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# Making the Leap to Self Publishing

Tim Nixon  
Creative Director, Runaway

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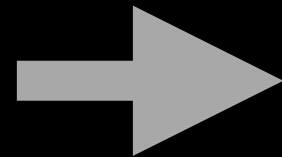




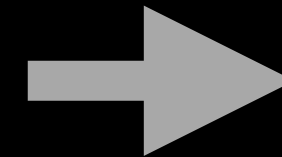
# Runaway



**Contract  
2011**



**3rd Party  
2014**



**Self Publish  
2016**



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*“It’s good to learn from your mistakes. It’s better to learn from other people’s mistakes.”*

*- Warren Buffett*

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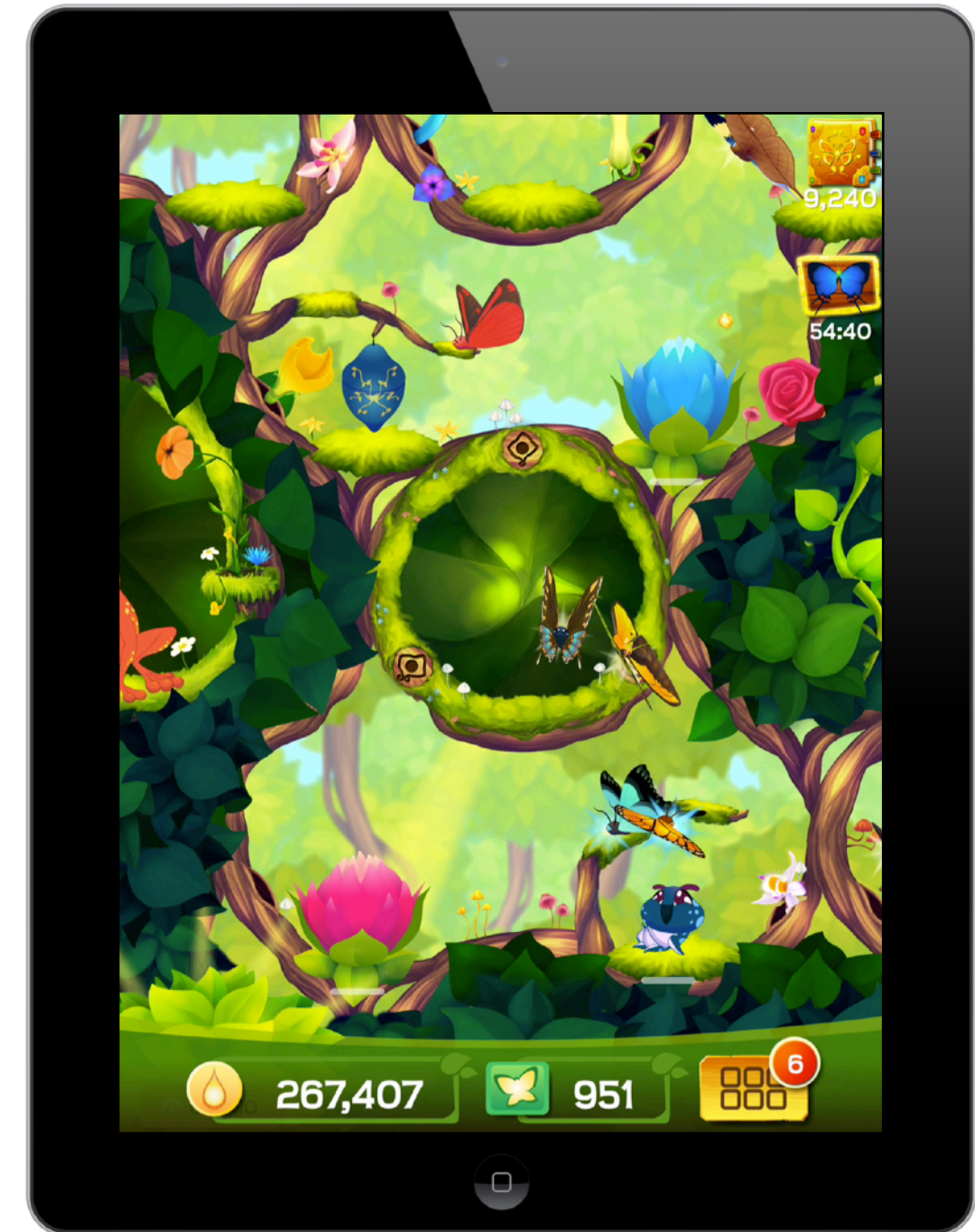
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# This Talk

- Mobile Free to Play
- Live Operations
- Niche focus product





# Formation

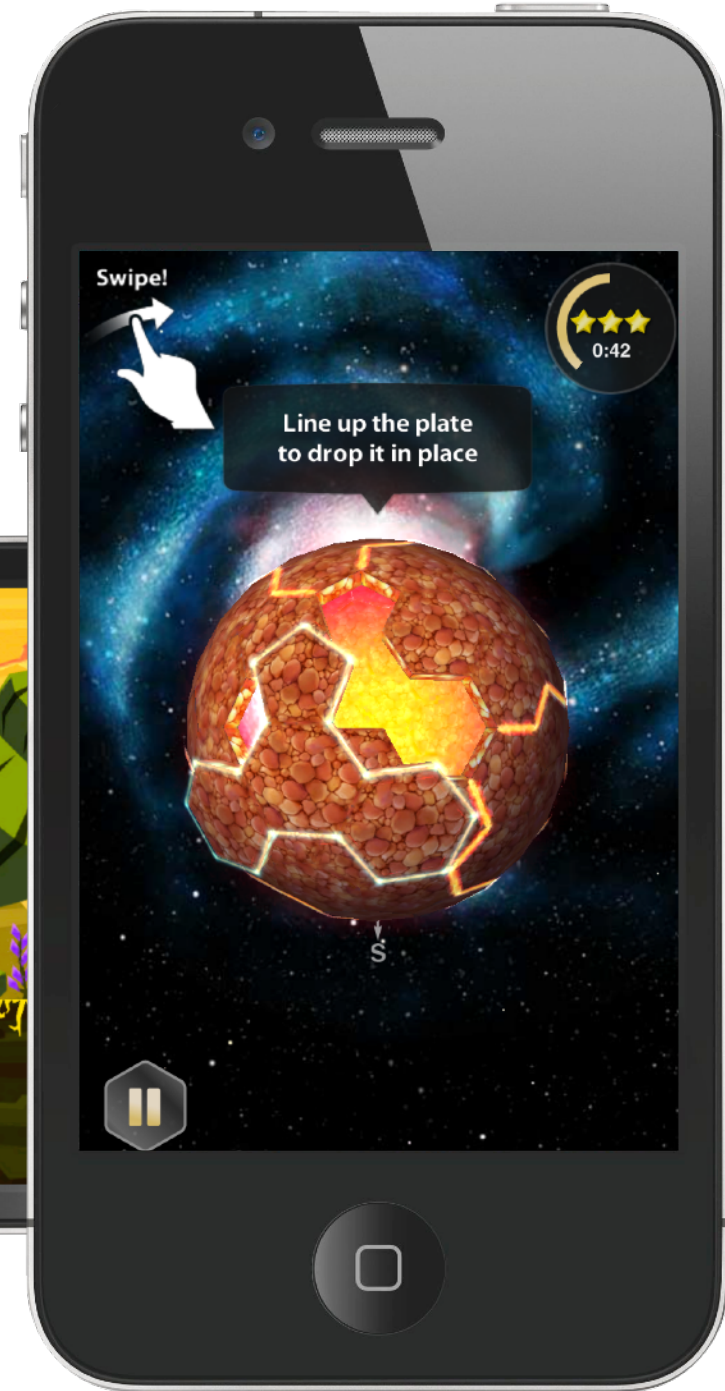
- The fall of Straylight
- Factual TV client: NHNZ
- “Intra-preneurship” model

