



10 LESSONS LEARNED WORKING ON REWARDED VIDEOS





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Senior PM @ Nordeus

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ABOUT ME



ABOUT NORDEUS

Nordeus

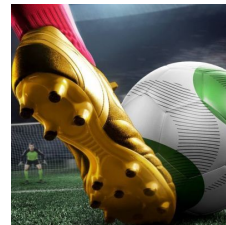
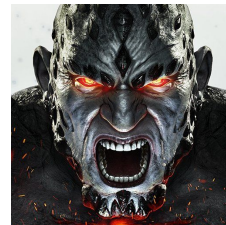
Belgrade, Serbia

160 People (13 Nationalities)

Founded In 2010

3 Live Games

Few Games In Development





ABOUT GAME



Top Eleven

F2P Football Management Game

Most Successful Online Sport Game

Released In 2010

180M Players

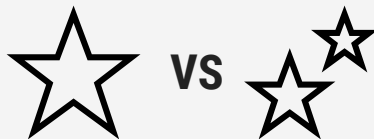
Jose Mourinho

iOS, Android, Web



NORDEUS

WHO IS HERE

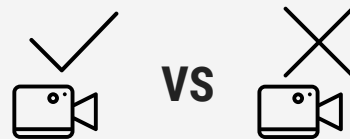


EXPERIENCE

Have previous RV experience

VS

Don't have RV experience



RV IN GAME

Don't have RV in the game

VS

Want to improve current RV



REWARDED VIDEOS AND TOP ELEVEN

What are Rewarded Videos?

95% non-IAP users in F2P games

20% engage daily

Top Eleven and Rewarded Videos.

**HISTORY OF
RV AND TE**



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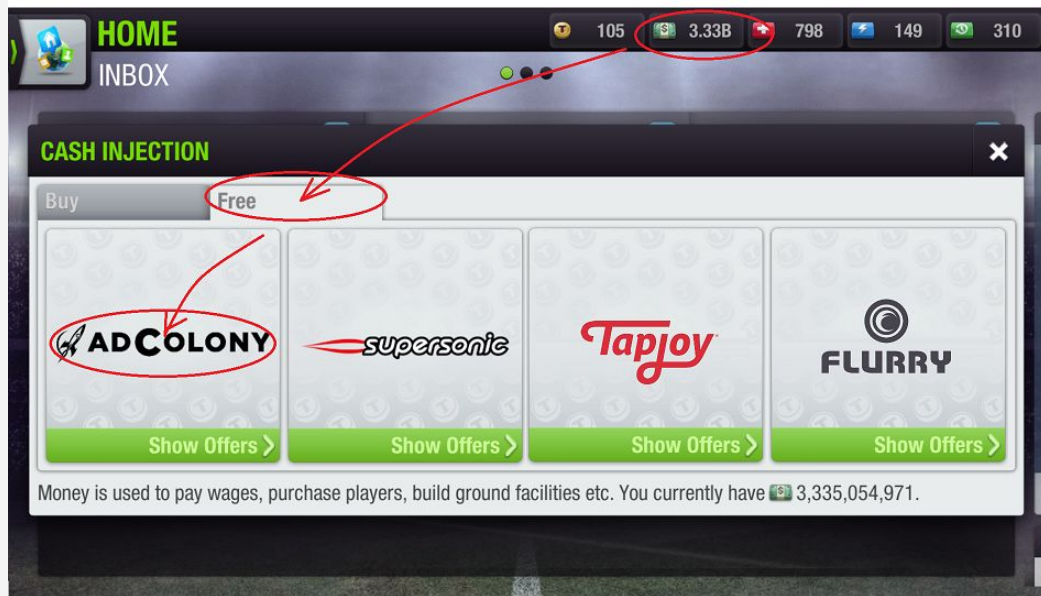
GAME CRASHES PROBLEM

10

IMPACT ON RETENTION OR IAP

OVERCOME UX LEGACY

Providers are irrelevant to users.



