

SHIFTING GEARS

Incorporating Subscriptions to Increase In-Game Revenue

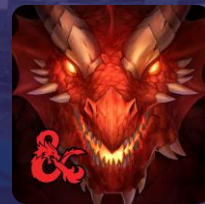
with Maggy Larouche, Senior Producer/Brand Manager

How could you generate a new source of revenue?

WHO ARE WE?



OUR GAMES



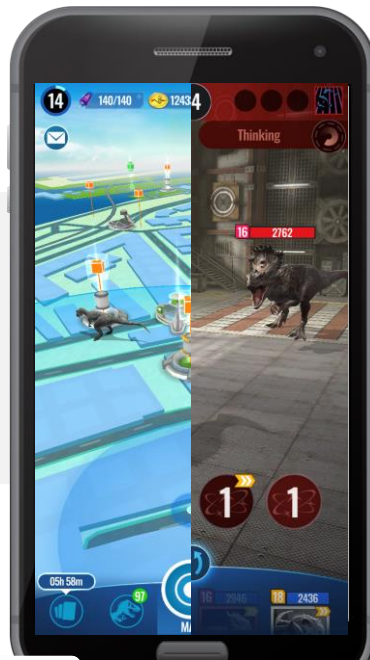
OUR LIVE GAMES



Builder



Builder



Geo/Strategy



Match 3



RPG

OVERVIEW

Generated

1M

In gross revenues the
first week

Accounts for

Up to 30%

Of our gross revenues

Increase by

33%

Player's Lifetime

LET US START...

Generated

1M

In gross revenues the
first week

Accounts for

Up to 30%

Of our gross revenues

Increase by

33%

Player's lifetime

THE BEGINNING

Our president implemented subscription almost a decade earlier and had seen really good results.

Introduced in 2016 in Jurassic World The Game even before support was made available.

SUMMER 2016



US\$1M

in the 1st week



Community backlash over exclusive content

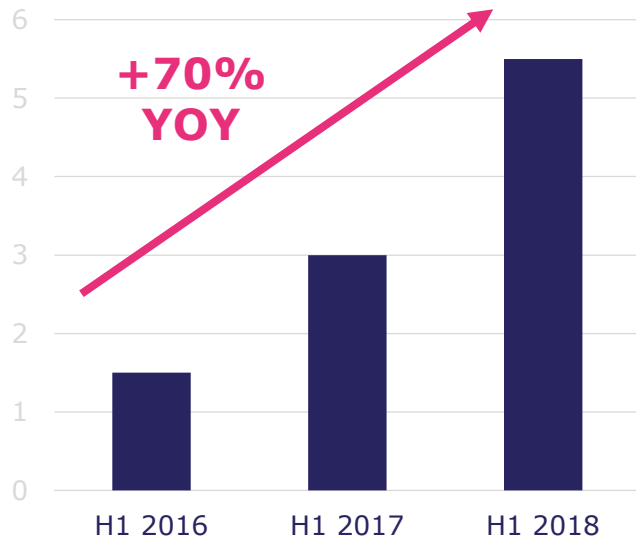


Cannibalized IAP over the years

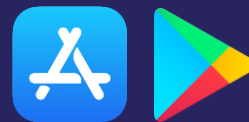


It lead us to be a leader in a market in explosion

MARKET EXPLOSION



Global growth in game subscriptions year-over-year in the **double to triple digits** on Google Play and Apple store.



NEXT...