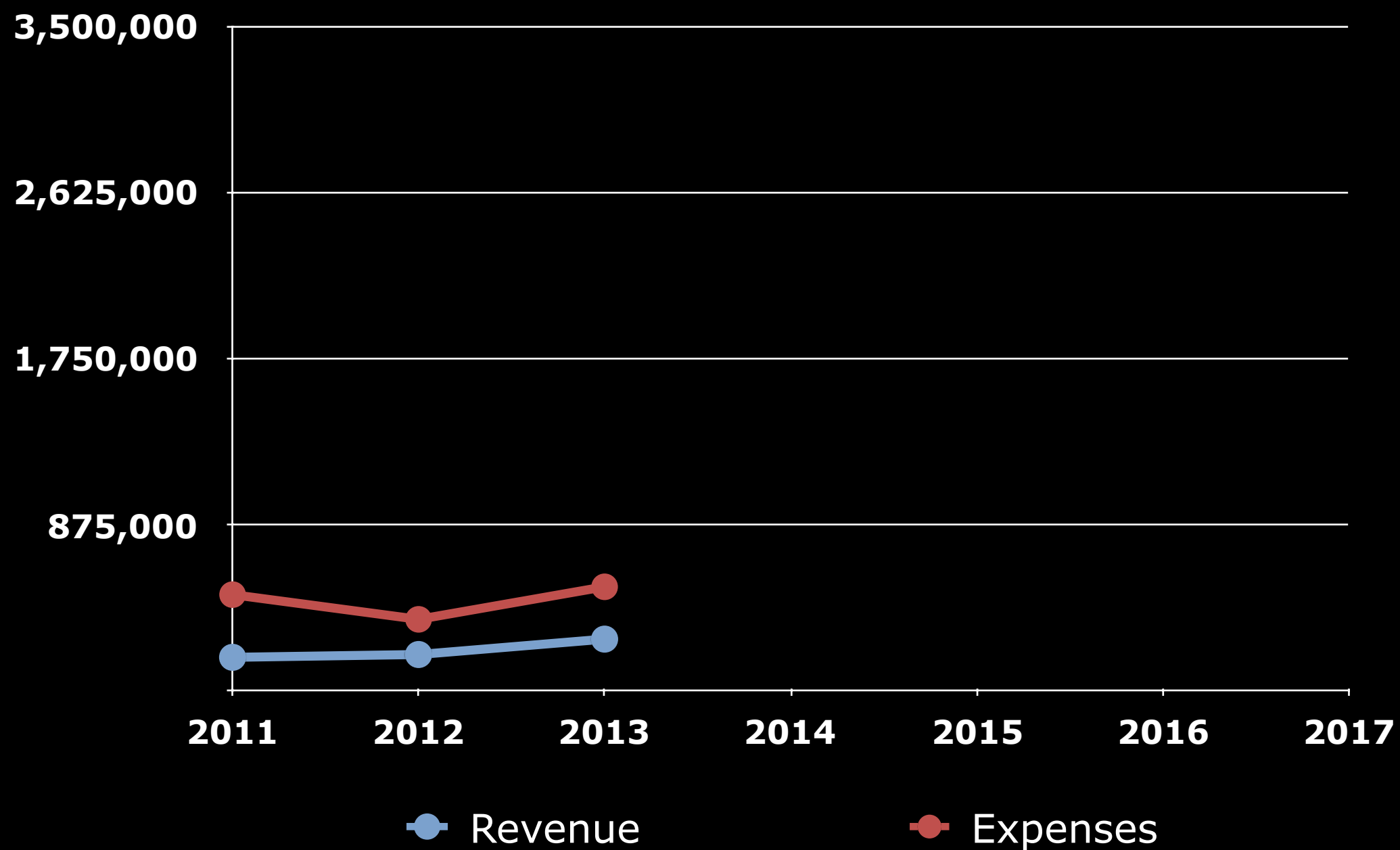




# Early Work

- Facebook Flutter
- Nat Geo iPhone work
- Great ratings and retention
- No reach or revenue







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*“Optimism is a perfectly legitimate response to failure”  
- Stephen King.*

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# LESSON

## Find yourself a sugar daddy

...that won't drop you when a younger model comes along

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**Support**



**Marketing**



**Store**



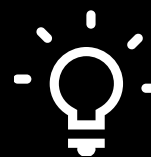
**Community**



**QA**



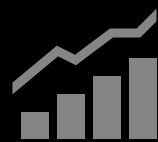
**Development**



**Design**



**Live Ops**



**Analytics**



**Technology**



**Funding**



**Monetisation**

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UBM




# Finding a Publisher

- Who compliments your:
  - Strengths
  - Weaknesses?
- Go with who *believes* in you