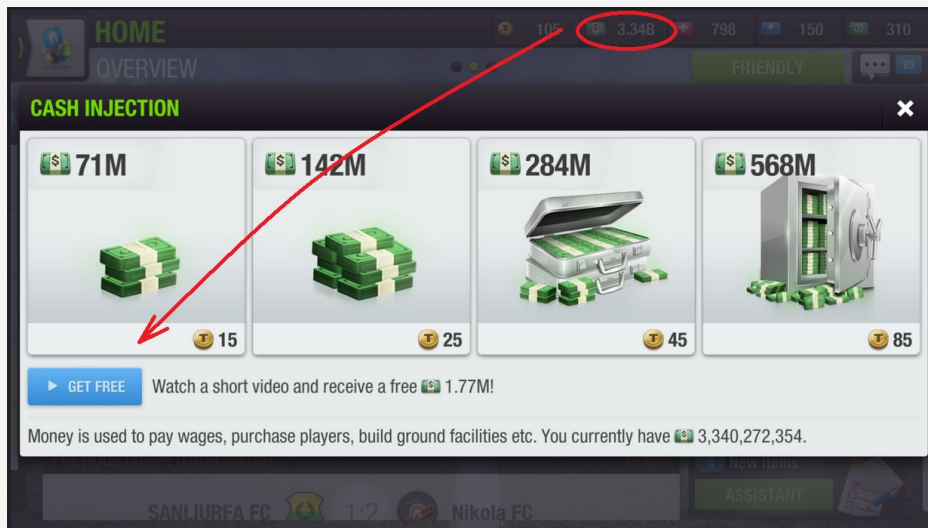
LESSON 1



NORDEUS

TOP
ELEVEN
CASE

OVERCOME UX LEGACY



SIMPLE WATERFALL
UPDATE MANUALLY



~25% RV REVENUE
INCREASED



CHOOSE PROVIDER(S)

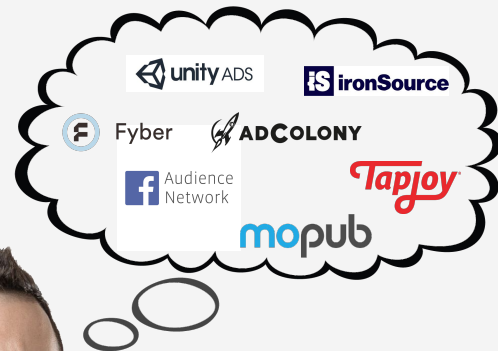
To Do List:

Good understanding of RV business

Talk to provider representatives

Talk with other developers

Check the effort with the team



LESSON 2





NORDEUS

CHOOSE PROVIDER(S)



**WE HAD 4
PROVIDERS**



**1 NEW PROVIDER
ADDED (UNITYADS)**



**~60% RV REVENUE
INCREASED**

**TOP
ELEVEN
CASE**



IMPLEMENTATION OF REWARDING SYSTEM

	Server Side	Client Side
Implementation	Harder	Easy
Prone to hacking	✗	✓
Time to Reward	Delayed	Immediately
Recommended for	PvP games Significant rewards	PvE games Small rewards

LESSON 3



NORDEUS

IMPLEMENTATION OF REWARDING SYSTEM

VALIDATION

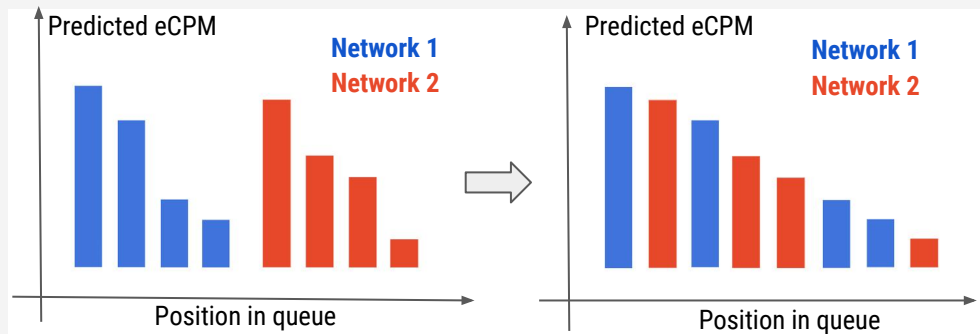
	Server Side	Client Side
Implementation	Harder	Easy
Prone to hacking	✗	✓
Time to Reward	Delayed	Immediately

TOP
ELEVEN
CASE



UX HAS BEEN IMPROVED
(REWARD USERS IMMEDIATELY) +
GAME IS NOT PRONE TO HACKING

MEDIATION



LESSON 4

	Simple Waterfall	Use Mediation
Revenue	Not optimized	Optimized
Integration effort	Small	Bigger



IN-HOUSE MEDIATION

Should we create In-House mediation?

