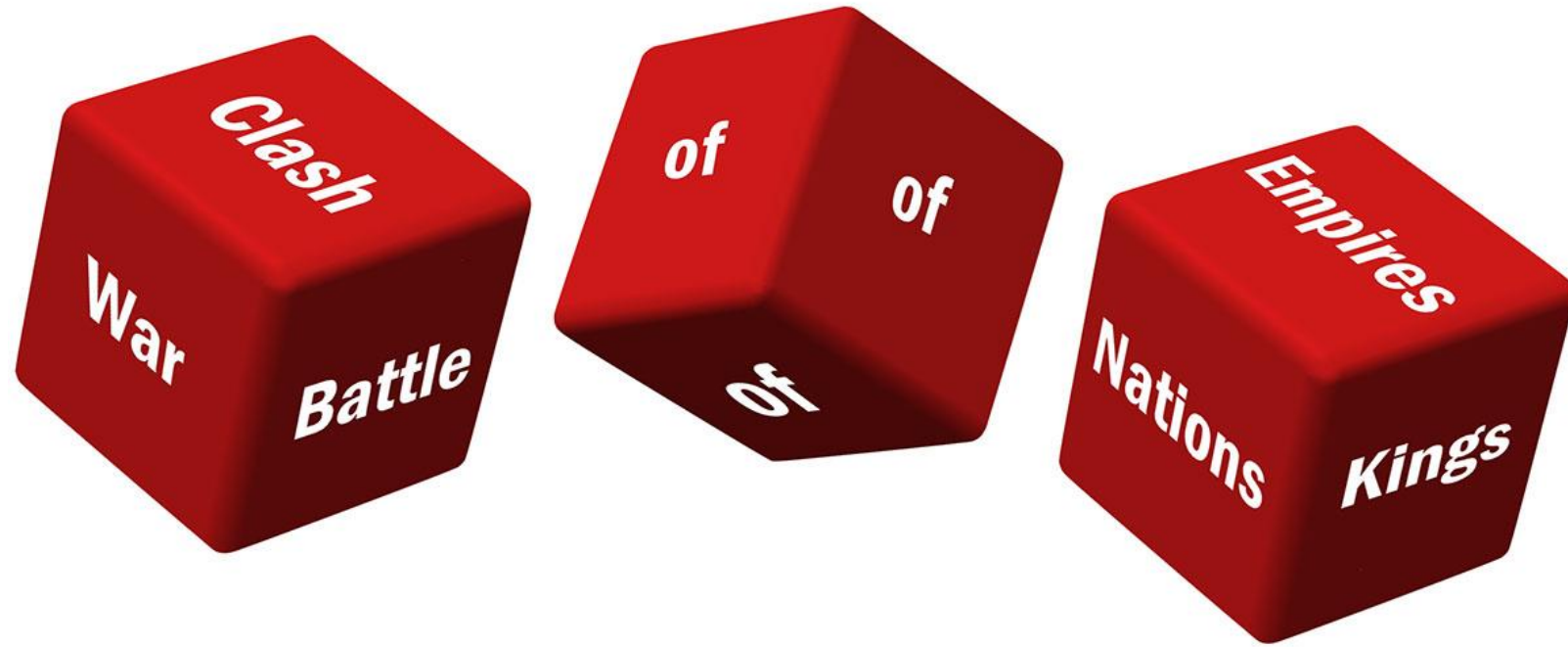


Dawn of Dawn



Midcore Mobile Name Generator

Army of Heroes
Blaze of Battle
Castle Crush
Clash of Empire
Clash of Queens: Dragons Rise
Forge of Empires
Heroes Arena
Heroes Clash: Castle of Clans
Heroes Evolved
Heroes of Chaos
Heroes of Incredible Tales
Heroes of 3 Kingdoms
Kingdoms at War: Strategy Reborn
League of War: Mercenaries
Legendary: Game of Heroes
Lords & Castles



Magic Rush: Heroes
Rise of the Kings
Star Wars: Galaxy of Heroes
Throne: Kingdom at War
War Ages: Legend of Kings
War Commander: Rogue Assault
War of Thrones

Midcore Mobile Name Generator

Army of Heroes

Blaze of Battle

Castle Crush

Clash of Empire

Clash of Queens: Dragons Rise

Forge of Empires

Heroes Arena

Heroes Clash: Castle of Clans

Heroes Evolved

Heroes of Chaos

Heroes of Incredible Tales

Heroes of 3 Kingdoms

Kingdoms at War: Strategy Reborn

League of War: Mercenaries

Legendary: Game of Heroes

Lords & Castles

Magic Rush: Heroes

Rise of the Kings

Star Wars: Galaxy of Heroes

Throne: Kingdom at War

War Ages: Legend of Kings

War Commander: Rogue Assault

War of Thrones





1. From Russia with High ARPDAU

+4 22:45



32



350

2,990

1 01:41

Museum



Store

PLAYRIX



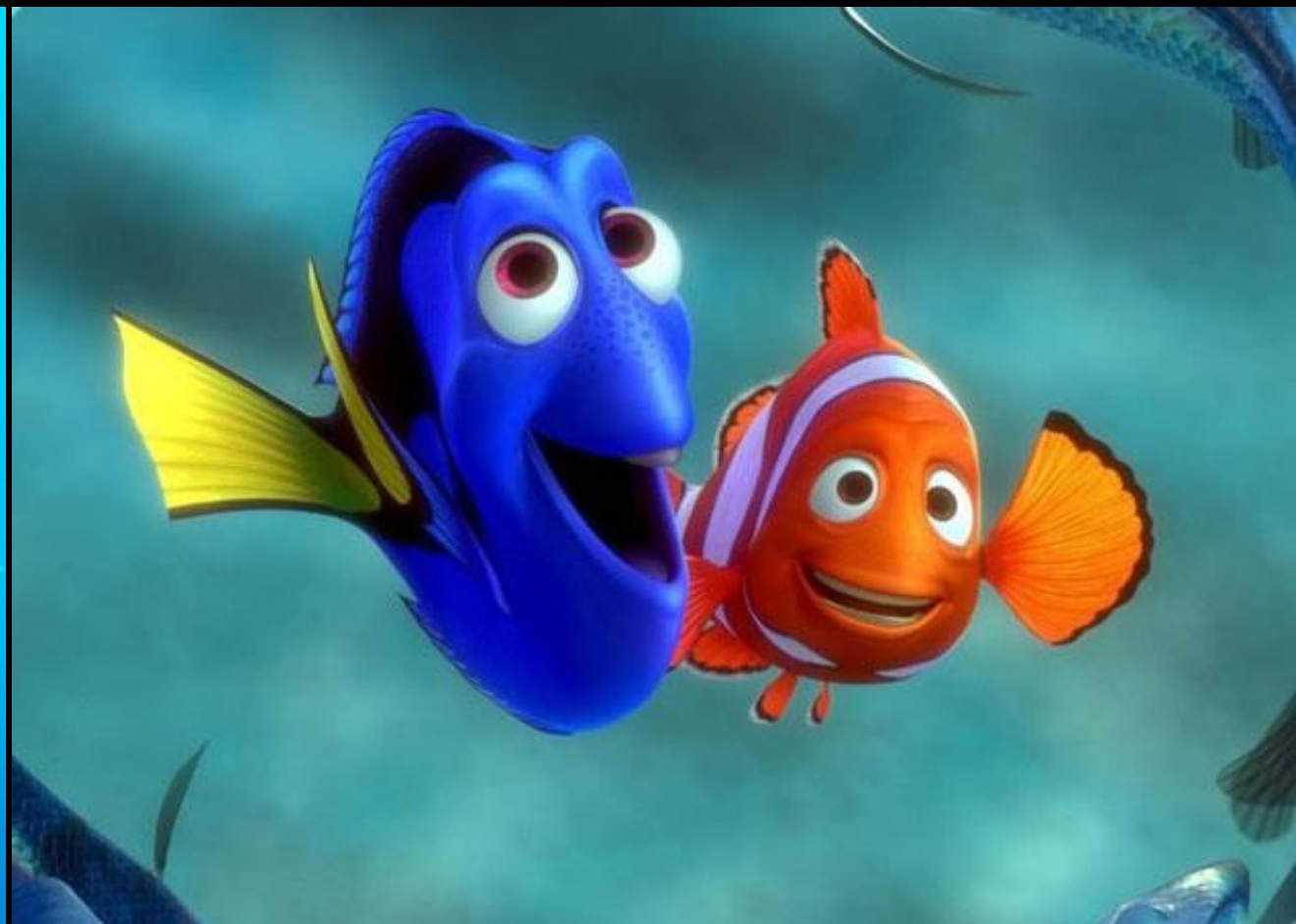


FISHDOM





Loading...





0/90

↔ 34



Level 29

You didn't complete all the tasks



Try again

Level 31

 Level bonus	390 
 Moves bonus	25 

Total earnings	415 
-----------------------	--



New!

OK

5 
Full



 2

 2

 2

2 280



 1 000	 2 100	 1 600	 1 200
 1 300	 600	 800	 Beat 8 more le











3 
22:27



 2 465
 71 







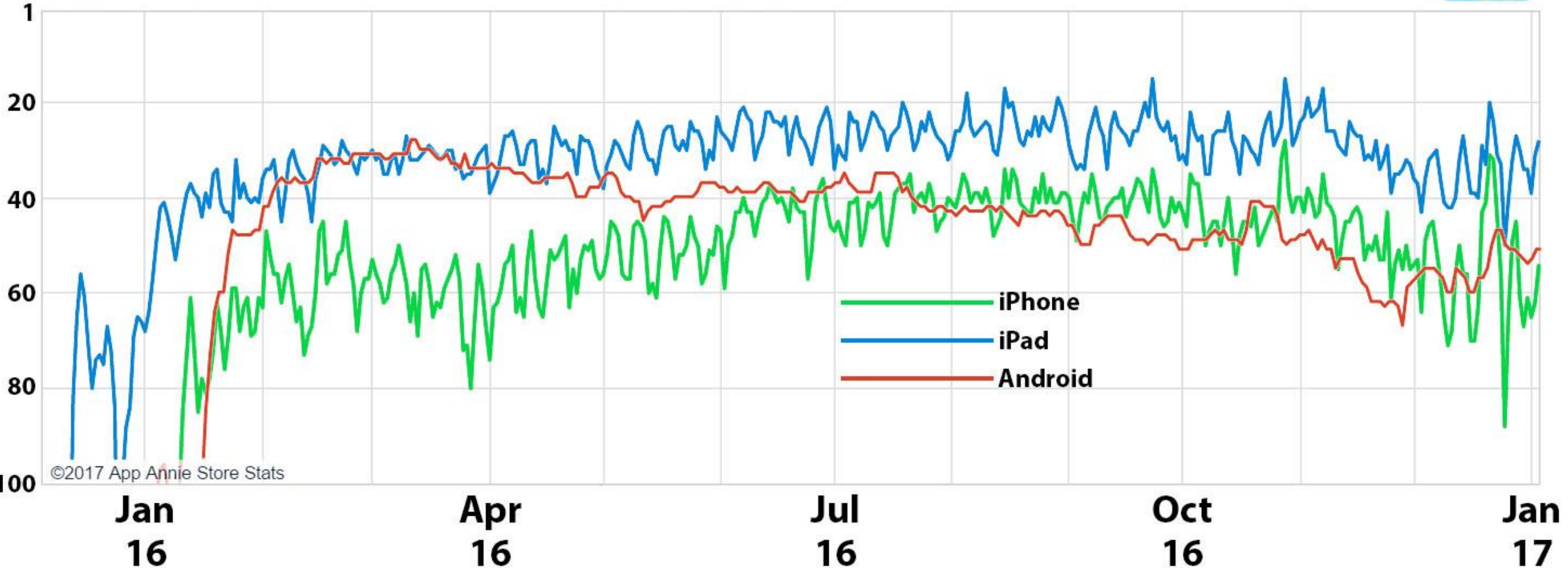
Clean

You were incredible
opening all those crates! It
was an honor to watch you
play!