Generated

1M

In gross revenues the
first week

Accounts for

Up to 30%

Of our gross revenues

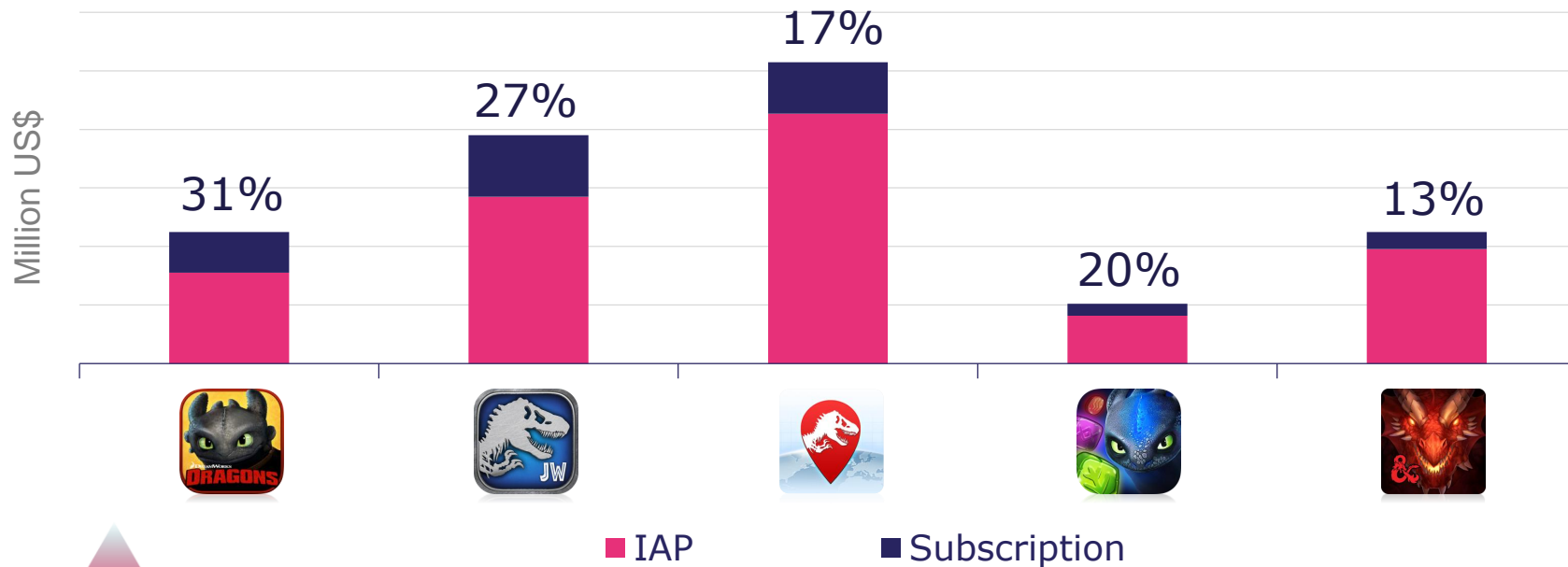
Increase by

33%

Player's lifetime

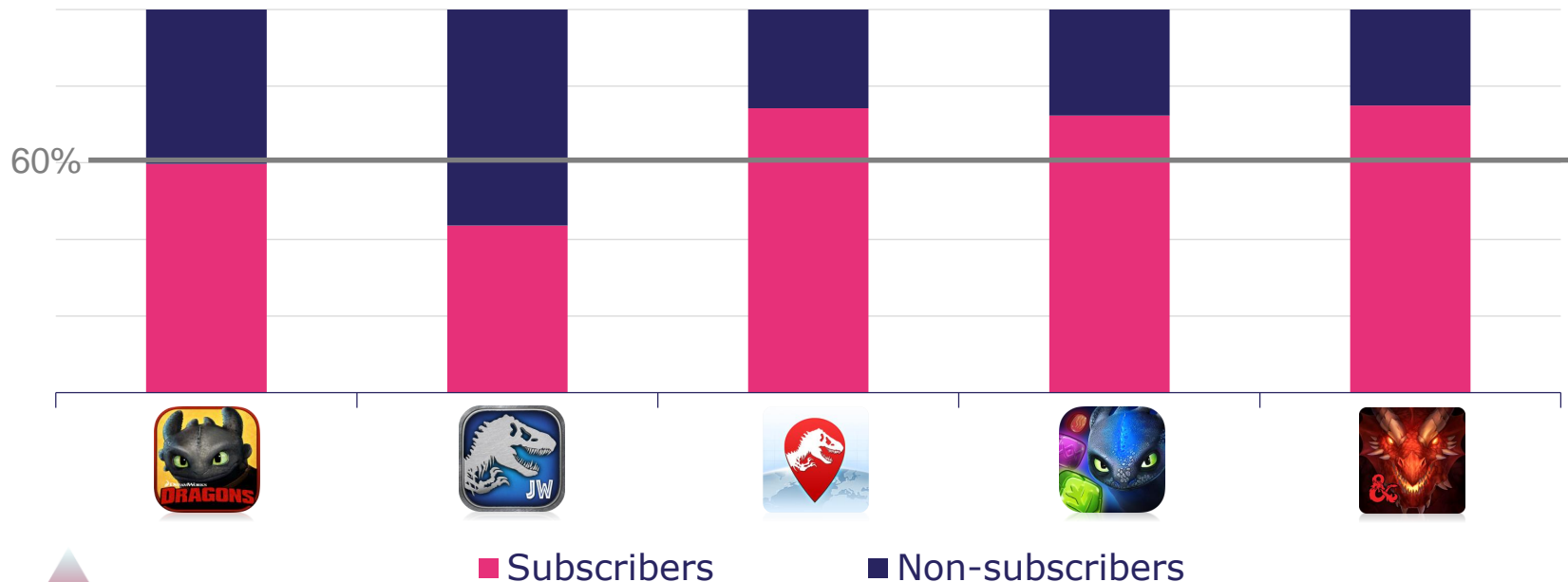
INCREASE REVENUE

By over 13% across all titles



SUBSCRIBERS BUY MORE

Over 60% of our gross revenue



NEXT...