  
**Support**

  
**Marketing**

  
**Store**

  
**Community**

  
**QA**

  
**Development**

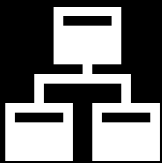
  
**Design**

**Runaway**

  
**Live Ops**

**DeNA**

  
**Analytics**

  
**Technology**

  
**Funding**

  
**Monetisation**

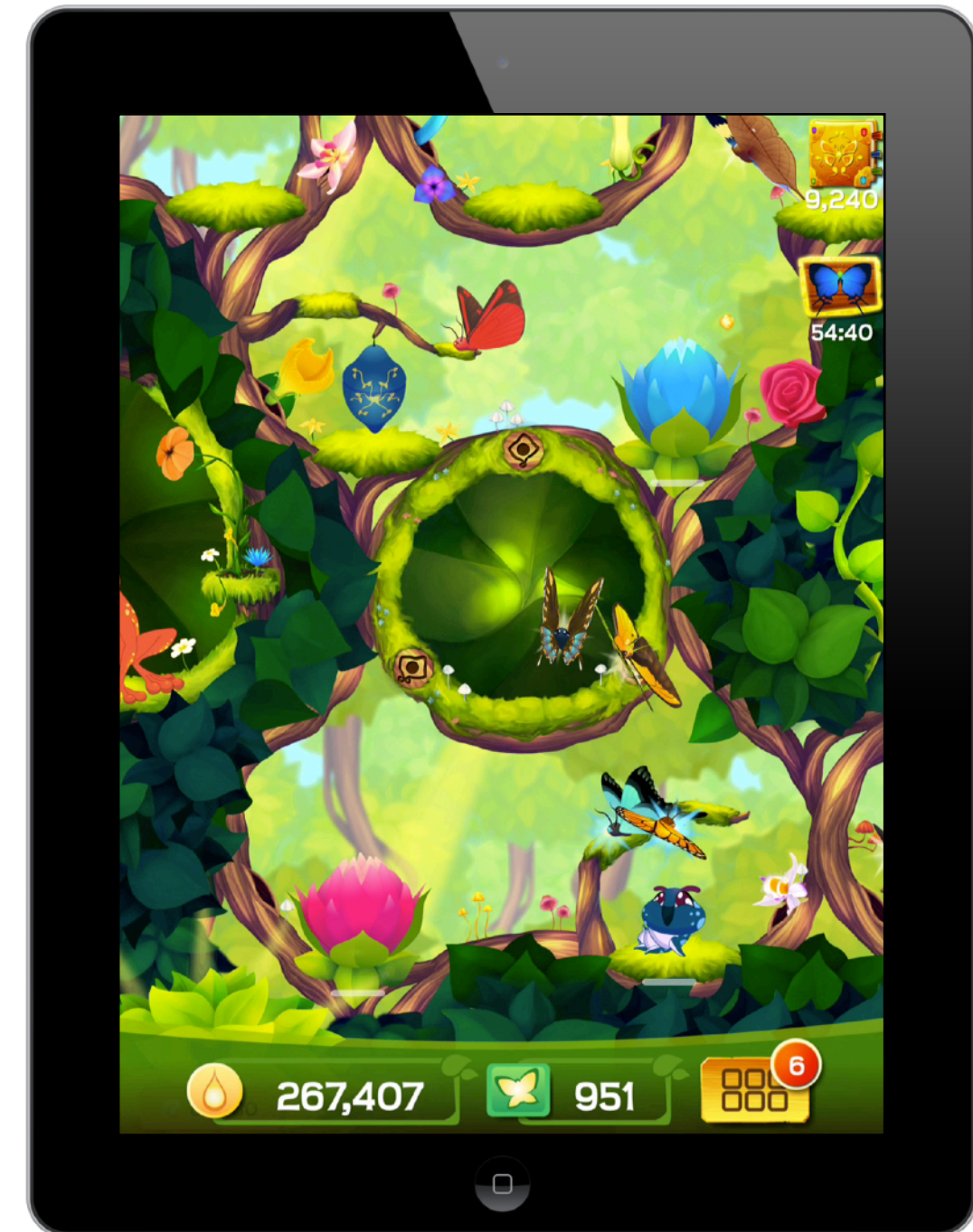


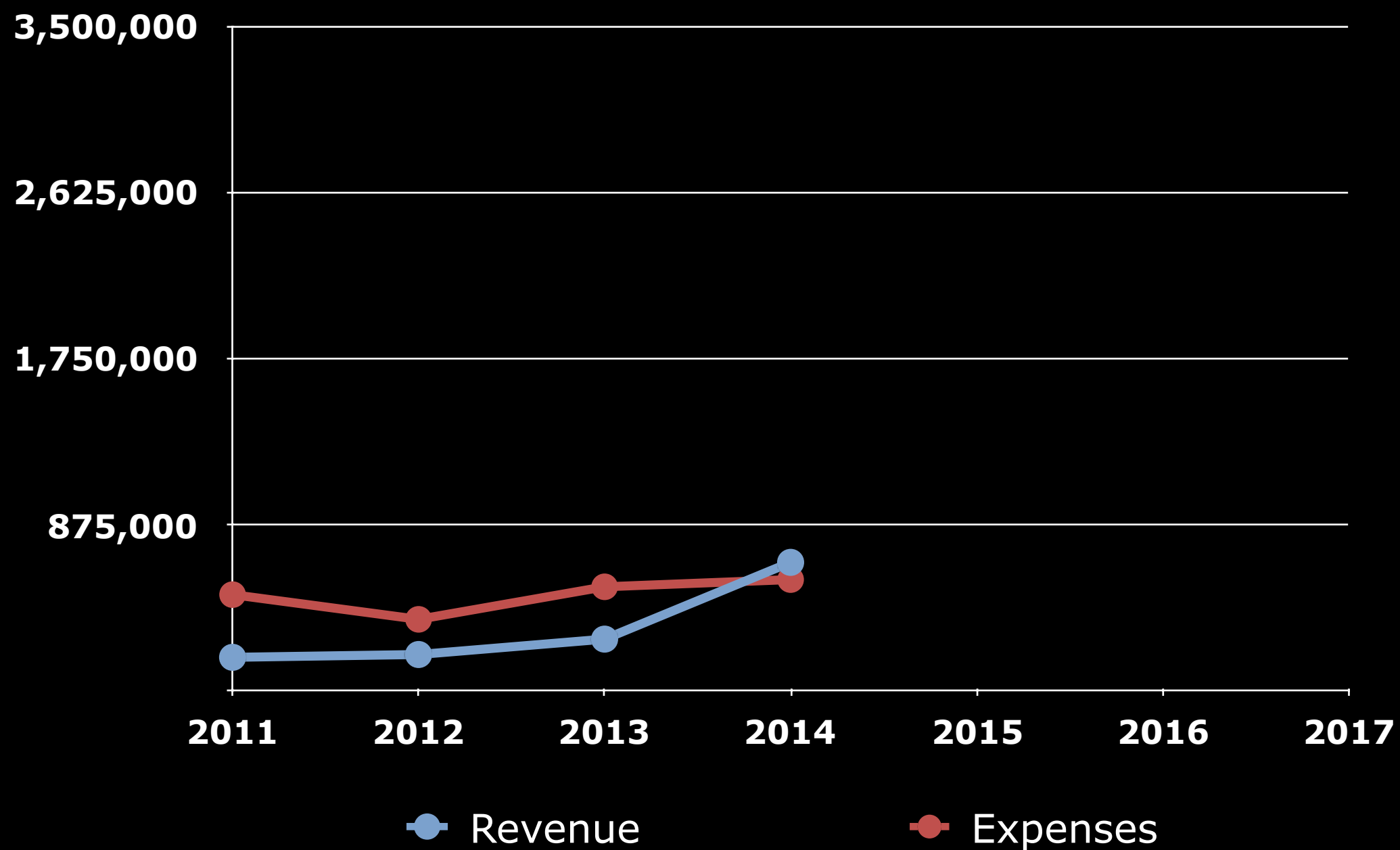
Flutter

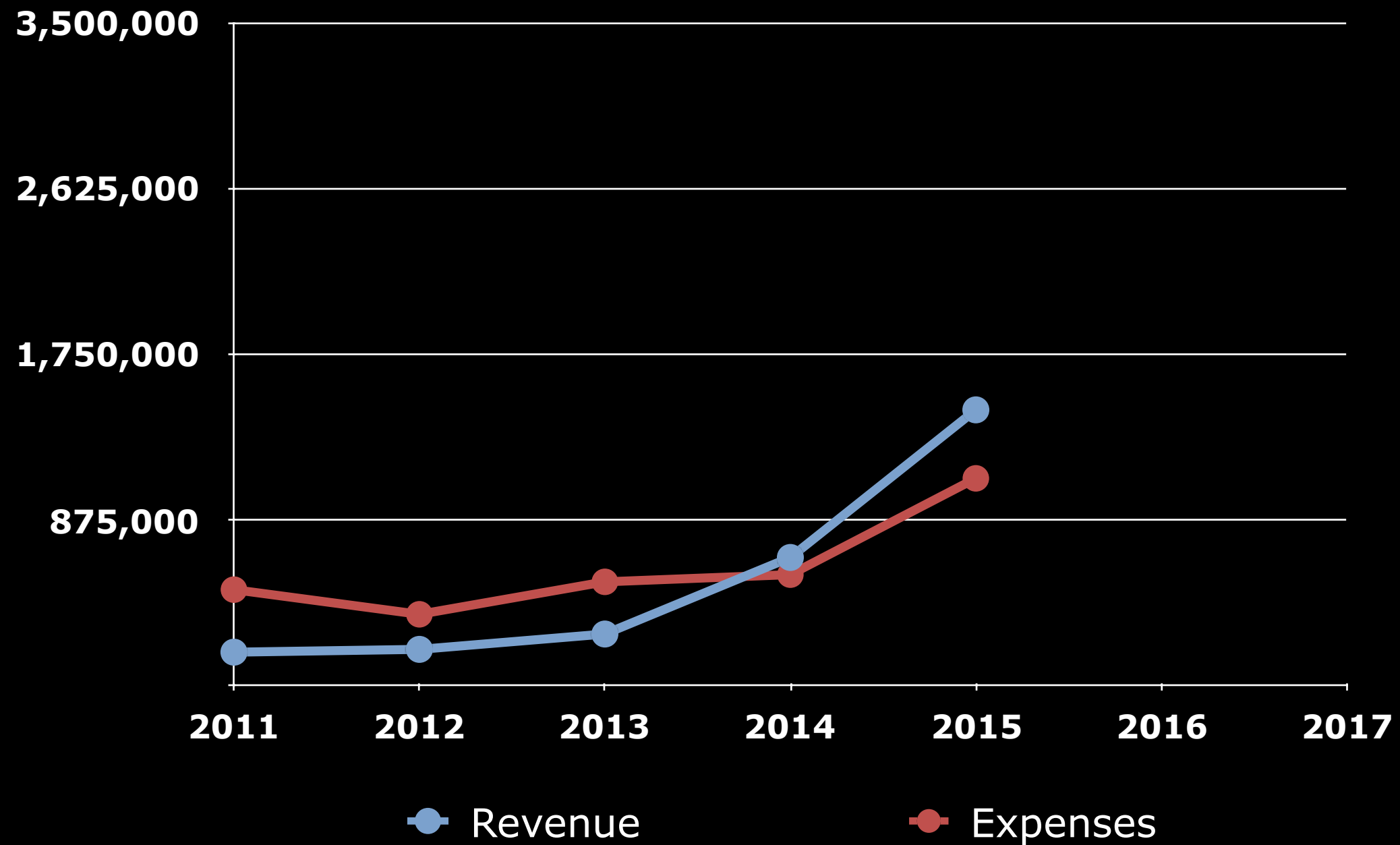


# 3P Success

- Apple & Google Editors Choice
- Strong monetisation and retention
- Profitable right out of the gate









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# LESSON

## 3rd Party Publishing Can Work!

Just in a very select set of circumstances

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Splash



# 3P Challenge

- Overstretched on design
- Static milestones
- Disappointing launch





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# LESSON

## Expect an Imperfect Limited Launch

Don't go global until the game is right

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# Saving Splash?

- Good money after bad?
- Who pays?
- You only get one launch





# Why Self Publish?

- Holistic approach
- Agile portfolio
- 100% revenue (100% risk)





  
**Support**

  
**Marketing**

  
**Store**

  
**Community**

  
**QA**

  
**Development**


  
**Design**

**Runaway**

  
**Live Ops**

**DeNA**

  
**Analytics**

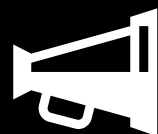
  
**Technology**

  
**Funding**

  
**Monetisation**



**Support**



**Marketing**



**Store**



**Community**



**QA**



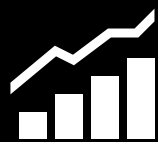
**Development**



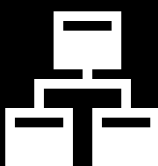
**Design**



**Live Ops**



**Analytics**



**Technology**



**Funding**



**Monetisation**

**Runaway**



# Pitching Expansion

- Be clear about the risk
- Model all the scenarios
- Get external advice





# LESSON

## Spreadsheets Are No Place for Optimism

Everything will take longer and cost more than you think it will



# Growing Pains

- Doubled team in 3 months
- Most new to their roles
- Key staff burnt out and left





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# LESSON

## People Are Priority One

Don't take anyone for granted

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# Migration

- Authentication is no joke
- Communicate with your audience
- Support your people