Fishdom

U.S. Grossing Ranks -- Launch through 1/3/2017



[source: AppAnnie]

Gardenscapes

Play



Level
33



0/9



15



5 Full

7 859

0



36



5 Full

7 824


0



SALE
23:58:26

33



A cartoon illustration of a man with a mustache and a small tuft of hair, wearing a white long-sleeved shirt, a red bow tie, blue suspenders, and blue trousers. He is walking up a set of wide, light-colored stone steps. The background shows a garden with a cobblestone path, a low stone wall, a tall green conical tree, and some green bushes. A speech bubble is positioned to the right of the man.

**It's been a habit of mine since
I was little — I have morning,
noon, and even nighttime
exercise routines.**



Full



7 824



0



Day 2

47%



To Do



Newsfeed



Photo



Friends



Build the new treehouse

1/2

2h 30m

Start ★ 1



Bring the puppy

1h 30m

Start ★ 1



Plant trees

Do it ★ 1



Get reward  for free!

Learn how to build a city and get free coins!

Watch

5 Full 7 824

0

WELL DONE!



85

Tap to continue



5 Full 8 082

0



35



Austin

Look at this treehouse! It's even better than I imagined, Robbie.

SKIP >>





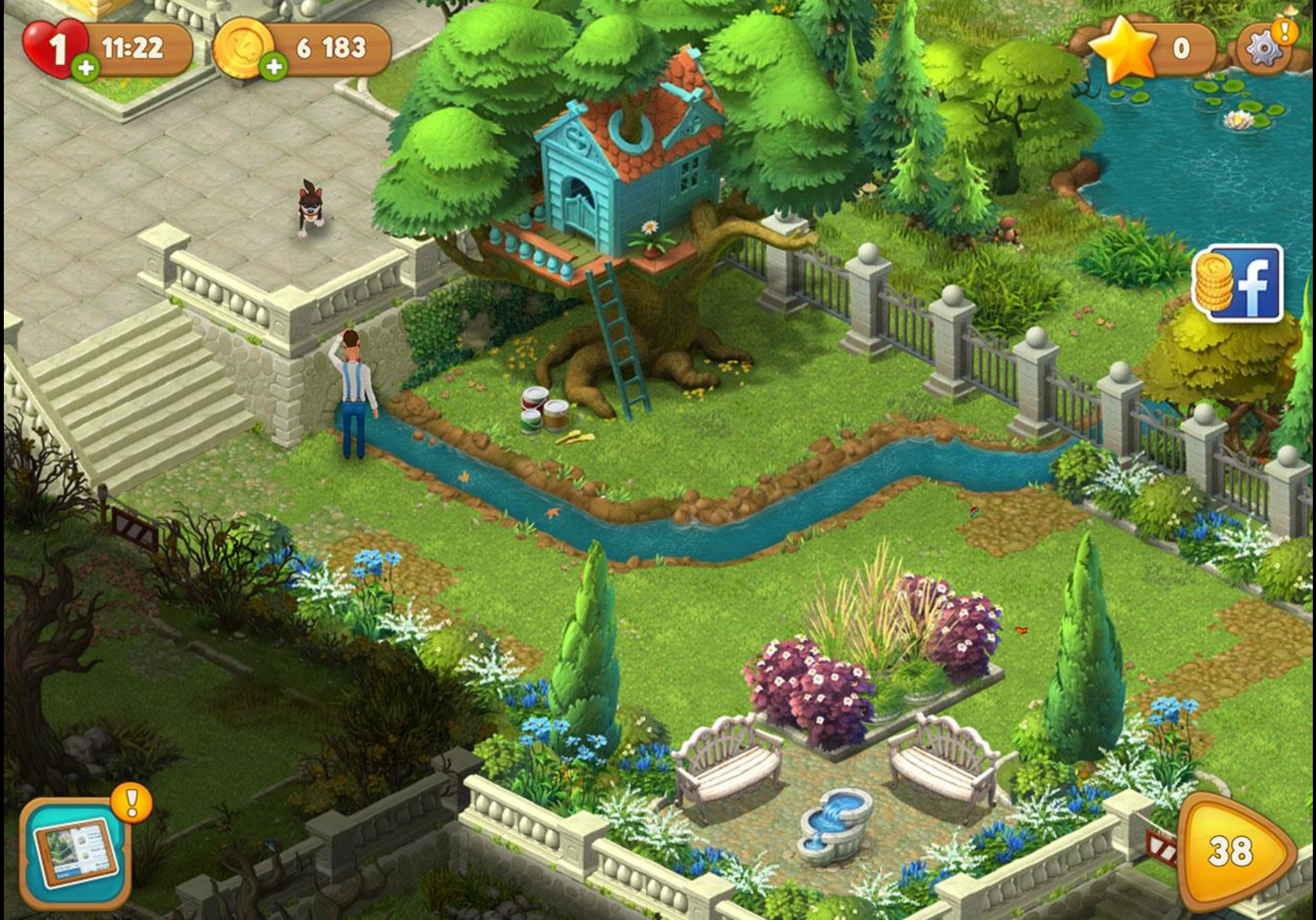
1 11:22

6 183

0



38



5 Full

6 357

1



41



5 Full 7 824

0

WELL DONE!



85

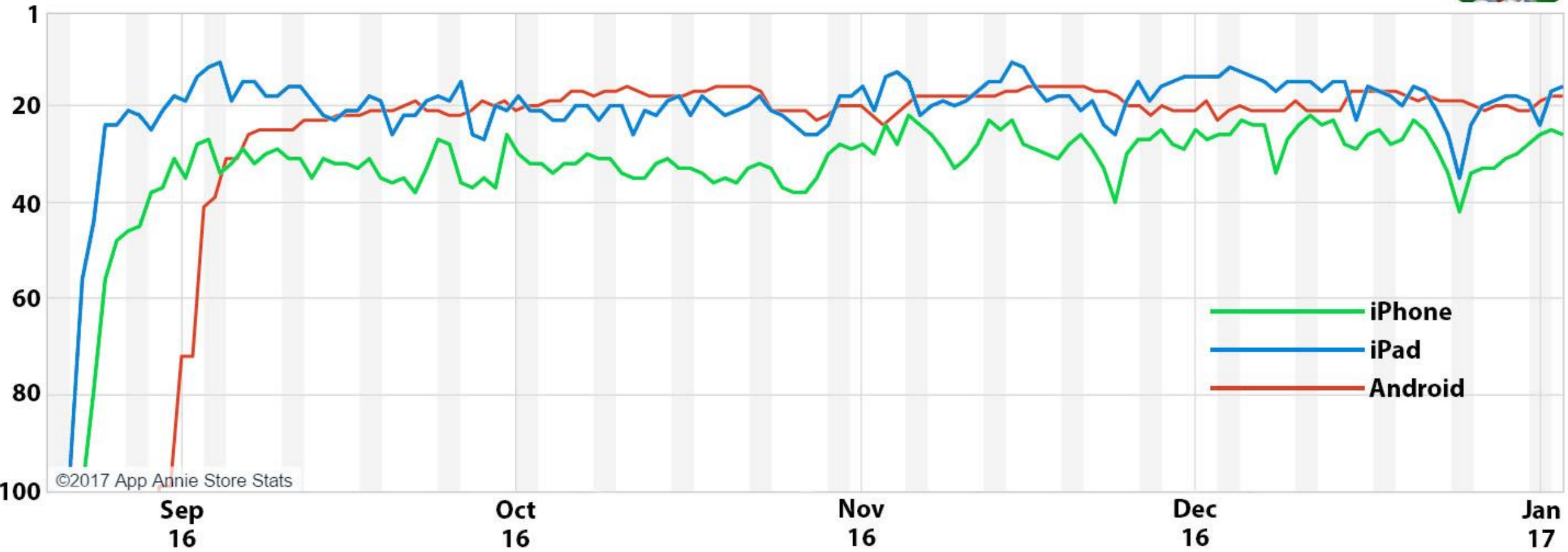


Tap to continue



Gardenscapes: New Acres

U.S. Grossing Ranks -- Launch through 1/3/2017



[source: AppAnnie]





Full



7 824



0



Day 2

47%



To Do



Newsfeed



Photo



Friends



Build the new treehouse

1/2



2h 30m

Start



Bring the puppy



1h 30m

Start



Plant trees

Do it



Get reward  for free!

Learn how to build a city and get free coins!

Watch

When it comes down to it...



=





Better at:

- Explicit linear progress
- Social proof



Better at:

- Sense of ownership
- Narrative

Lessons

- Other ways to show progress in a level-based puzzle game
- There is still room for innovation in this arena
- A little bit of innovation goes a long way

2. The Rise and Fall...and Rise of a Royale Empire

CLASH ROYALE



Key Innovations

- Real-time synchronous PvP on mobile
- RPG-style card leveling metagame in a strategy game
- Enhanced casual clans



Clash Royale

Free Games

Rank History

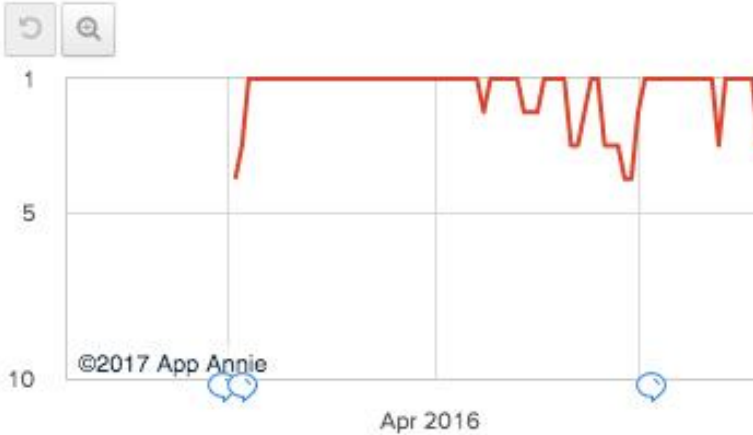
☐ Device

☐ Countries

iPhone

United States

iPhone - United States - Feb 6, 2016 - Feb 4, 2017



☐ All

☒ United States

MAY

16

5 Reasons Why You Want to Quit Clash Royale



Why?

- Very stale metagame
- Progress grinding to a halt
- Frustrating Ultra-Rare Cards



Clash Royale

Free Games

Rank History

Device: Countries:

iPhone - United States - Feb 6, 2016 - Feb 4, 2017

[Download Ranks](#)



- ☐ All ☐ Overall ☒ Games
- ☒ United States ☐ US-Overall ☐ US-Game



WHY?

live
ops

Grand Challenge



Top Prize

 **22 000**

 **1 100**

Entry Fee

100 

Classic Challenge



Top Prize

 **2 000**

 **100**

Entry Fee

10 

**CLASH
ROYALE** 



Double Elixir Challenge!



Six New Cards!

CLASHROYALEARENA.COM

11

8612/40000

19 394

446

Level 2

1/4

Level 4

35/20

Level 6

348/100

Coming soon

Released in
6 days

Available
SOON

Cards to be Found

Not found

25

Cards

2

The image features two Barbarians from the game Clash Royale, positioned behind a large, grey, metallic ram's head. The Barbarians are wearing their signature yellow helmets and have their mouths wide open in a shout. The ram's head is mounted on a wooden structure with metal rings. The background is a clear blue sky. The text "Battle Ram Challenge!" is overlaid in the center in a bold, white, sans-serif font with a black outline.

Battle Ram Challenge!