Generated

1M

In gross revenues the
first week

Accounts for

Up to 30%

Of our gross revenues

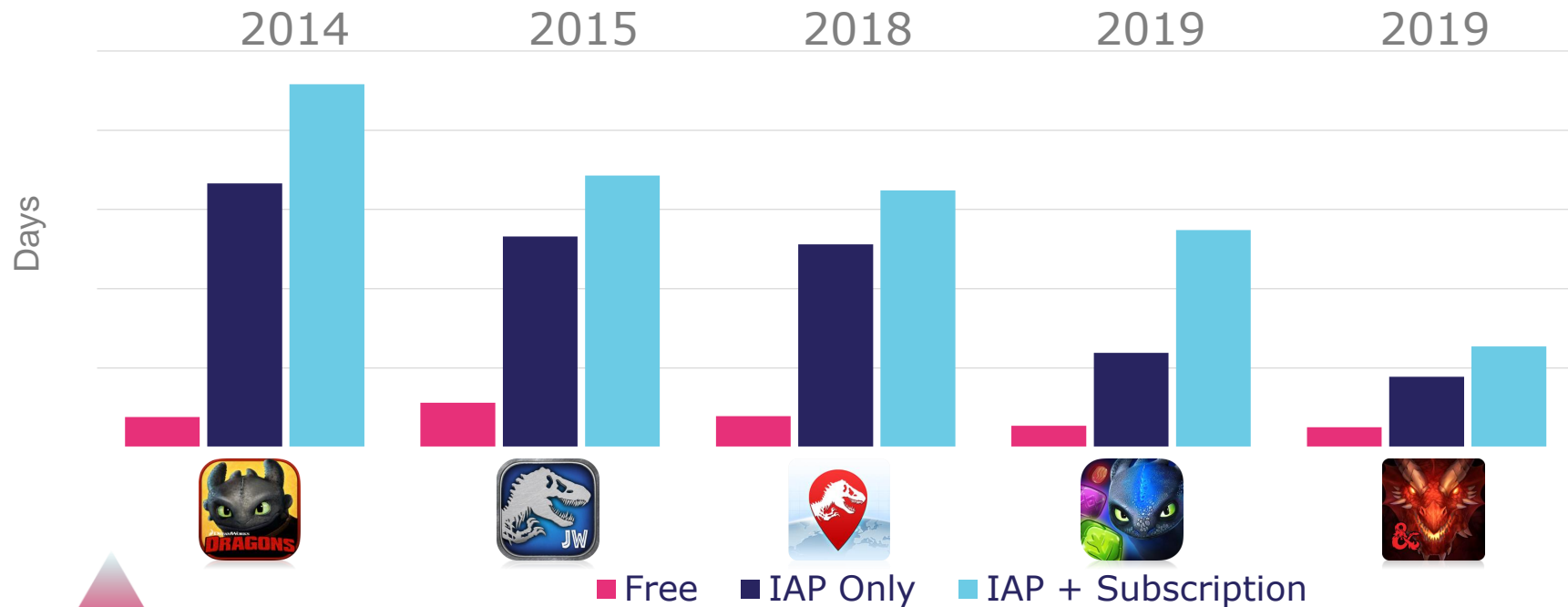
Increase by

33%

Player's lifetime

PLAYER'S LIFETIME

Increase player's lifetime by 33%



The GDC logo is positioned at the top center of the slide. It consists of the letters 'GDC' in a white, bold, sans-serif font, set against a dark blue diamond-shaped background. The entire slide has a teal background with decorative geometric elements: thin white lines forming an 'X' shape, small white squares in the corners, and a large pink triangle at the bottom center.

GDC

A thick, solid pink vertical bar is located on the left side of the slide, partially overlapping the white text box.