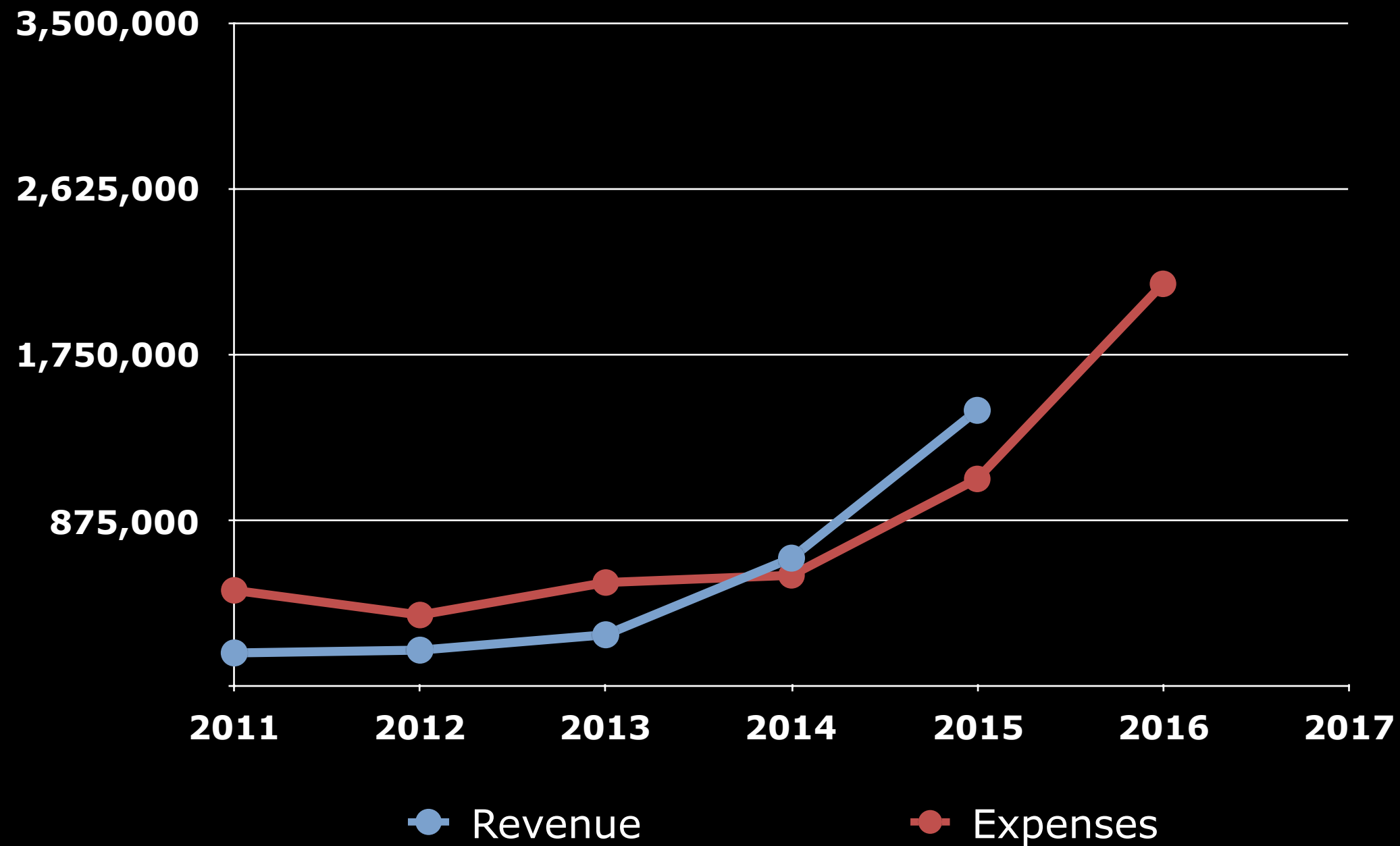


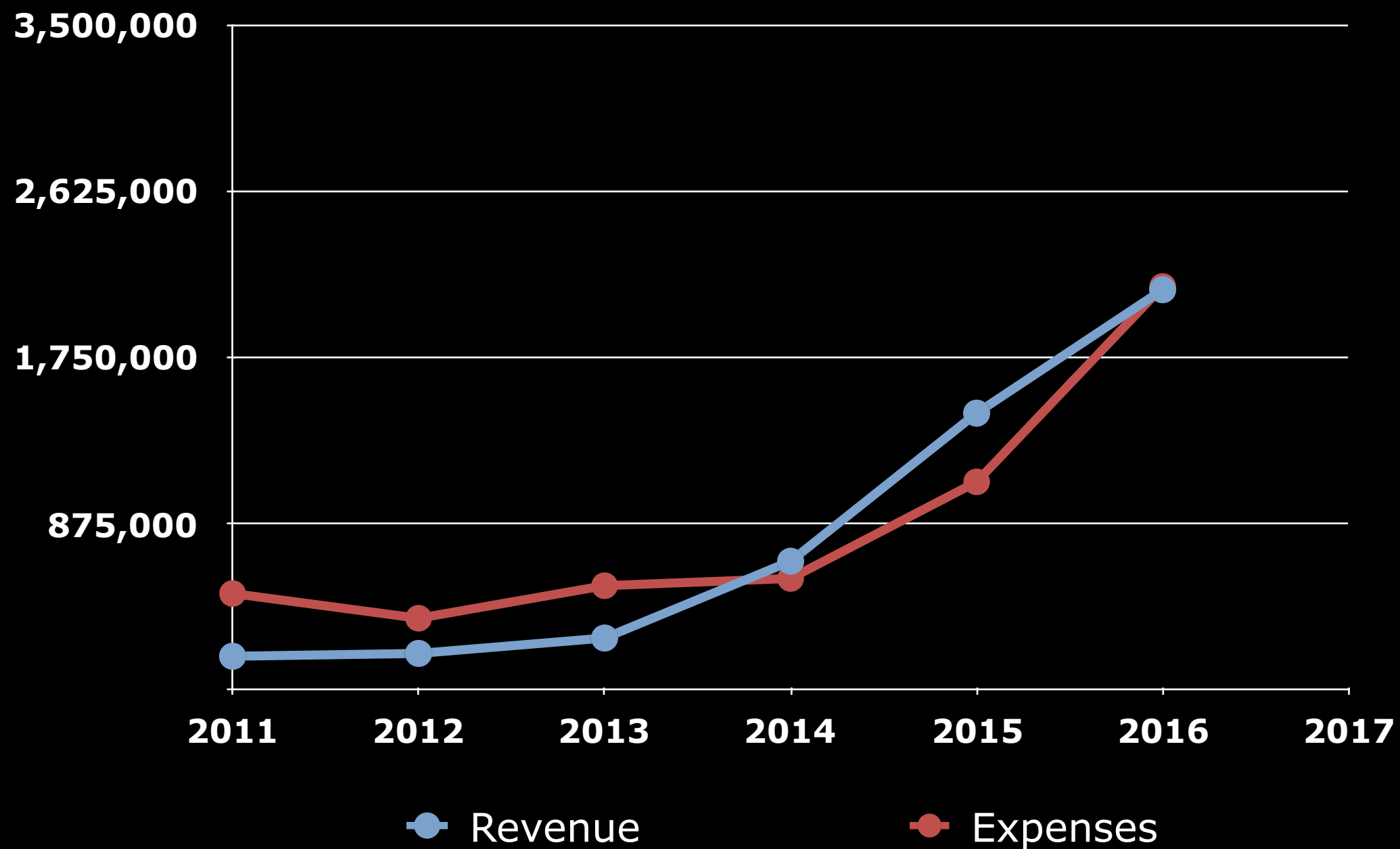


# Stabilisation

- Free to reinvest
- Updated monetisation
- Engage long term fanbase









# LESSON

## Stand for Something

Let it be your guiding light amongst everything else that changes



# Analytics

- Great potential
- Enormous investment
- Still wasn't enough





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# LESSON

## Do Fewer Things, Do Them Right

They are all definitely harder than you think

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# Community

- “Players Come First”
- Mentorship
- Trust and belief





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*“Let people fail, until they’re better than you.”*