Clan

Info

Chest

Clan Chest



50/100

Ends in
5min



Total Crowns: 50

1

Orange Juice
Leader

50

2

Orange
Member

0

4 127/200

487 33

It's Epic Sunday!
More cards, more epic

Cards



New cards will appear in
12h 28min

ARROWS
COMMON



19/20

Price
3

Goblins
COMMON



12/20

Price
3

Bomb Tower
Rare



1/2

Price
40

Musketeer
Rare



4/10

Price
40

Lightning
Epic



0/2

Price
2 000

Giant Skeleton
Epic



1/2

Price
2 000



Shop



CLASHROYALEARENA



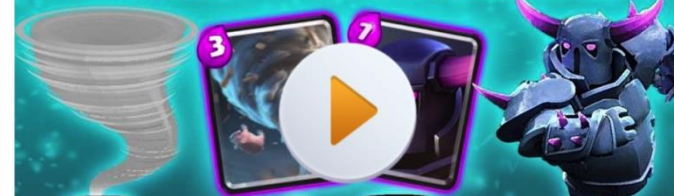
x1
Legendaries

500 

The image is a screenshot of a Clash Royale game interface. At the top, the game's status bar shows a level of 11, a score of 8612/40000, a gold count of 1394, and a crown count of 446. A watermark "GamingGoat202" is visible in the background. A video player overlay is positioned in the center, displaying a video titled "News Royale" with a red close button in the top right corner. The video content features a large blue banner with the text "Pekka + Tornado" and "Best Deck" below it. The banner also includes a play button icon and a small image of a P.E.K.K.A. unit. Below the video, there is a section titled "TV Royale" with the subtitle "P.E.K.K.A. Tornado Combo" and a yellow "Share" button. At the bottom of the video player, there is a section titled "BATTLE RAM CHALLENGE" with a play button icon and a yellow "Share" button. The bottom of the screen shows the game's navigation bar with icons for the deck, battle, and other features.

FUCK YOU

Pekka + Torna



Best Deck



TV Royale

P.E.K.K.A. Tornado Combo

Share



BATTLE RAM CHALLENGE



TV Royale

On the ways of The Day

Share

Battle

Lessons

- Even a great game can fade from poor live ops
- Great live ops can turn around a game
- Strong, enticing user communication
- Great execution can outstrip massive innovation

3. The Bad Boyfriend Game





BAD BOYFRIEND





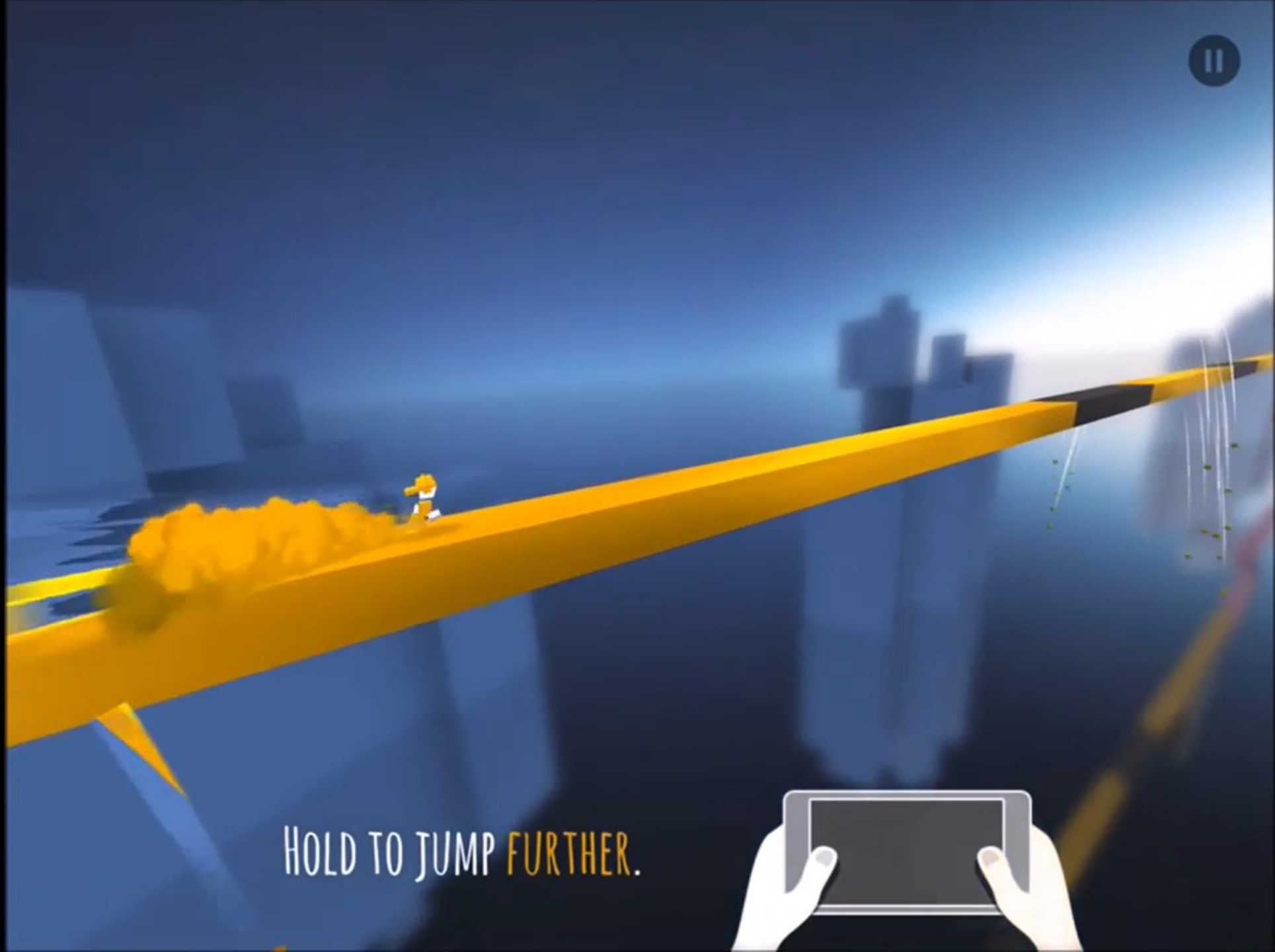




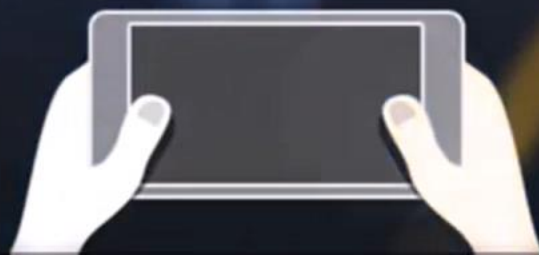
Is there a bad boyfriend game?

The image is a vibrant, stylized 3D scene from a game. In the center-left, a pink, blocky character with a grey face and an open mouth is shown. It appears to be running or jumping on a yellow platform. Several other geometric blocks, including pink and white cubes, are scattered around the character. In the background, a blue sky is visible with a yellow and blue streak on the left and a large, blurred pink and yellow structure on the right. The title 'CHAMELEON RUN' is written in a white, sans-serif font across the middle of the image.

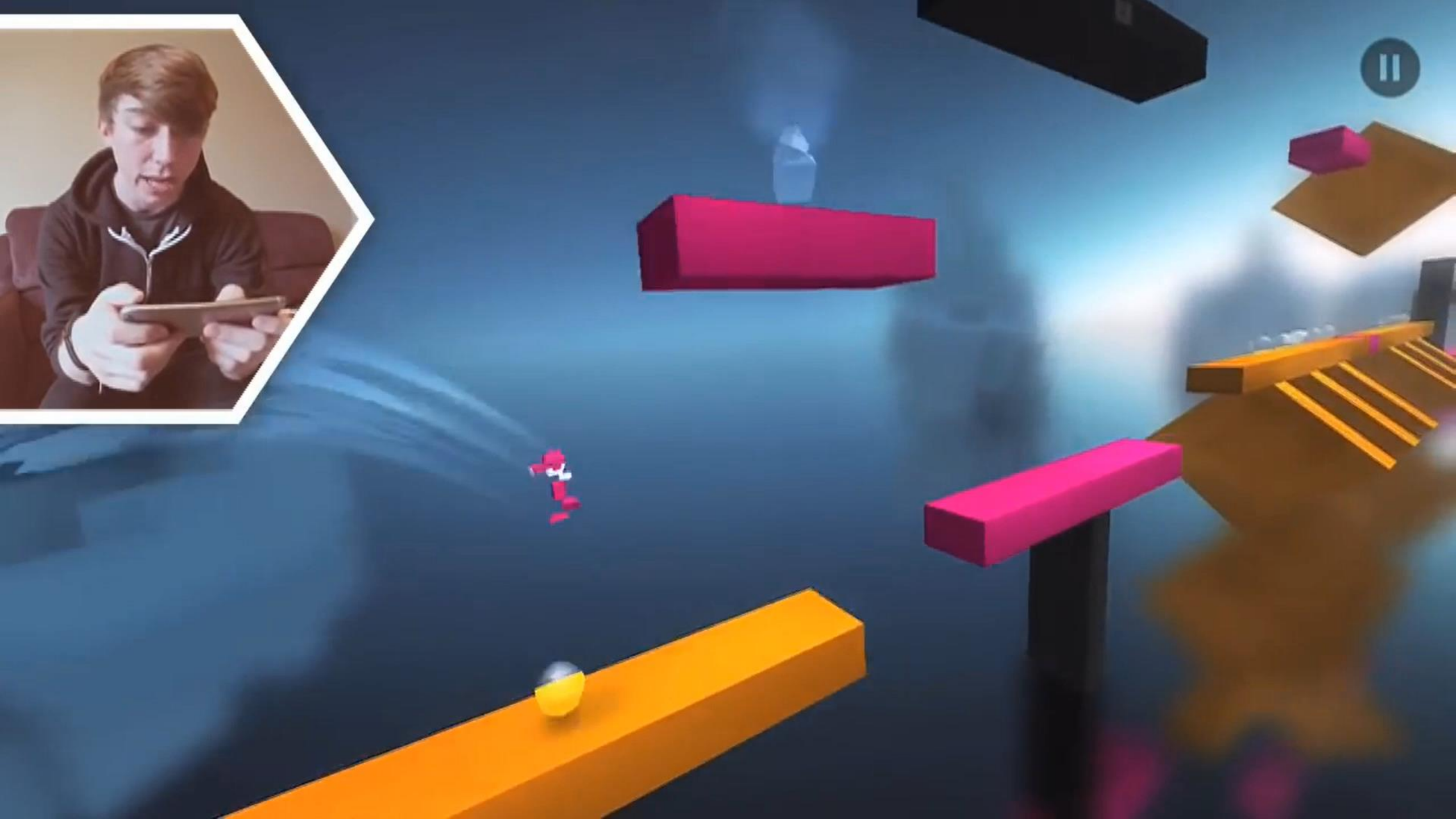
CHAMELEON RUN



HOLD TO JUMP FURTHER.







2016

Apple Design Awards



Chameleon Run
Noodlecake Studios Inc.