BEST PRACTICES

& Lessons learned

GAME DEVELOPERS CONFERENCE
MARCH 16–20, 2020 | #GDC20

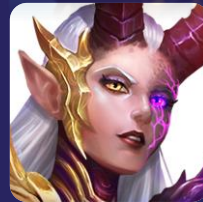
THE 3 MAIN APPROACHES



Pay wall



Metered



Mixed

BEST PRACTICES

1

CRAFT

your offer
thoughtfully

2

FOCUS

on
discoverability
& conversion

3

OPTIMISE

your retention

1

CRAFT

Your offer thoughtfully

IN EVERY FEATURE

▶ One-time gift

▶ Exclusive battles and events

▶ Exclusive DNA production site

▶ Loyalty points x2

▶ Custom trades

▶ Improved daily mystery packs

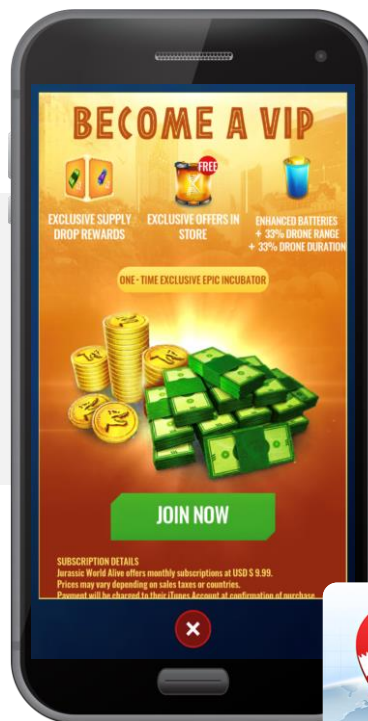
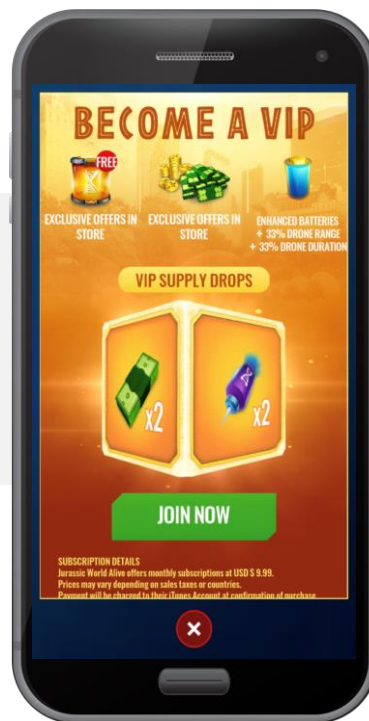
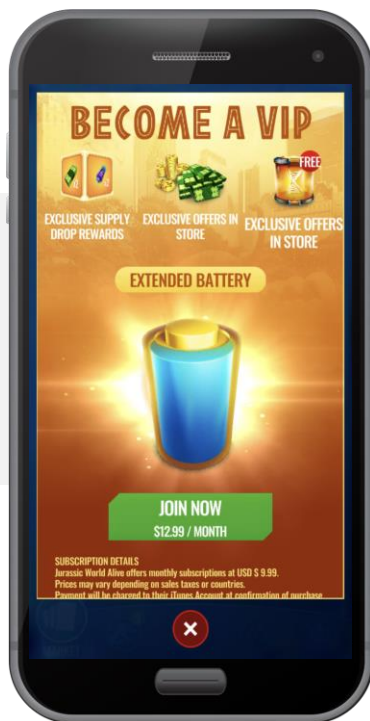
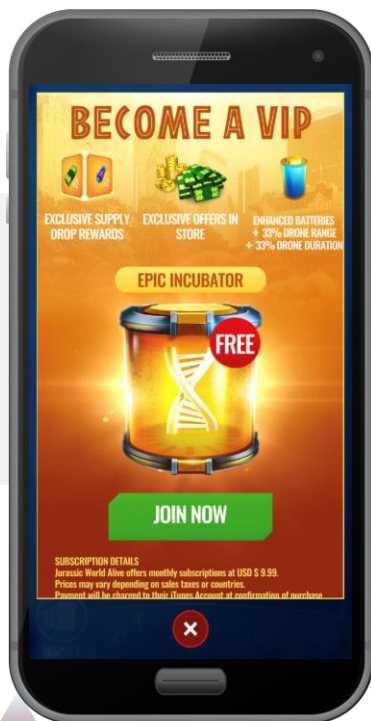
▶ Exclusive creatures in the store