*- Seth Godin*

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# LESSON

## Let Go

You can't be everywhere at once, nor do you want to be

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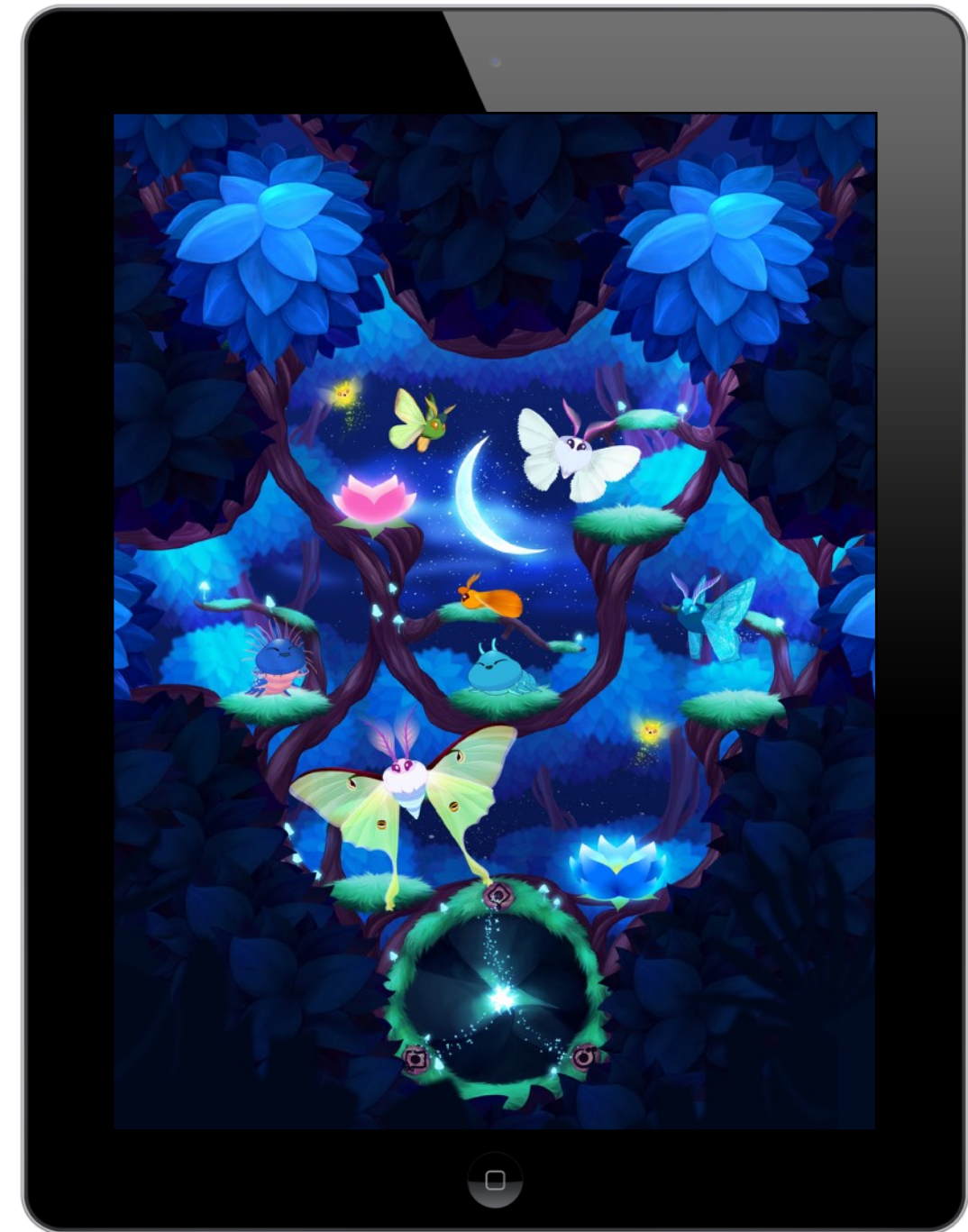
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# Phew, What Next?