TouchArcade Rating



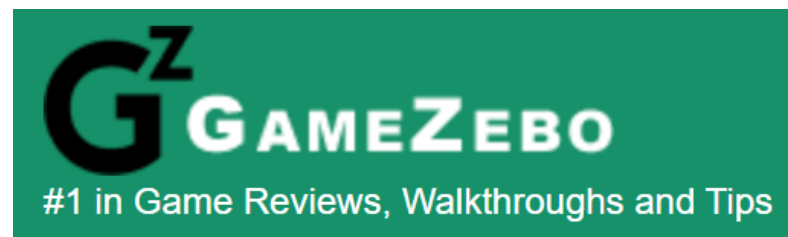
Harry Slater | 8 April 2016

[Follow @harryslater](#)

A fresh and exciting take on the autorunner, Chameleon Run is an awful lot of gorgeous fun



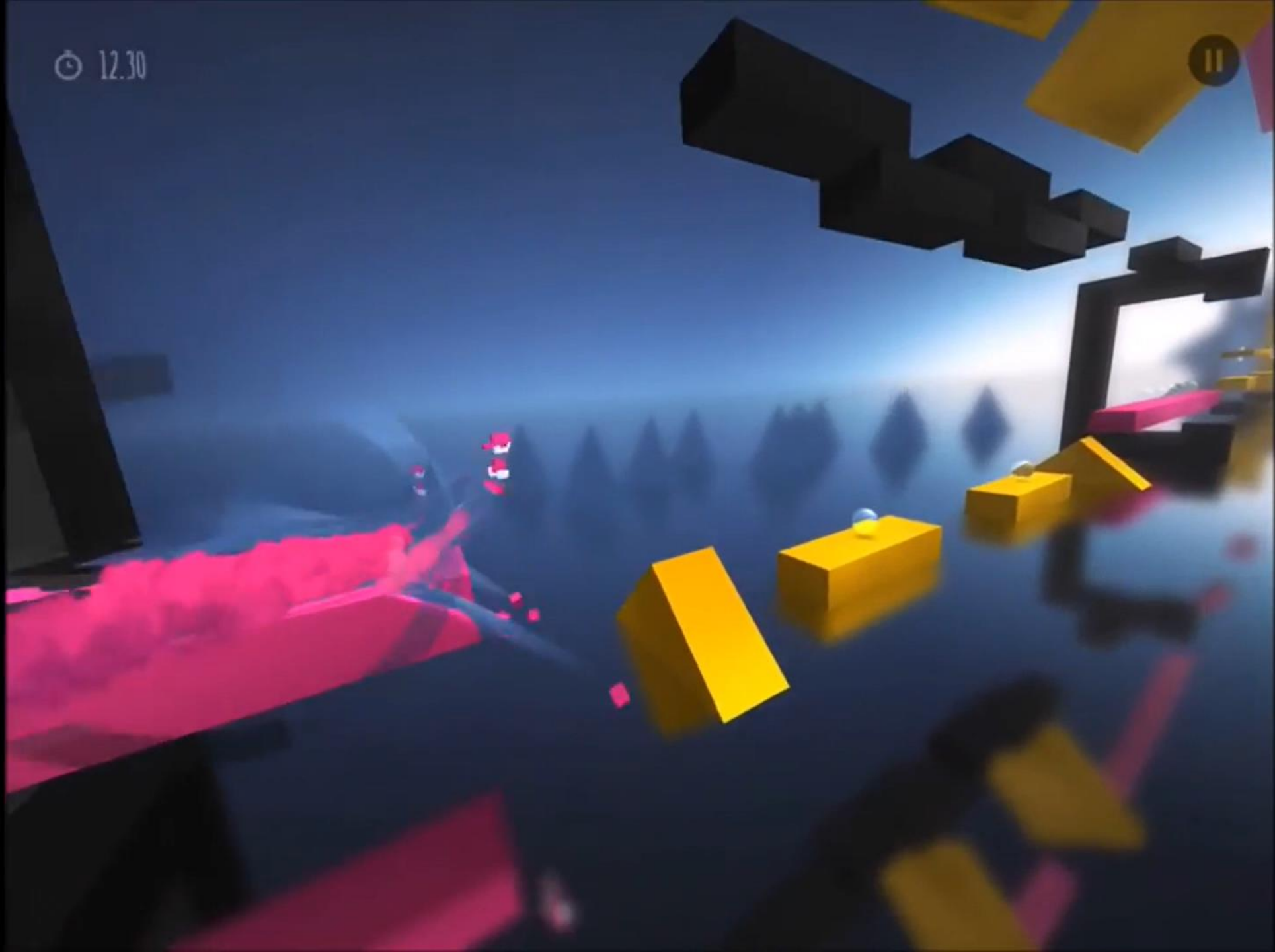
[About our scores >>](#)



What makes it work? Let's dissect it

Non stop adrenaline

🕒 12.30



It was right there!
The angle of the camera helps

The color swap mechanic is
challenging and satisfying.

Conclusion

- Casual games can be very difficult, and successful, if the mechanic is clear and simple.
- Games can treat you really badly, if the sex is really really good.

4. Casual Sports ... Is It a Thing?

Yahoo! Games

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[Gamecube](#)

[Nintendo 64](#)

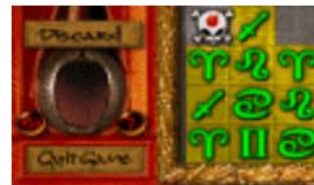
[PS One](#)

[Playstation 2](#)

[Xbox](#)

Select a Game to Play

Players Online: 37335



Play [Alchemy](#):
Turn lead into gold!



Card Games

[Blackjack](#) (393)

[Bridge](#) (511)

[Canasta](#) (1226)

[Cribbage](#) (574)

[Euchre](#) (1401)

[Gin](#) (526)

[Go Fish](#) (63)

[Go Stop](#) (49)

[Hearts](#) (928)

[Hold'em Poker](#) (243)

[Pinochle](#) (807)

[Sheepshead](#) (51)

[Spades](#) (2160)



Board Games

[Backgammon](#) (1015)

[Checkers](#) (414)

[Chinese Checkers](#) (69)

[Chess](#) (2937)

[Dots](#) (41)

[Go](#) (398)

[Naval Command™](#) (78)

[Reversi](#) (164)



Other Games

[Bingo](#) (209)

[Dominoes](#) (1510)

[Yahoo! Graffiti](#) (396) **NEW!**

[Literati™](#) (1830)

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Dance
Dance
Revolution
is one of the
first U.S.
releases in
the
developing
genre of
dancing
simulations.
Gameplay
follows the
basic design
common to
most music
and rhythm
...

[ProductPic](#)

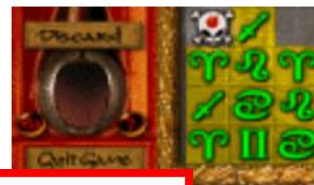
[Super](#)
[Smash](#)
[Bros. Melee](#)
Like its
popular
predecessor
on the N64,

Yahoo! Games

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[Dance](#)
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[Revolution](#)
Dance
Dance
Revolution
is one of the
first U.S.
releases in
the
developing
genre of
dancing

[Chess](#) (2937)

[Dreamcast](#)

[GameBoy](#)

[GameBoy Advance](#)

[Gamecube](#)

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[Word Racer™](#) (264)

[Pool](#) (11738)



[Super](#)
[Smash](#)
[Bros. Melee](#)
Like its
popular
predecessor
on the N64,

The background features a vibrant orange and yellow sunburst pattern. In the upper portion, three dark red silhouettes of people are visible: two on the left and one on the right holding a pool cue. The pool table itself has a blue felt surface. In the foreground, several pool balls are scattered: a white cue ball on the left, a yellow and orange striped ball with the number 12, a green and white striped ball with the number 14, a black 8-ball in the center, a yellow ball with the number 1, and a blue ball with the number 2. A pool cue is positioned horizontally across the middle of the frame, partially obscured by the title.

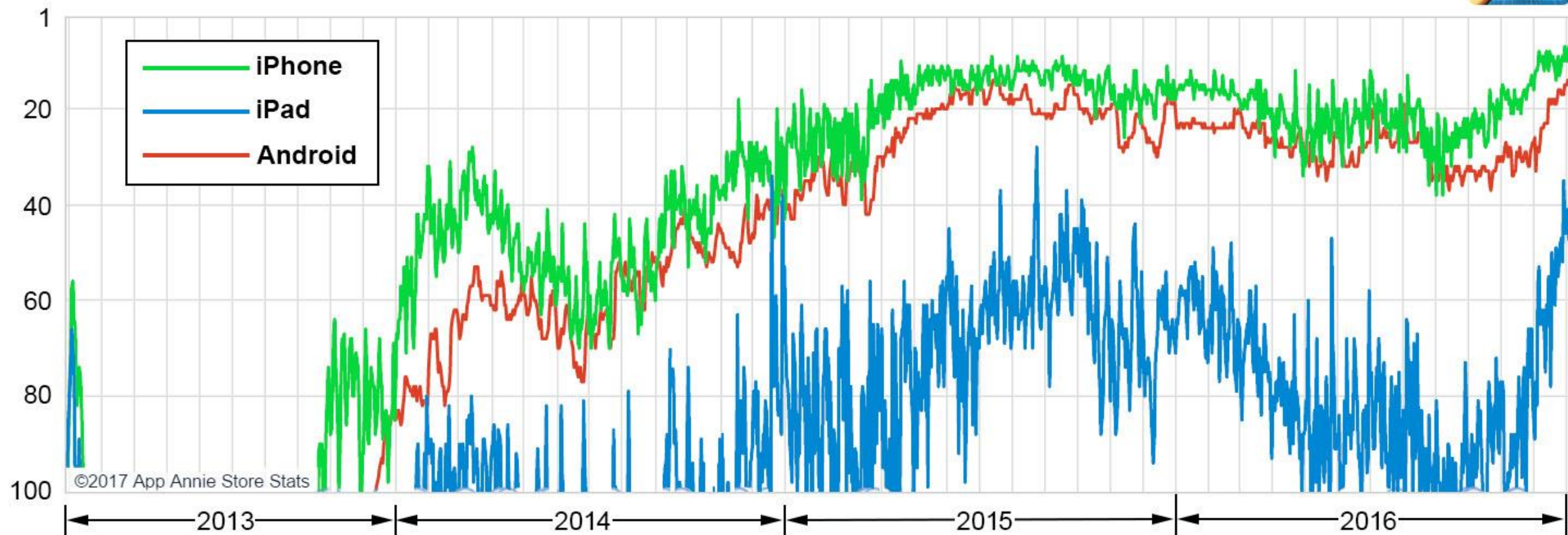
8 BALL POOL

BY MINICLIP

Connecting.

8-Ball Pool (Mini-Clip)

U.S. Grossing Ranks - Launch through 1/6/2017



[source: AppAnnie]

Free Coins



Weekly
Competition
59h 4m 6s



3



550



Club



Play
1 on 1

Login to
facebook
and get: 5



Tour



Play with your Friends!



Shop



Guest90535019710



Free Coins



3



550



Weekly
Competition
59h 4m 0s



Club



y
ment

Play
Minigames

Play
With Friends

Practice
Offline



Play with your Friends!