▶ More ways to gain S-DNA

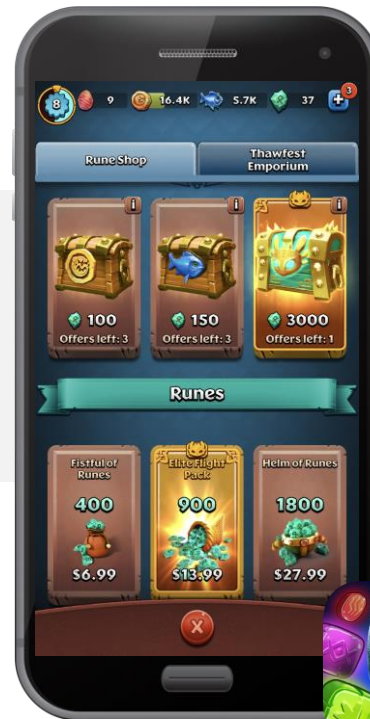
▶ And more



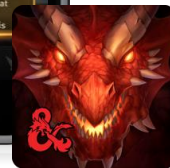
LESS IS MORE



LESS IS MORE



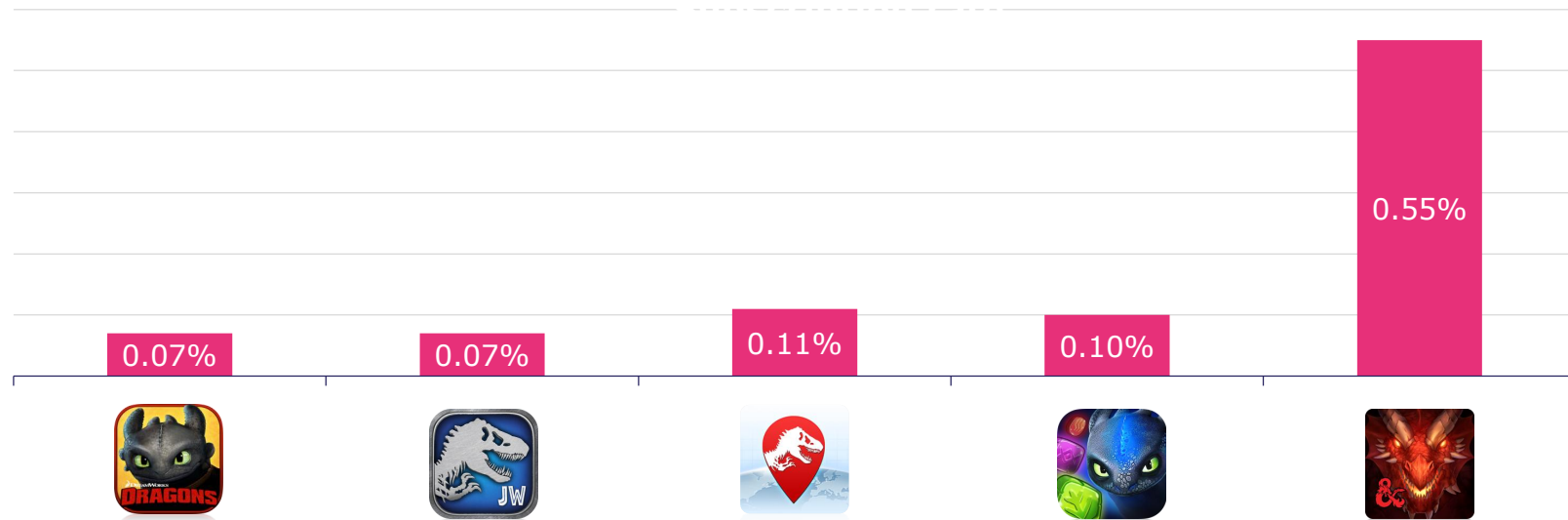
LESS IS MORE



IMPROVED CONVERSION

By 30% across all our more recent titles

Daily Conversion Rate



EXCLUSIVITY