	Third Party Mediation	In-House Mediation
Implementation	Easier	Difficult
Revenue	Optimized	More Optimized

LESSON 5



NORDEUS

TOP
ELEVEN
CASE

MEDIATION + IN-HOUSE MEDIATION



IN-HOUSE MEDIATION



~25% RV REVENUE
INCREASED



AB TEST ($\frac{1}{2}$ USER BASE EACH GROUP):
THIRD PARTY VS IN-HOUSE MEDIATION



RV REVENUE:
 $\frac{1}{3}$ THIRD PARTY VS $\frac{2}{3}$ IN HOUSE

	Third Party Mediation	In-House Mediation
Revenue	Optimized	MoreOptimized



NORDEUS

NEW ADS PLACEMENTS

Best practices:

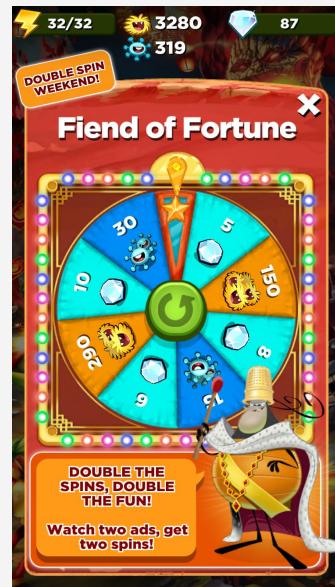
Deeply integrated into gameplay

Do not interrupt user's flow

High visibility

Attractive rewards

LESSON 6



NEW ADS PLACEMENTS - EXAMPLES

Get more lives

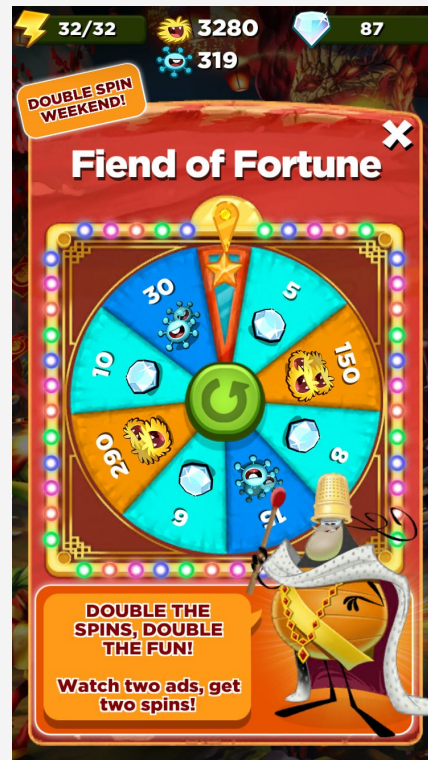


LESSON 6

NEW ADS PLACEMENTS - EXAMPLES

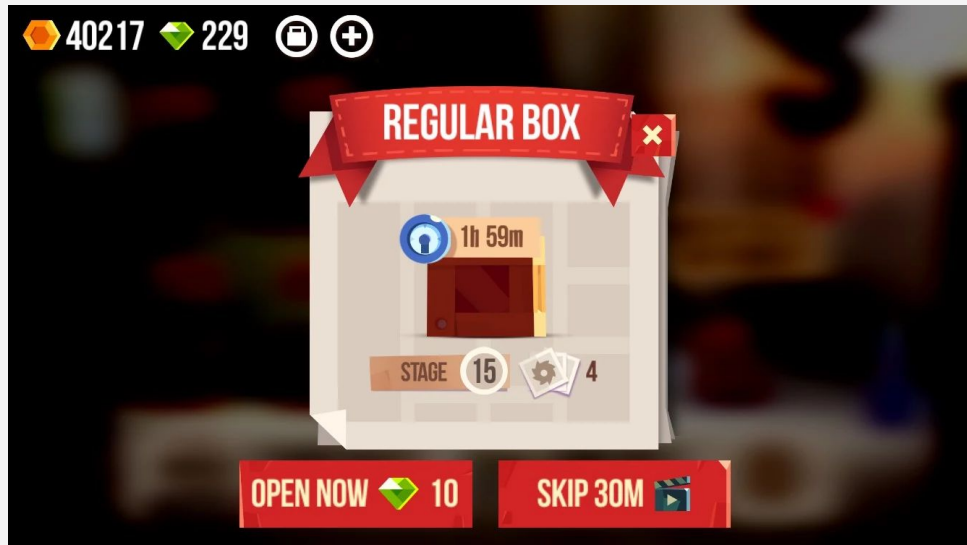
Win free items

LESSON 6



NEW ADS PLACEMENTS - EXAMPLES

Reduce waiting time



LESSON 6