Shop



Guest90535019710

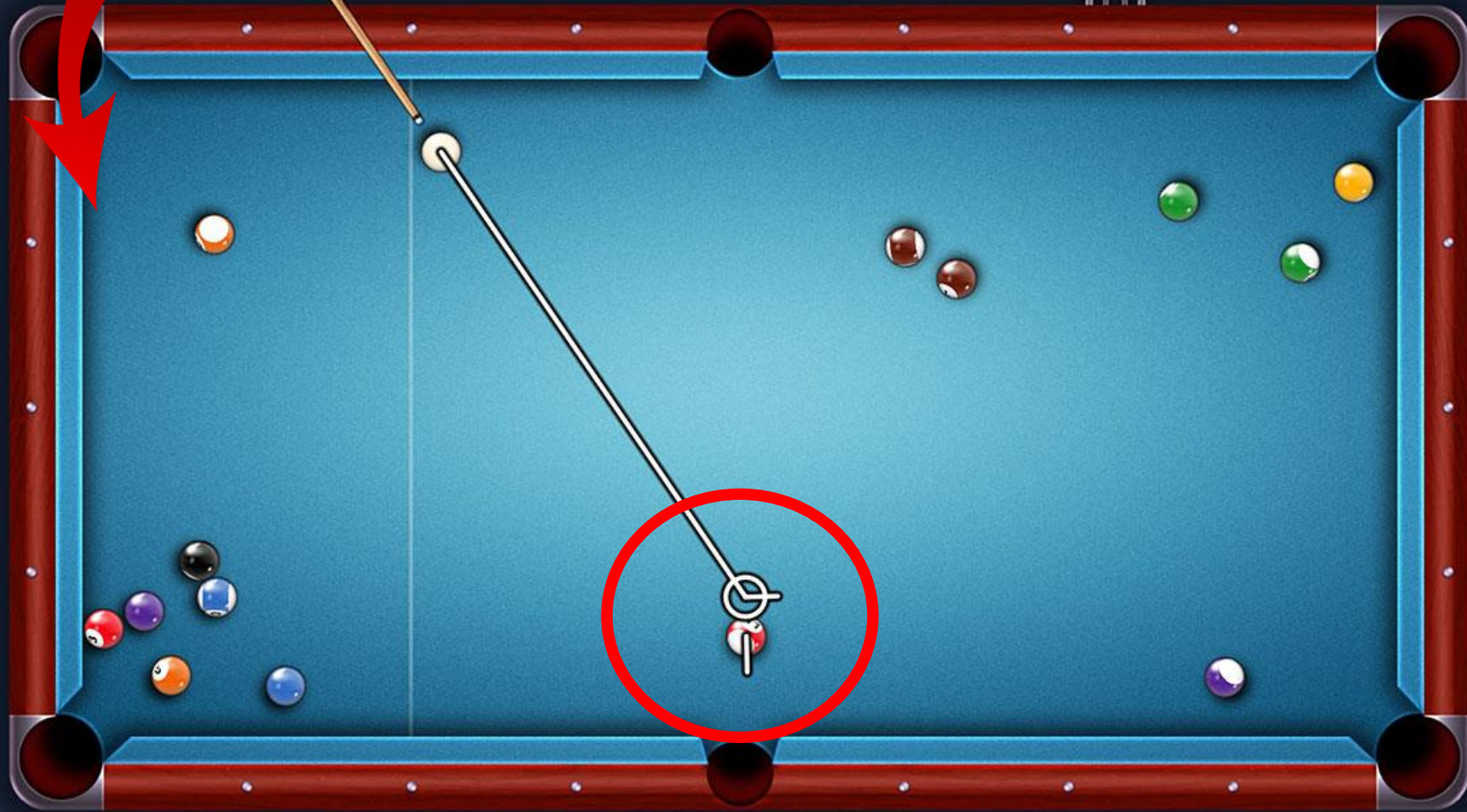




Player One



Player Two

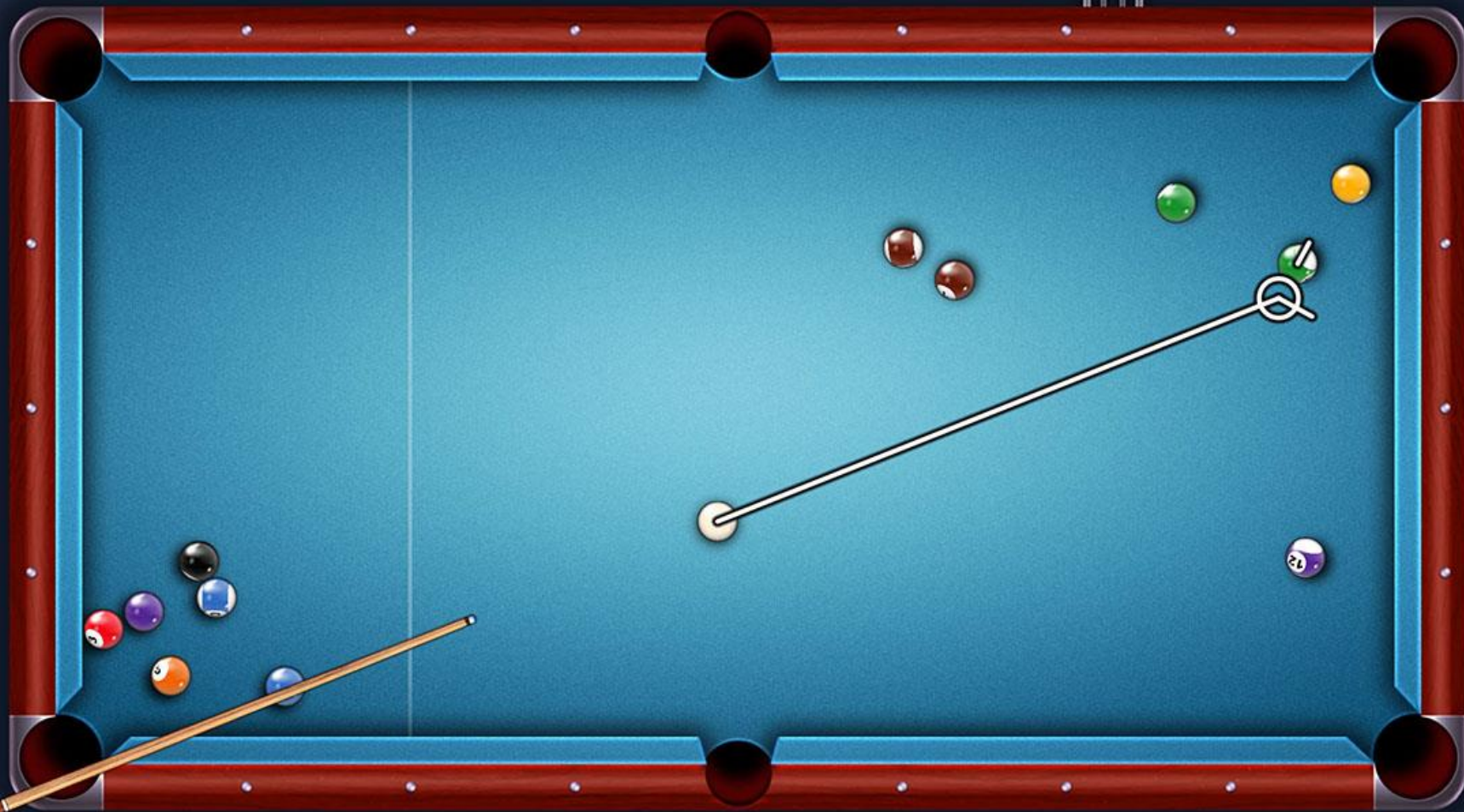




Player One



Player Two




Boxes


Spin


Scratch


Hi-Lo

GOLDEN SPIN



VIP x1

MEGA PRIZES X10

UP TO 10 TIMES MORE!

SPIN \$0.99

3,000

4,000

5,000

50,000

1,000,000

7,500

Rare Boxes

4,500




















5 Scratchers

250,000




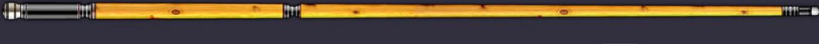



Epic Boxes

000'9




Avatars

<div>Default</div> <div></div> <div>Using</div>	<div>Sakura</div> <div></div> <div>125 </div>	<div>Kingpin</div> <div></div> <div>250 </div>	<div>Monique</div> <div></div> <div>730 </div>	<div>Mad Jack</div> <div></div> <div>1 160 </div>
<div>Joe Pool</div> <div></div> <div>50 </div>	<div>Emma</div> <div></div> <div>125 </div>	<div>Toxic</div> <div></div> <div>500 </div>	<div>O'Brien</div> <div></div> <div>890 </div>	<div>Pool Ninja</div> <div></div> <div>1 475 </div>

Cues

Standard	Premium	Collection	Country	Owned
<div>Soccer Stars Cue<div></div><div>50/50</div><div>Force</div><div>Aim</div><div>Spin</div><div>Time</div><div>Using</div></div>				
<div>Skull Cue<div></div><div>250 </div><div>Force</div><div>Aim</div><div>Spin</div><div>Time</div><div>Buy</div></div>				
<div>Pine Cue<div></div><div>500 </div><div>Force</div><div>Aim</div><div>Spin</div><div>Time</div><div>Buy</div></div>				
<div>Candy Cue<div></div><div>1 000 </div><div>Force</div><div>Aim</div><div>Spin</div><div>Time</div><div>Level 4</div></div>				

Chat Packs

<div>Rematch</div> <div>Let's play again</div> <div>I was so lucky!</div> <div>Best of 3?</div> <div>Epic game!</div> <div>Buy 1k </div>	<div>Motivational</div> <div>Never give up</div> <div>You can do it</div> <div>I know you have it in you!</div> <div>You play like a pro!</div> <div>You can win now!</div> <div>You're great!</div> <div>Buy 1.5k </div>	<div>Emote</div> <div>:)</div> <div>:(:O ;D :P (づづ)</div> <div>Buy 2k </div>
---	--	--

Surprise Boxes

Rare Box



3 

Buy 1

Scratchers

Epic Box



9 

Buy 1

Legendary Box



Broadsword Cue



5% XP


Congratulations! Keep going to collect all the pieces!

Force 
Aim 
Spin 
Time 

Get more



Tencent acquires majority stake in Miniclip



by Ben Parfitt

Thursday, February 19th 2015 at 8:29AM GMT



Print



Email



Tweet



Like 1

G+1

0

in

Share

Chinese mobile and web game giant Tencent is now in control of Swiss game company Miniclip.

VentureBeat reports that the deal will expand Tencent's ever-increasing presence in the European market. It already owns a majority stake in League of Legends creator Riot Games and a minority stake in Epic. It is also an Activision investor.

The Chinese outfit, despite being an unfamiliar name to many in the West, is actually the biggest games company in the world.

"Tencent and Miniclip share the vision of bringing the most compelling and innovative games to our users," Tencent's senior VP Steven Ma said. "Miniclip has a strong track record in developing hit titles with long and universal appeal. We look forward to collaborating with Miniclip to deliver more experiences to fans worldwide."

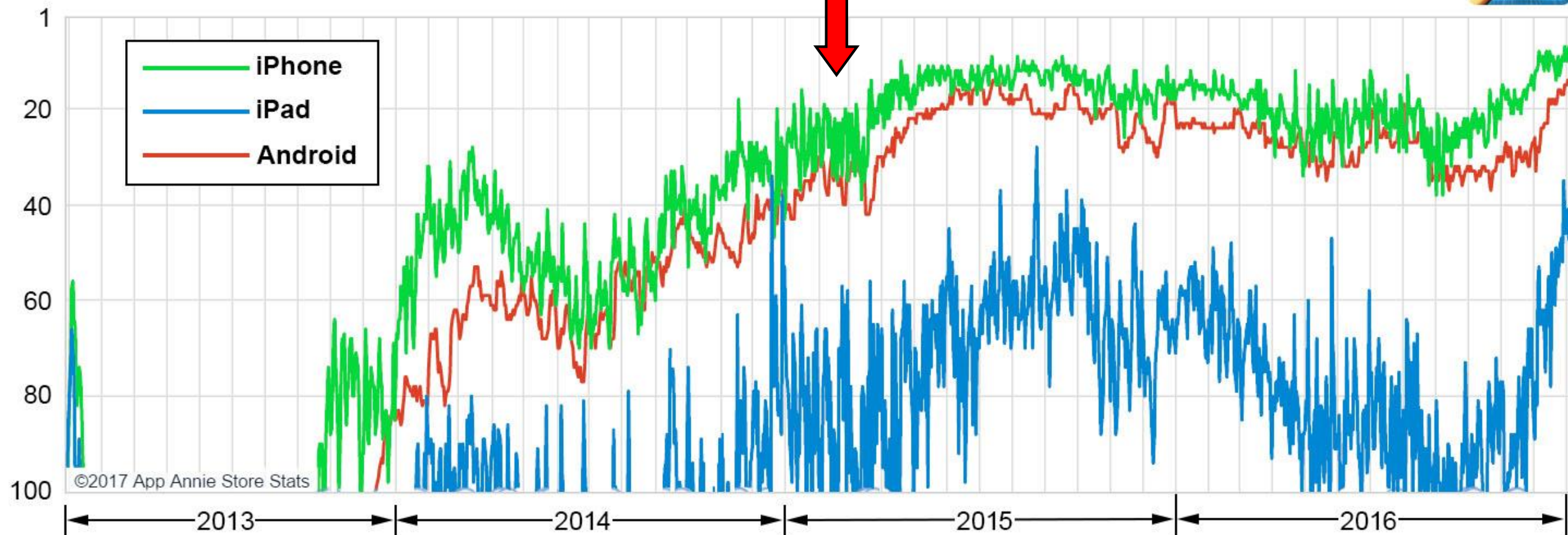


8-Ball Pool (Mini-Clip)

U.S. Grossing Ranks - Launch through 1/6/2017



Tencent Acquisition



[source: AppAnnie]



8 Ball Pool



Download on the
App Store



GET IT ON
Google Play

Free on Mobile!