MAKE LIFE EASIER

Seek opportunities
to improve player's life



CARVE

A Distinct Offer



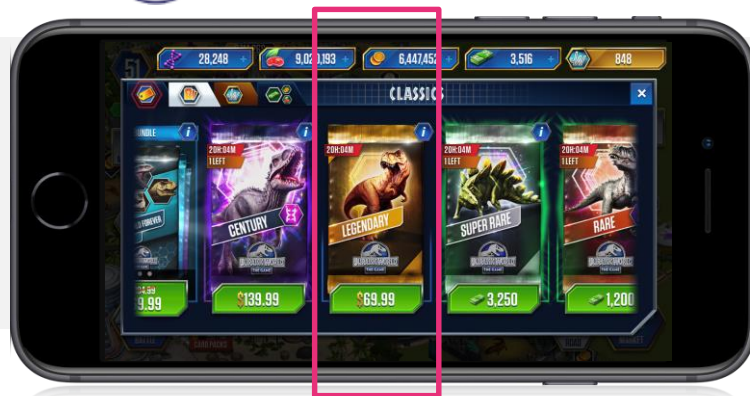
TRADER



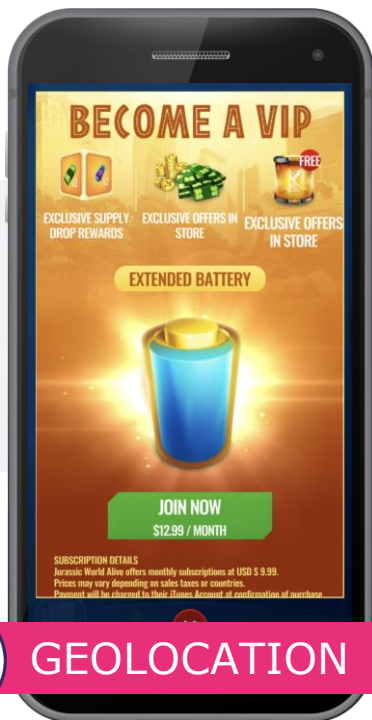
VS



STORE

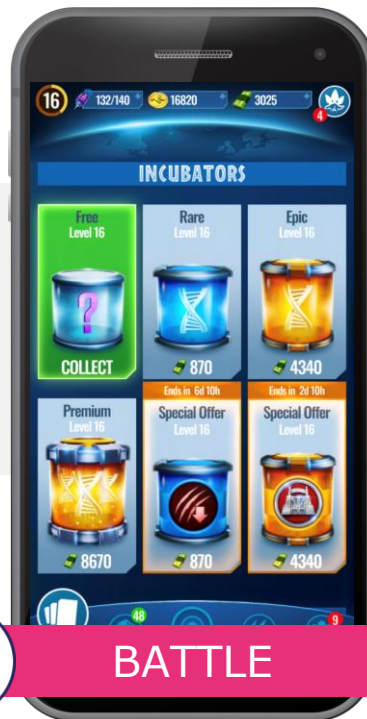


PRODUCT IDENTITY



GEOLOCATION

VS



BATTLE



2