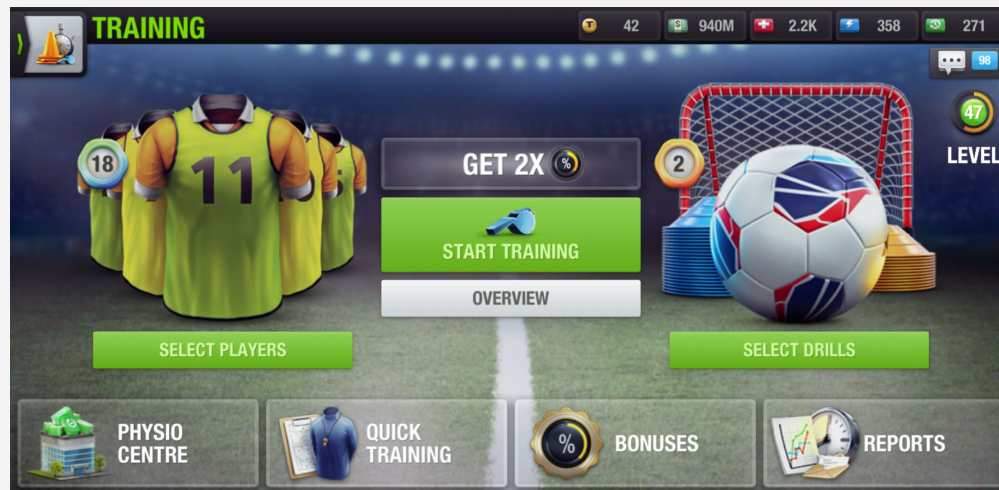


NORDEUS

TOP
ELEVEN
CASE

NEW ADS PLACEMENTS

Double the reward



~25% RV REVENUE
INCREASED



NORDEUS

TOP
ELEVEN
CASE

NEW ADS PLACEMENTS

Win boosts

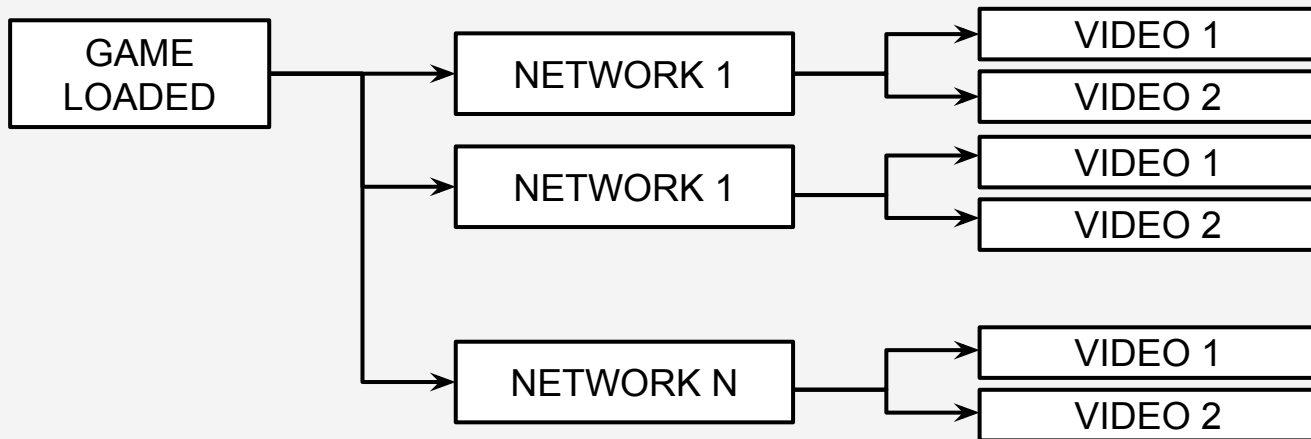
The screenshot shows a player card for Ronald Malajila. The card includes a player icon, name, team (United), quality (112% (238)), age (26), roles (DR, DMC), nationality (Zimbabwean), and special ability. Below this is an overview section with tabs for Skills, Stats, Personal trainer, Contract, and Offers. The overview section displays player stats: Weight: 82 kg, Height: 187 cm, Foot: Right. It also shows three categories: INJURIES (Injury: Fit), MORALE (Very good), and CONDITION (99%). At the bottom, there is a text prompt: 'Use Health Packs to speed up the recovery of your player' and three buttons: a red 'X' button, a blue 'FREE' button, and a green 'Hire' button with a lightning bolt icon and the number 1.