Go to **8BALLPOOL.COM** from your mobile to get the game and **1000 FREE** pool coins.



8 Ball Pool: Loading 12%

MINICLIP

Bowling King

June 2014



Archery King

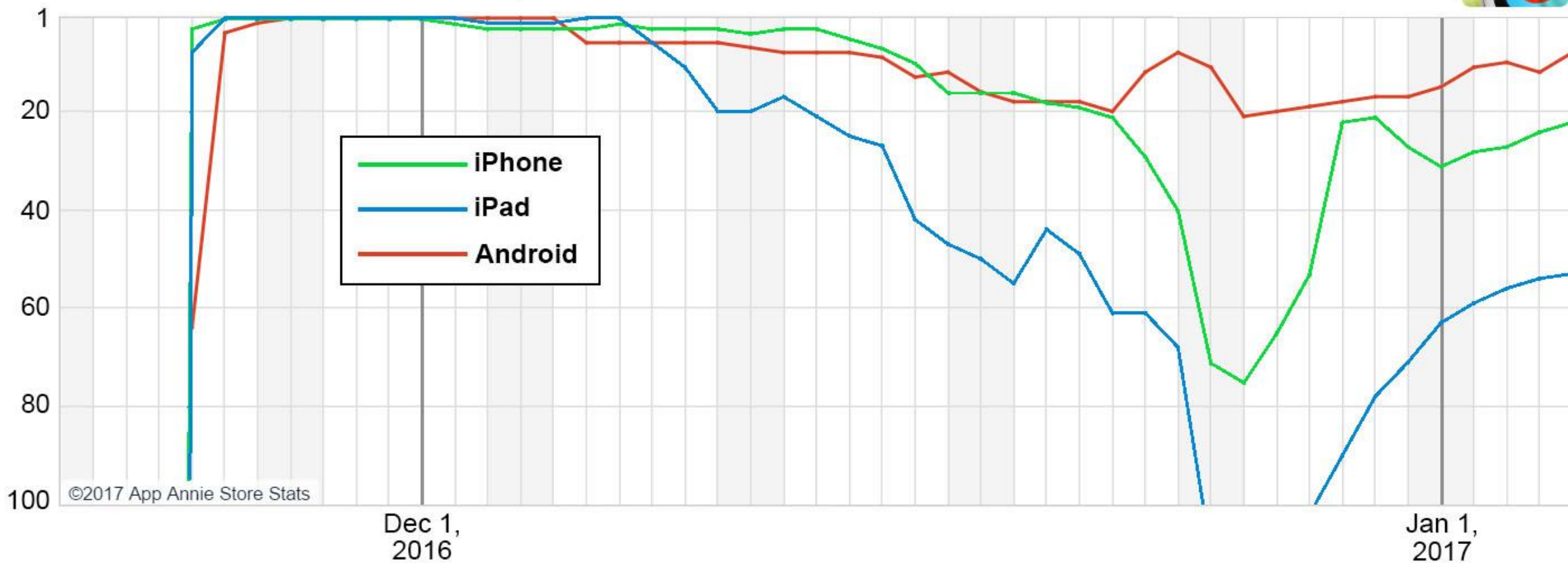
November 2016



Archery King (Mini-Clip)



U.S. Download Ranks -- Launch through 1/6/2017



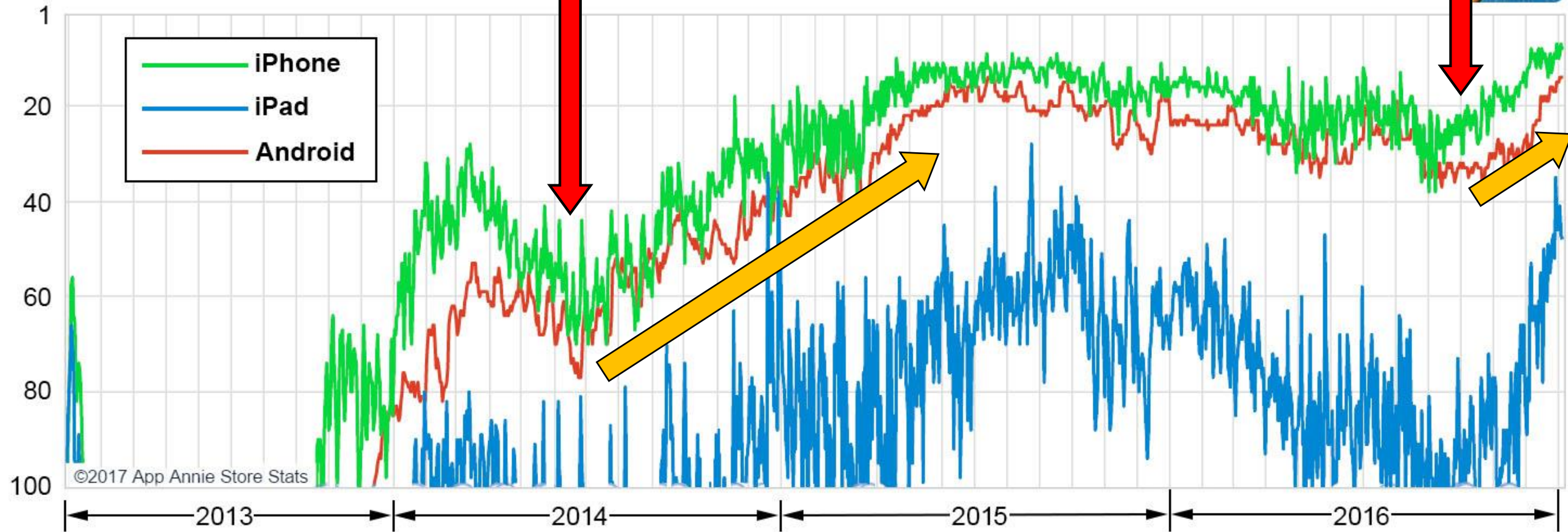
[source: AppAnnie]

Bowling King

Archery King

8-Ball Pool (Mini-Clip)

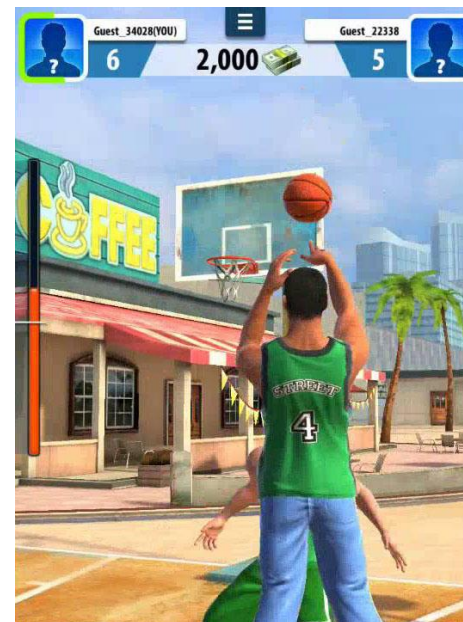
U.S. Grossing Ranks - Launch through 1/6/2017



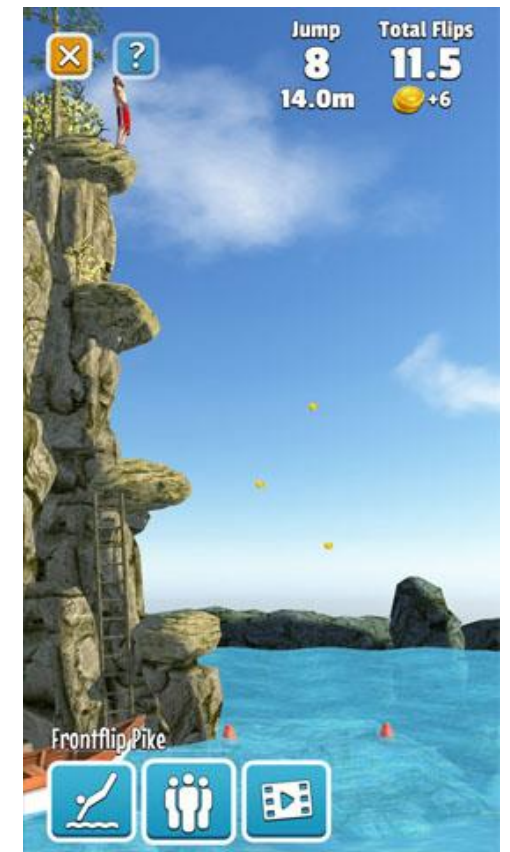
[source: AppAnnie]



Skateboarding



Basketball



Cliff Diving



Dirt Bike Racing



Urban Car Racing

Free Coins



3



550



NEWS

W
Com
59H



Club




**BOWLING
KING**
WORLD LEAGUE

NEW UPDATE!
BOWLING RUSH!



GET IT NOW



Shop



2

Guest90535019710



Lessons

- Success may not come overnight ... especially with more generic, unbranded offerings
- Offer many ways for your premier players to pay
- Creating a network of games appealing to a similar demographic offers powerful cross-sell opportunities