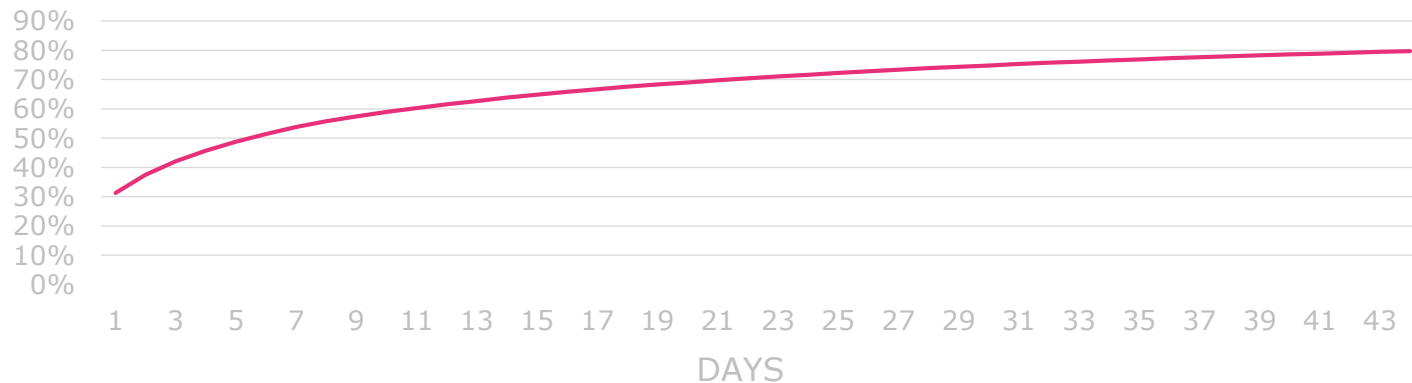
FOCUS

On Discoverability and
Conversion

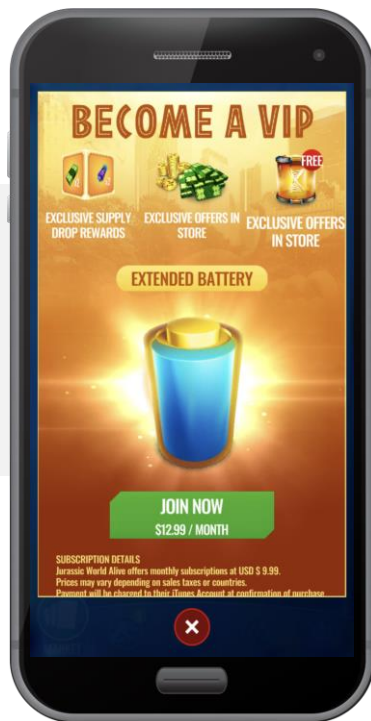
CONVERT EARLY

50% of subscribers convert within 5 days

Cumulative % of VIP conversion over time



COMMUNICATE CLEARLY

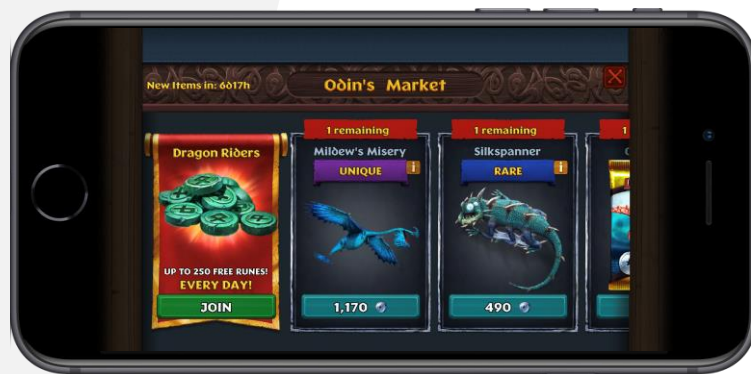
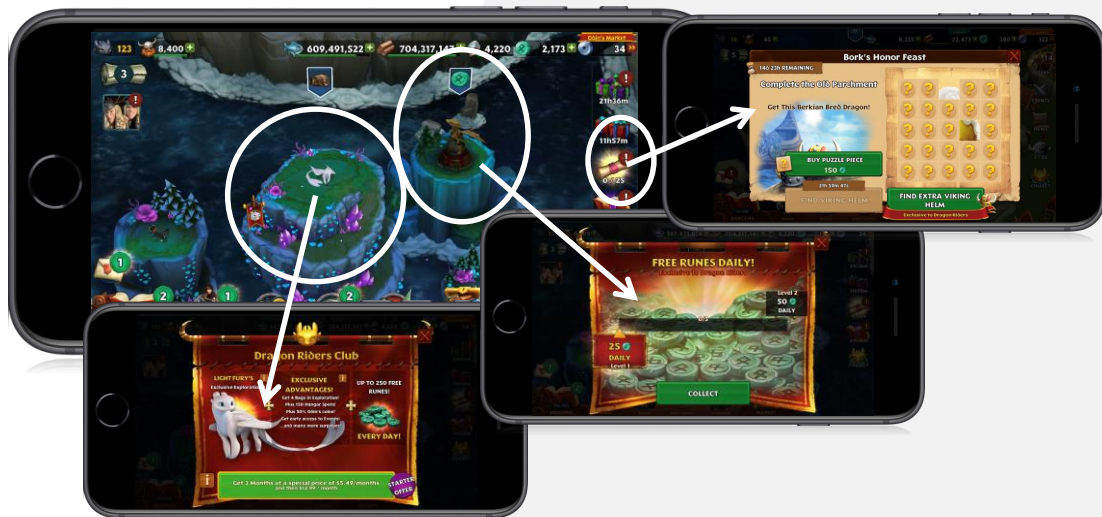