~4% RV REVENUE
INCREASED

PROBLEM WITH BANDWIDTH

Our game spends whole users data plan without watching any video!



LESSON 7



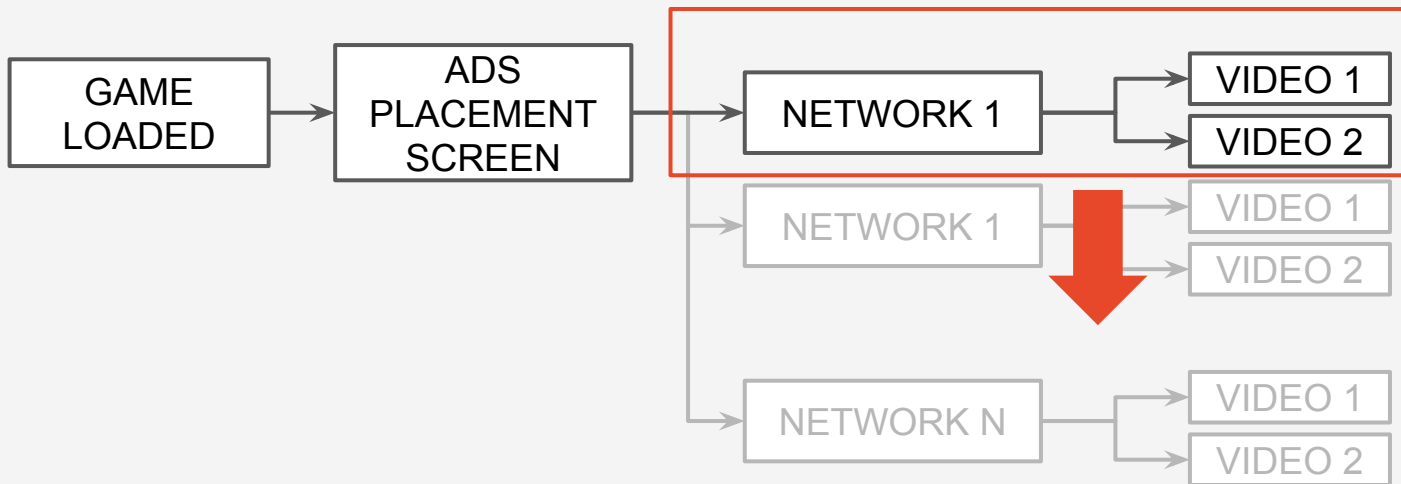
NORDEUS

TOP
ELEVEN
CASE

PROBLEM WITH BANDWIDTH



NEW IMPLEMENTATIONS



ONLY 1-2 VIDEOS ARE CACHED



APP SIZE LIMIT

Integrating more ad networks inflates app size

Why app size matters:

Over 100MB game

Install conversion rate drops: 30% to 60%

UA cost increases!