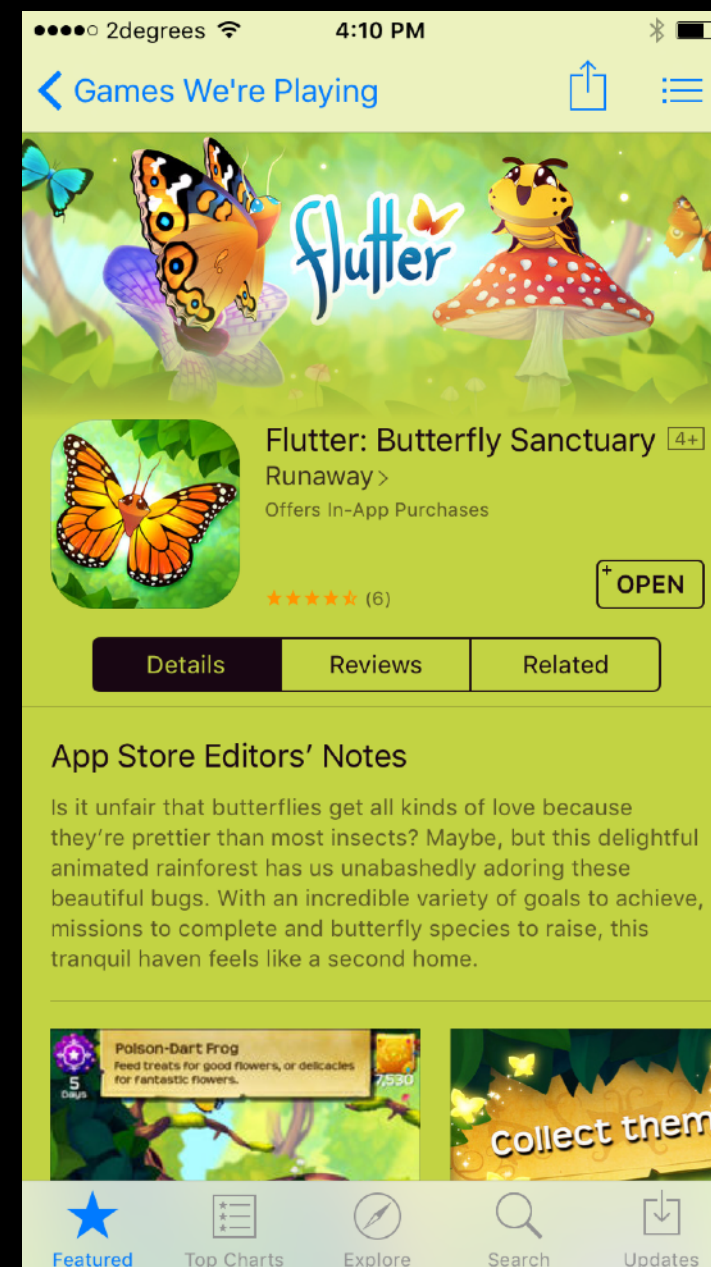
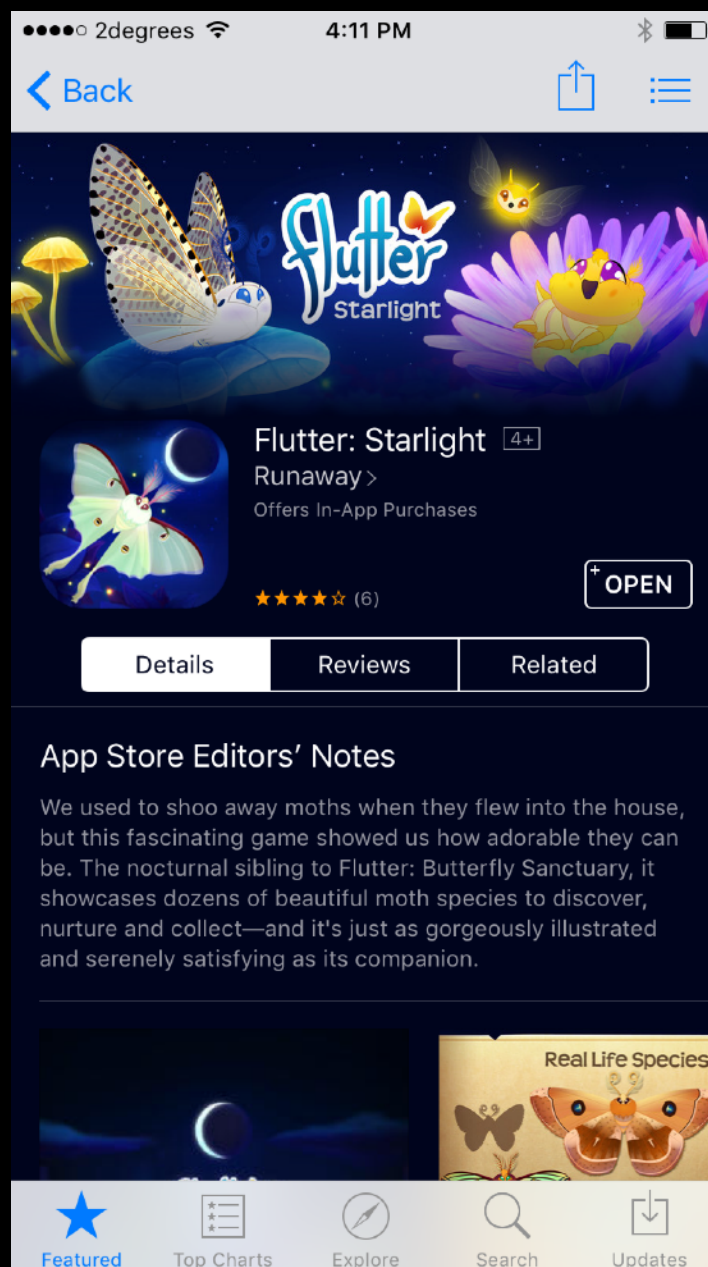
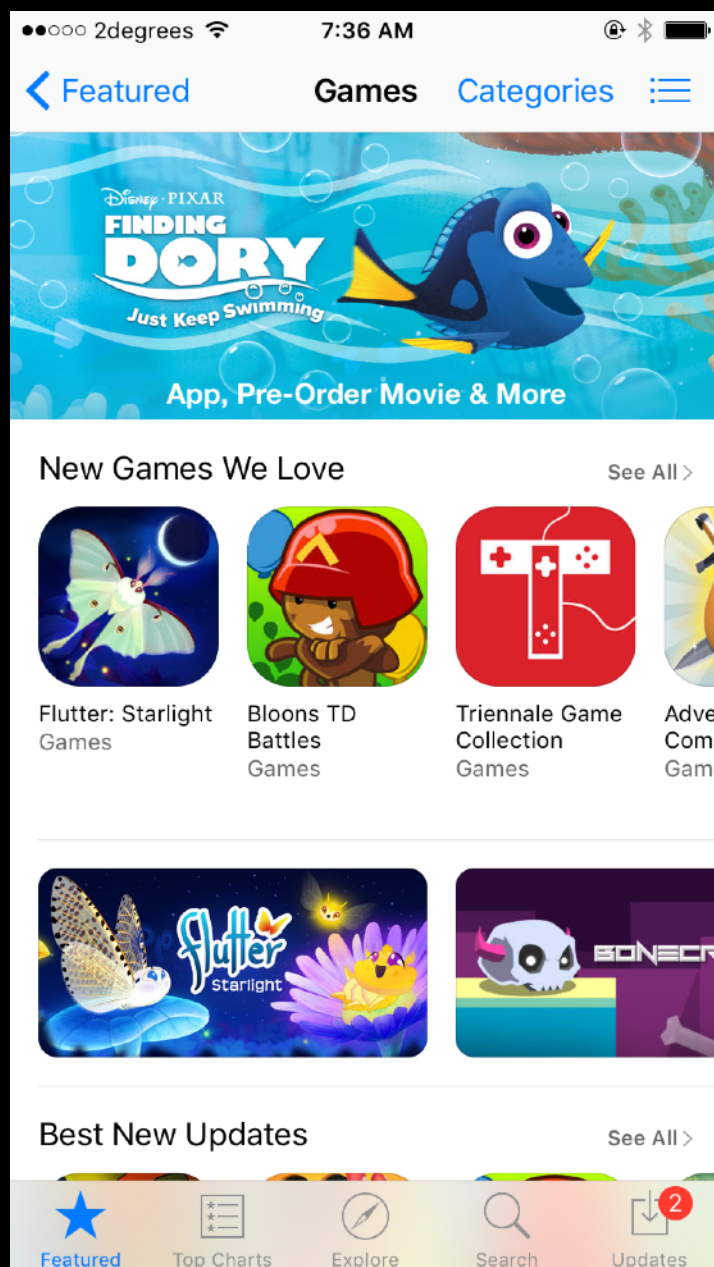
- How could we utilise our existing:
  - Audience
  - Technology
  - Design