5. NintenDo's and Don't's







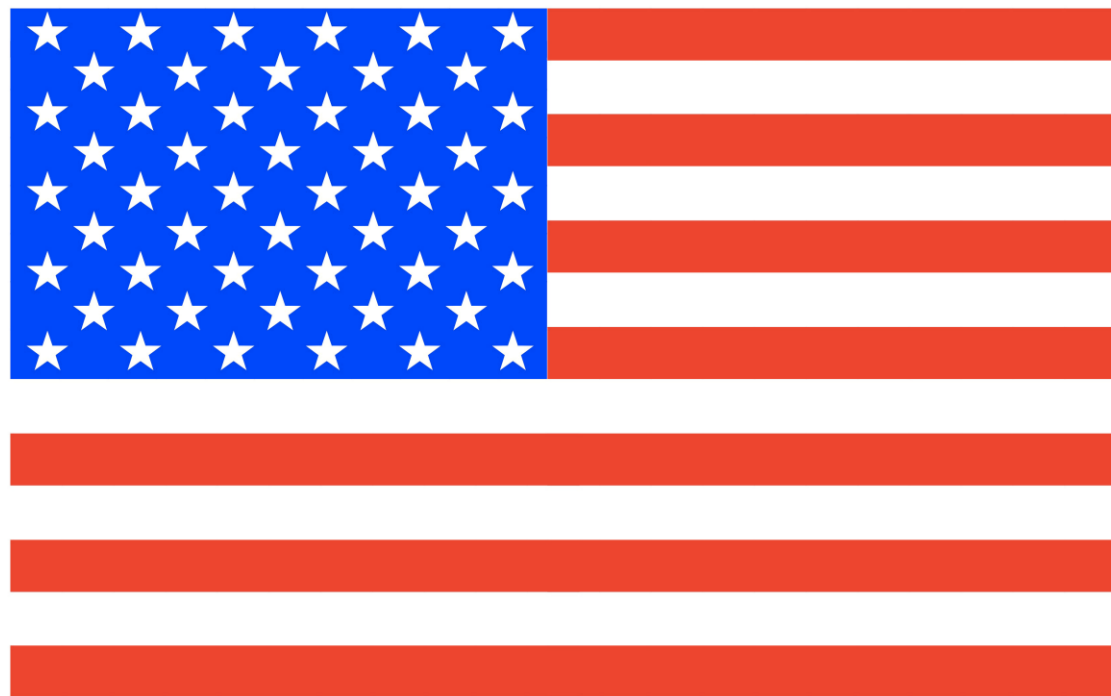
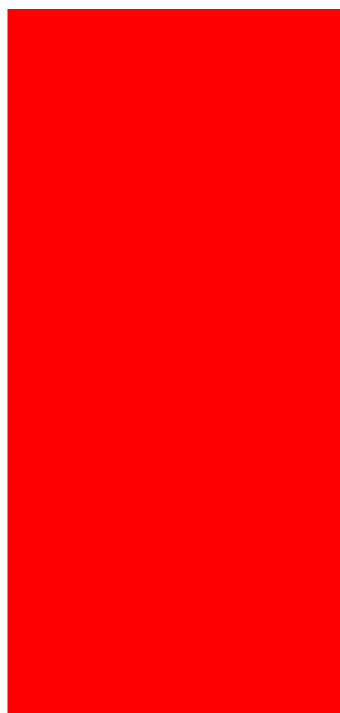
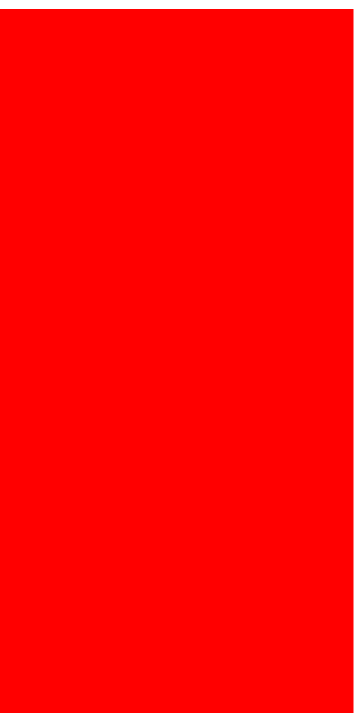
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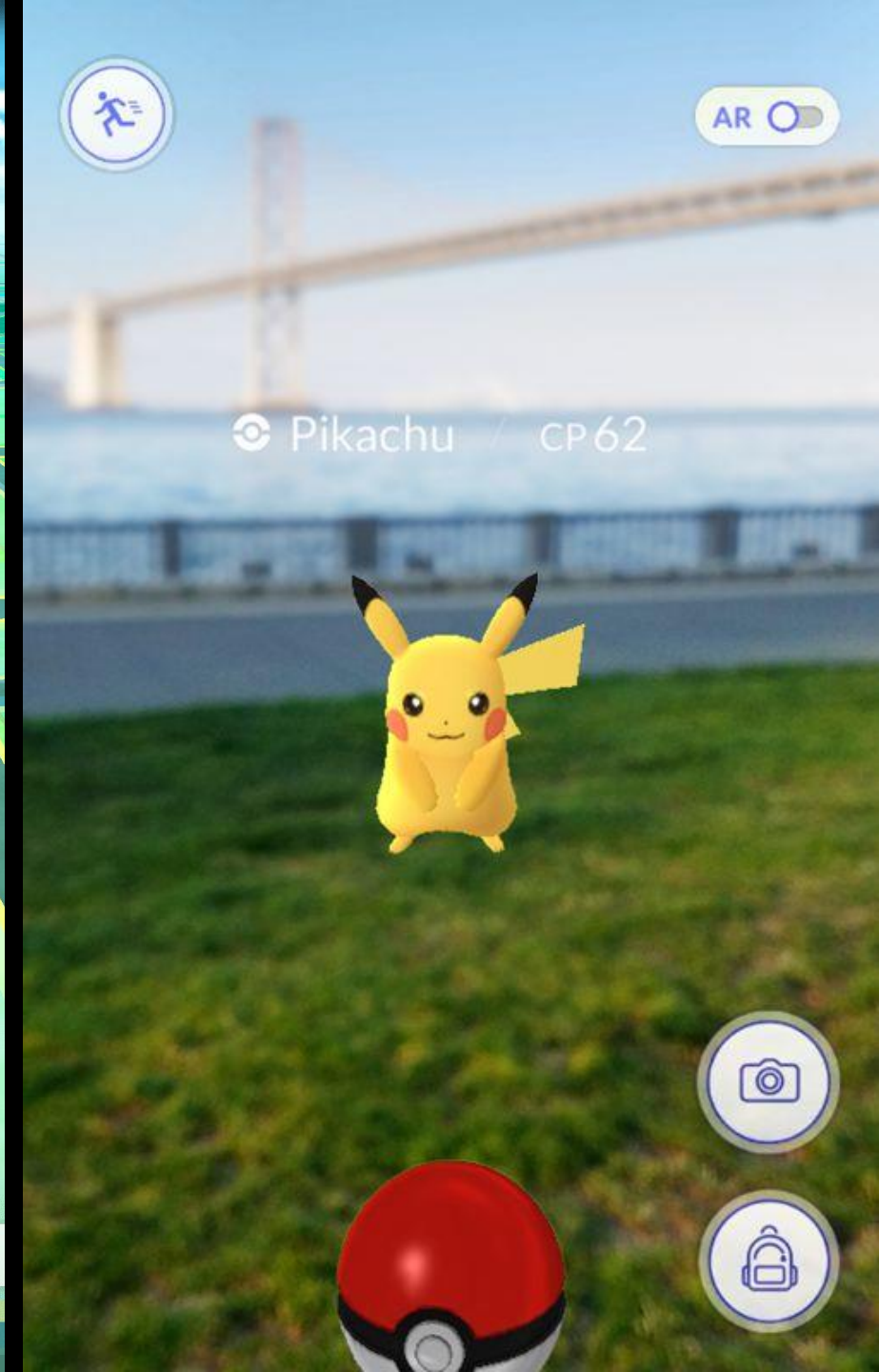




POKÉMON™









Sensor Tower Blog

Data That Drives App Growth

JAN 31, 2017

Pokémon GO Has Grossed \$1 Billion Worldwide Since Launch



Pokémon GO

Free Games

[View app franchise](#) [Open in iOS Store](#)

Rank History

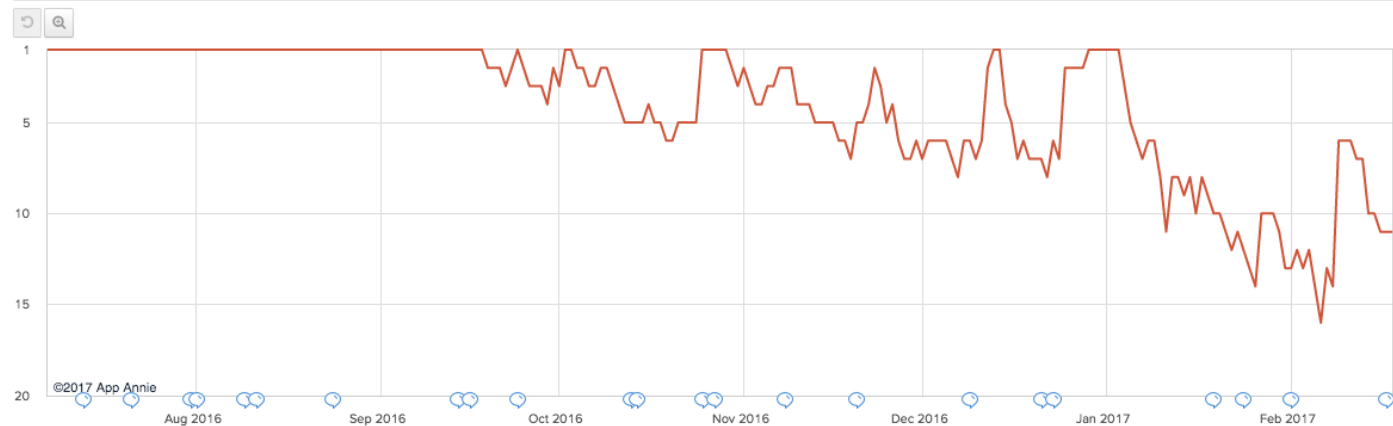
Device: Countries:

Date Range:

iPhone - United States - Jul 7, 2016 - Feb 18, 2017

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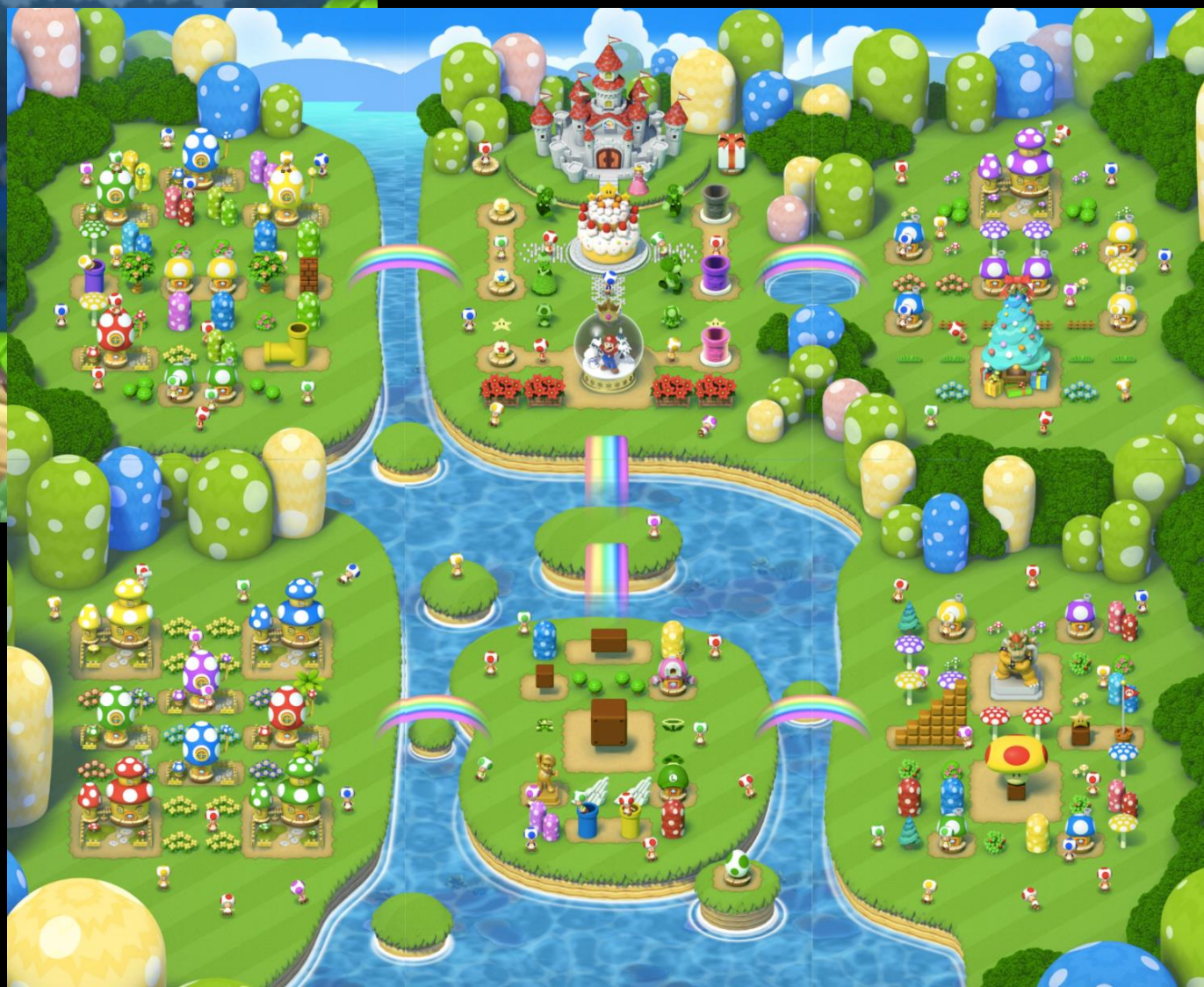
☐ All
 ☐ Overall
 ☒ Games
 ☐ United States
 ☐ US-Overall
 ☒ US-Games