LESSON 8



NORDEUS

APP SIZE LIMIT



DO NOT GO OVER THE LIMITS



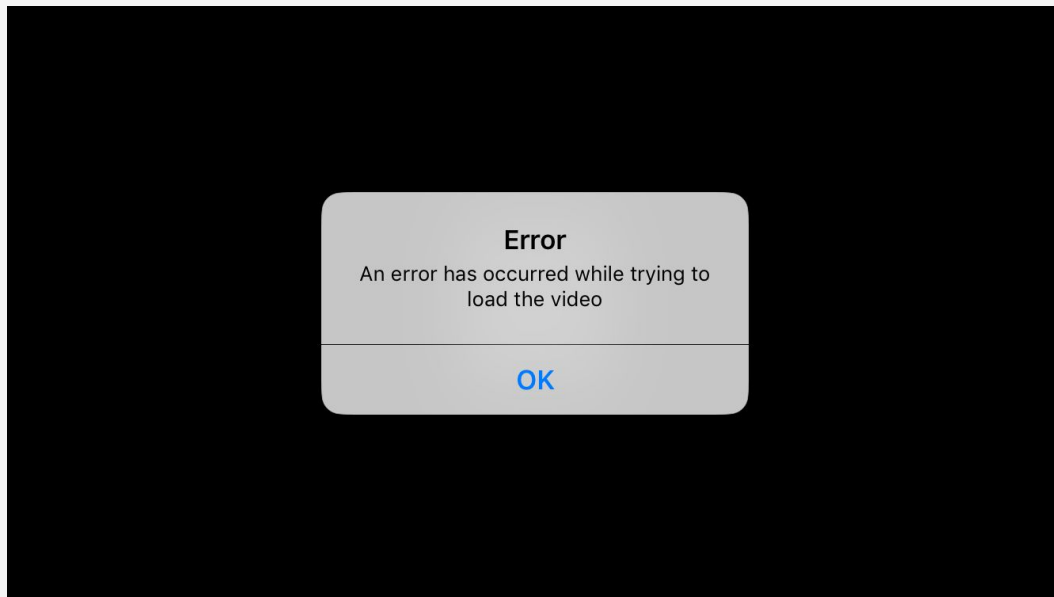
**UPDATE SDK COLLECTIONS FROM
TIME TO TIME**

**TOP
ELEVEN
CASE**



GAME CRASHES

Each SDK causes 1-2% increase in game crashes.



LESSON 9



NORDEUS

GAME CRASHES



**IMPLEMENTED SYSTEM THAT
DYNAMICALLY TURN OFF
SPECIFIC PROVIDER**

**TOP
ELEVEN
CASE**



IMPACT ON RETENTION & IAP REVENUE

Hypotheses:

Rewarded videos can hurt retention!

Rewarded videos can cannibalize IAP!

LESSON 10



NORDEUS

**TOP
ELEVEN
CASE**

IMPACT ON RETENTION & IAP REVENUE



**A/B TEST ONLY FOR NEW USERS
(WITH RV VS WITHOUT RV)**



28 DAYS



**NO SIGNIFICANT DIFFERENCE ON
RETENTION AND MONETIZATION**



FUTURE OF REWARDED VIDEOS

30% of mobile revenue

Digital ad spend > TV ad spend

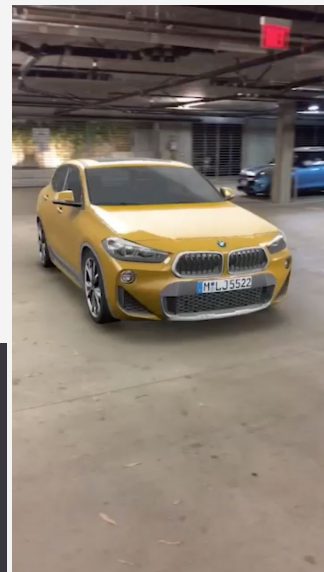
RV Evolve

Interactive (Playable) Ads

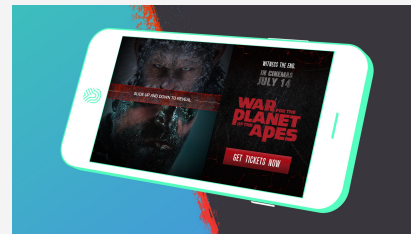
Rich Endcard

VR/AR

Header bidding Technology



**BONUS
LESSON**





SUMMARY

01

OVERCOME UX LEGACY

+25%

02

PROVIDER(S) SELECTION

+60%

03

IMPLEMENTATION

04

MEDIATION

05

IN-HOUSE MEDIATION

+25%

06

NEW PLACEMENTS

+25% **+4%**

07

BANDWIDTH PROBLEM

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APP SIZE PROBLEM

09

GAME CRASHES PROBLEM

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IMPACT ON RETENTION OR IAP



THANK YOU

Nebojsa Djuric



djuxy