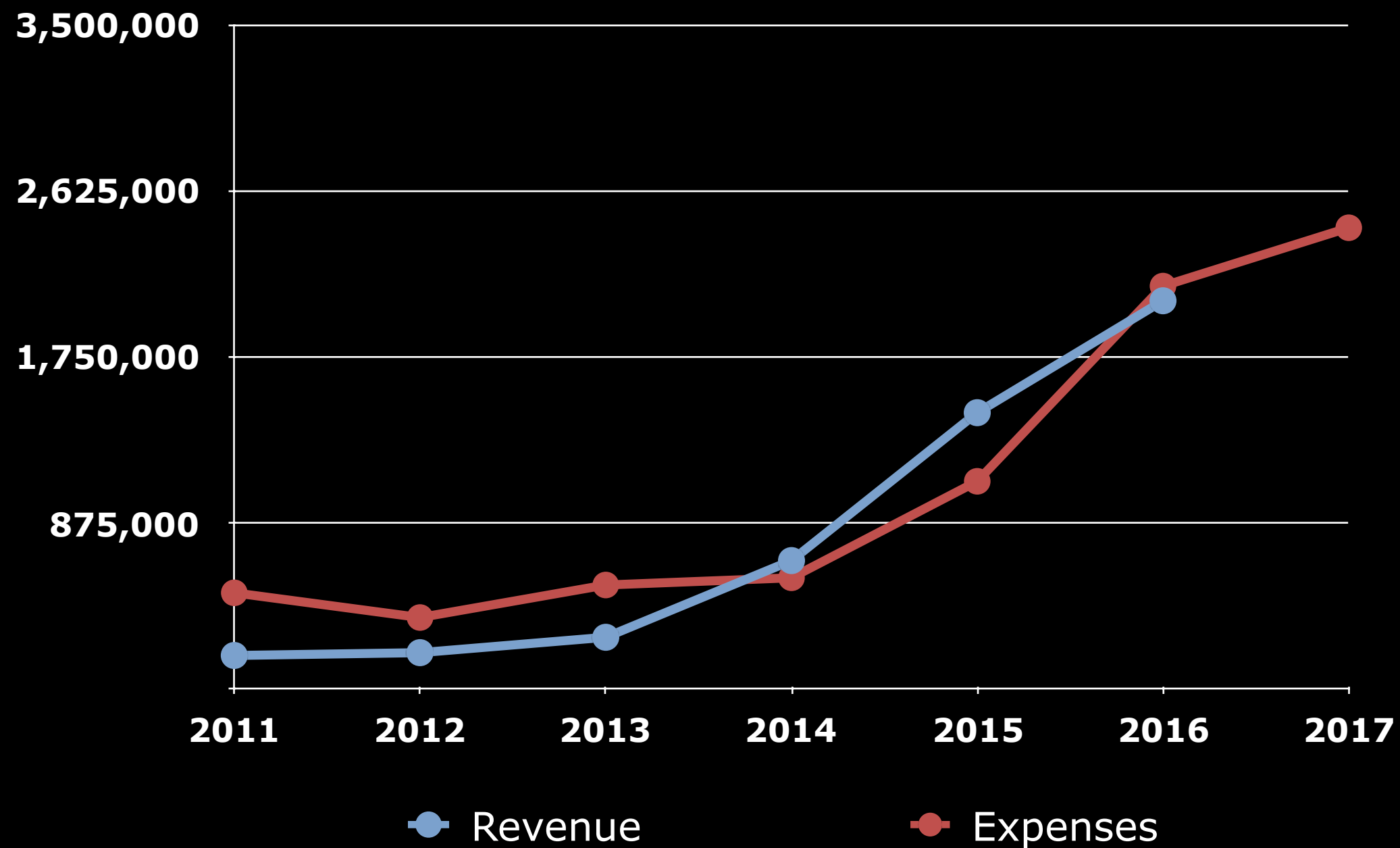


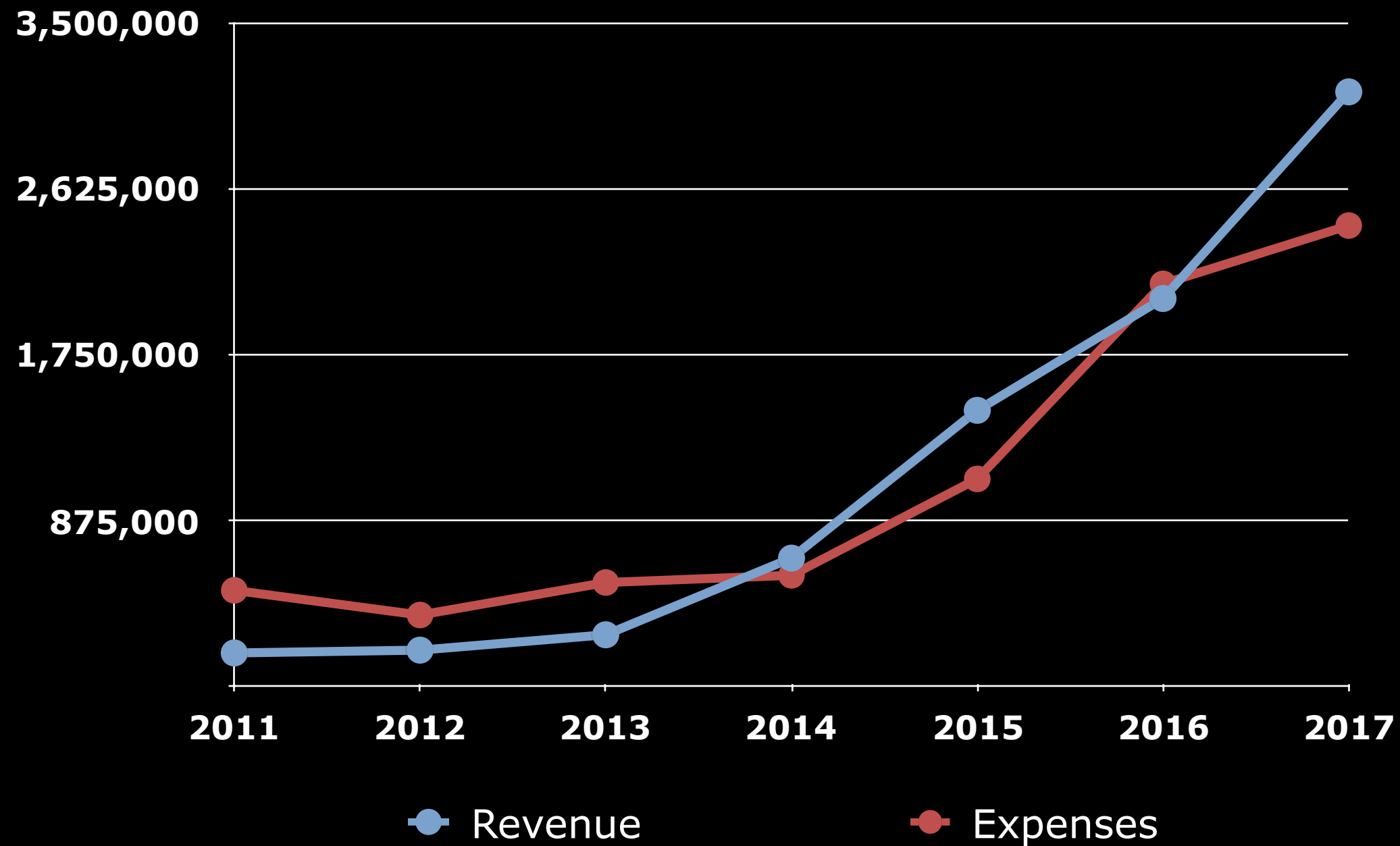


# Flutter

starlight









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# LESSON

## Play to Your Strengths

Double down on the things that are working for you

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# Summary

- Stand for something unique
- Focus on whats *most* important
- Have patience and persevere





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# Thank You!



@nixontim



@nixontim

**runawayplay.com**

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