[Feedback](#)

SUPER MARIO RUN












Purchase bonuses

-  Rally Tickets x 20
-  Coins x 3000
-  ? Blocks x 1

\$9.99





Super Mario Run

Free Games

[Open in iOS Store](#)

Rank History

Device

iPhone

Countries

United States

Date Range

Dec 16, 2016 - Feb 11, 2017

iPhone - United States - Dec 16, 2016 - Feb 11, 2017

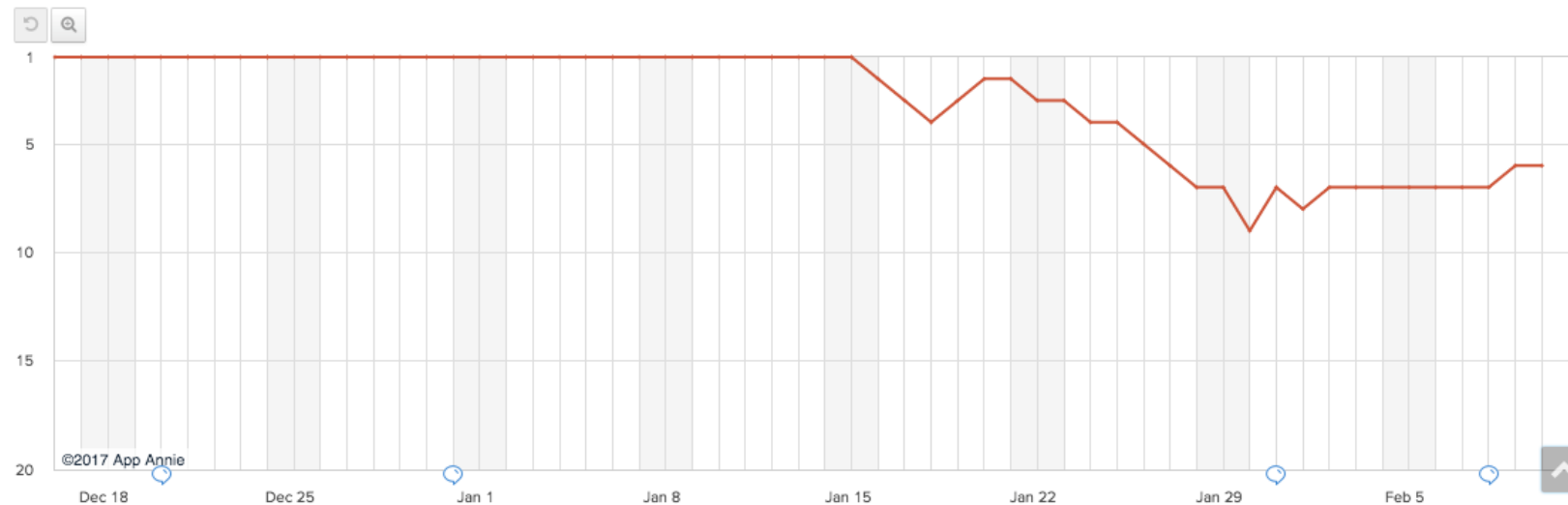
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Grossing Ranks

Hour Day

Export

CSV, XLSX





Super Mario Run

Free Games

[Open in iOS Store](#)

Rank History

Device

Countries

iPhone

United States

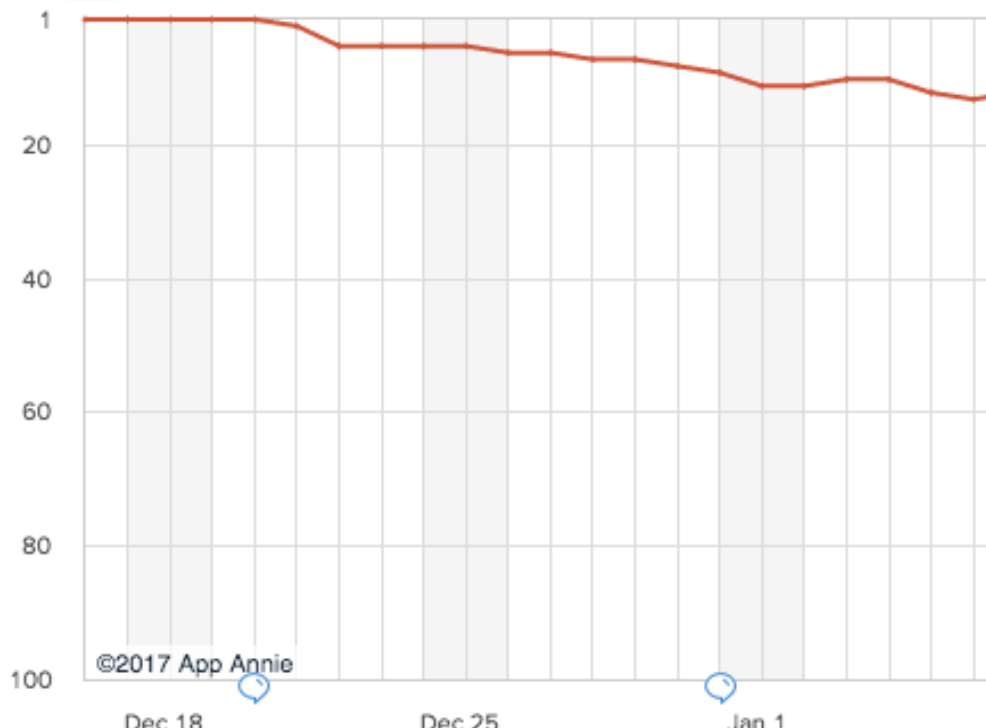
Date Range

Dec 16, 2016 - Feb 11, 2017

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Download Ranks **Grossing Ranks**

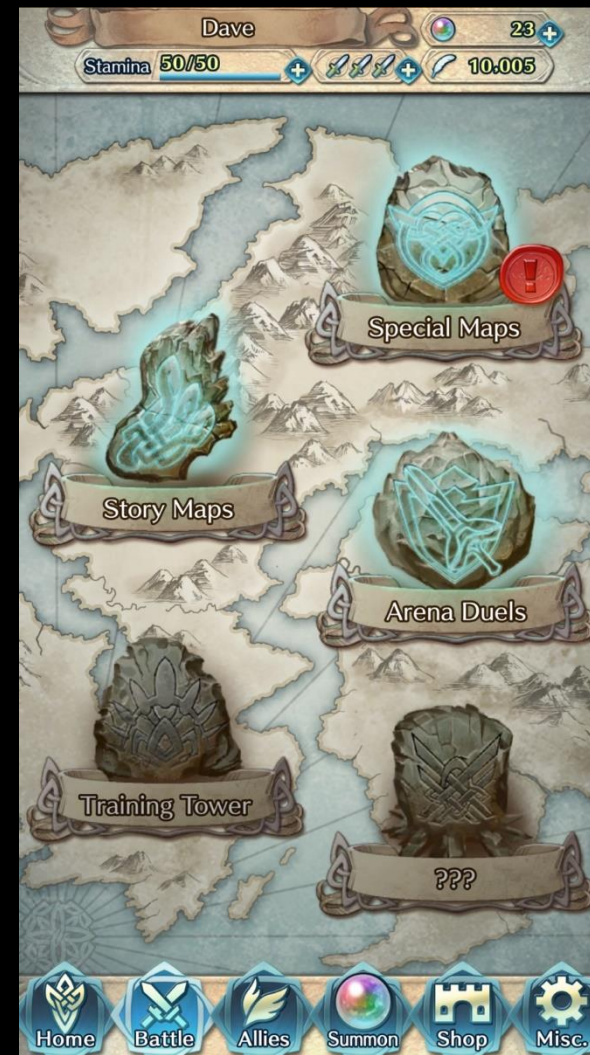
Hour Day Export CSV, XLSX






*FIRE EMBLEM*TM *Heroes*





Notifications from Nintendo



Grand Hero Battle: Narcian

Active: 2/9/17 at 11:00 p.m. to 2/13/17 at 10:59 p.m.

A **Grand Hero Battle** is now available in Special Maps! Clear this extremely challenging map to convince Narcian: Wyvern General to join you as an ally!

Important Information:

- If the battle is started prior to the end of the

Navigation icons: back, refresh, close.



Fire Emblem Heroes

Free Games

[Open in iOS Store](#)

Rank History

Device

iPhone

Countries

United States

Date Range

Feb 3, 2017 - Feb 18, 2017

iPhone - United States - Feb 3, 2017 - Feb 18, 2017

[Download Ranks](#)

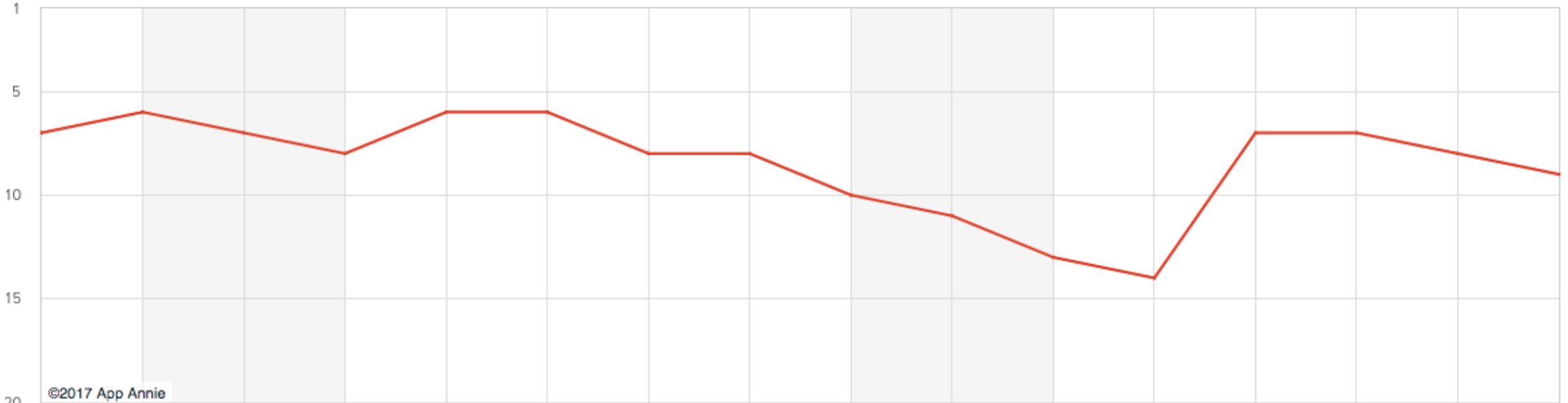
Grossing Ranks

Hour

Day

Export

CSV, XLSX



Lessons

- Classic gaming brands have pull – especially for downloads
- Can overcome resistance to novel gameplay
- No love for try and buy
- Monetization strength trumps brand

6. Notable Designs 2016

Pinball Evolution

49




106





Not So Idle Game



Hold And Release

 2133


1 SET
0 : 0

Olat 




urn



Thanks for listening!

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Juan Gril – juangril@jojugames.com

Questions?