BETTER SHOW

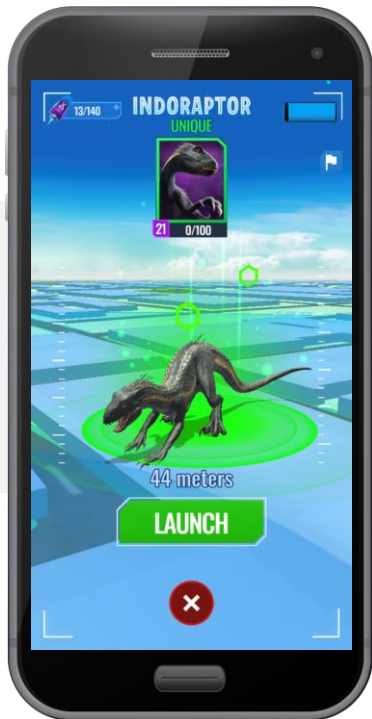
Than Tell

In Game

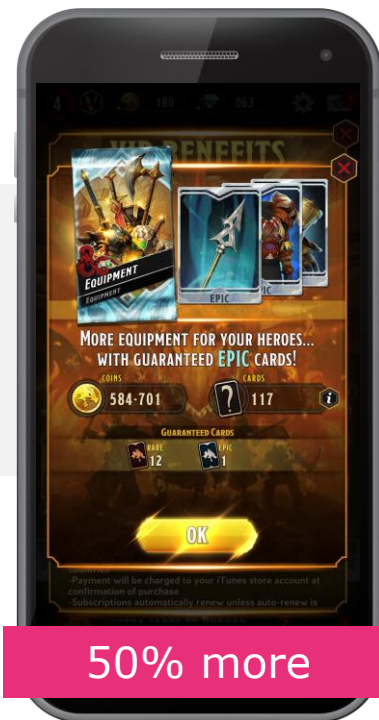
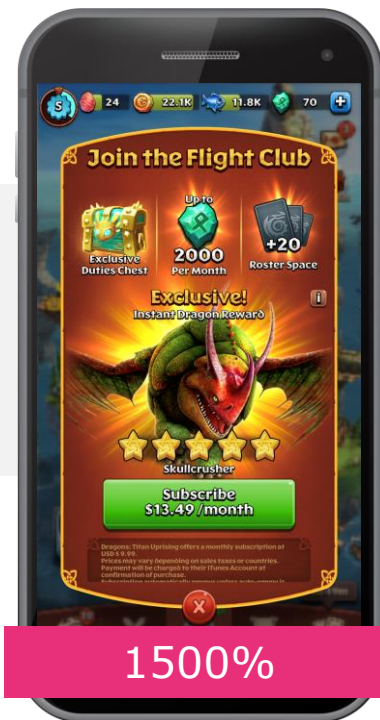
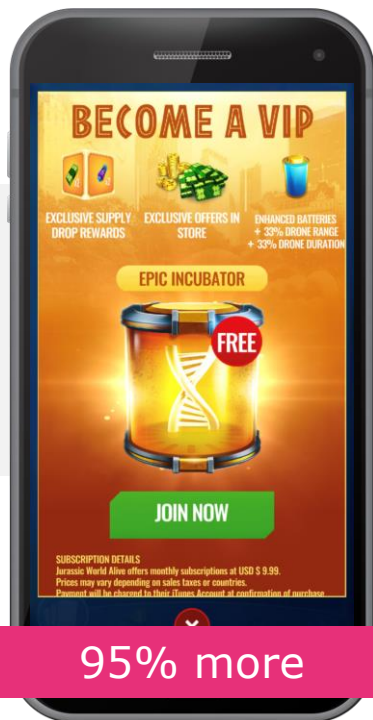
In Store



USE LIVE OPS

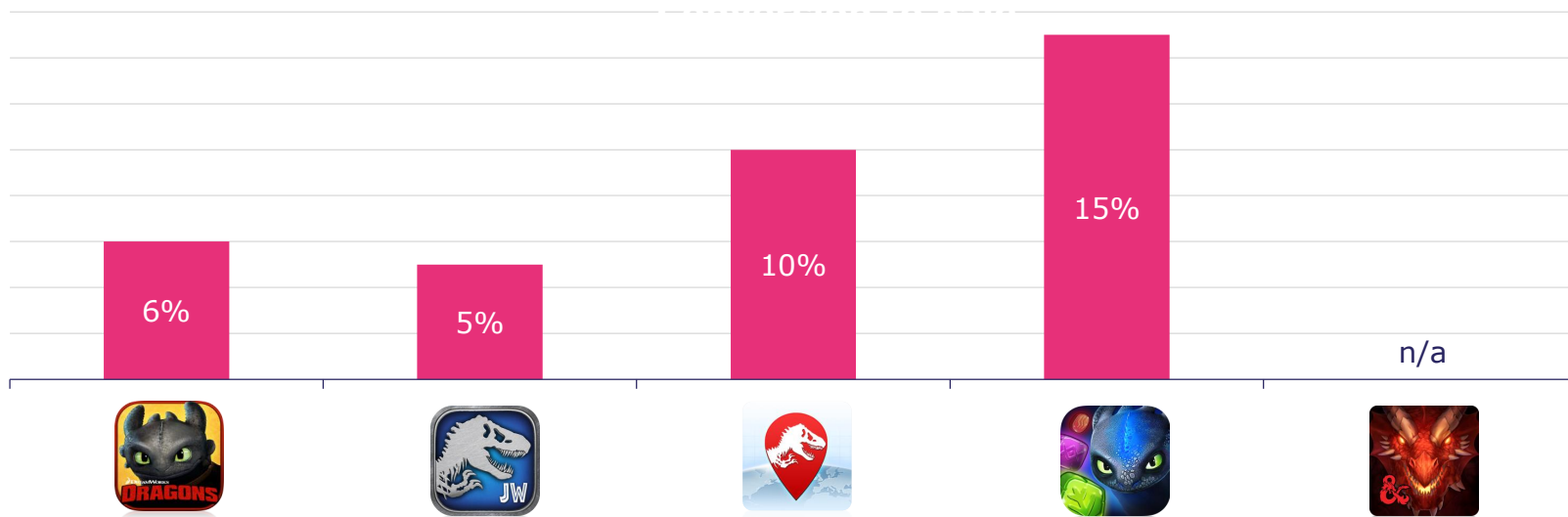


INITIAL PURCHASE



FREE TRIAL

Increase paying subscribers by at least 5%



ITERATE ON VISUALS

Improve conversion with appealing visuals



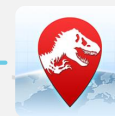
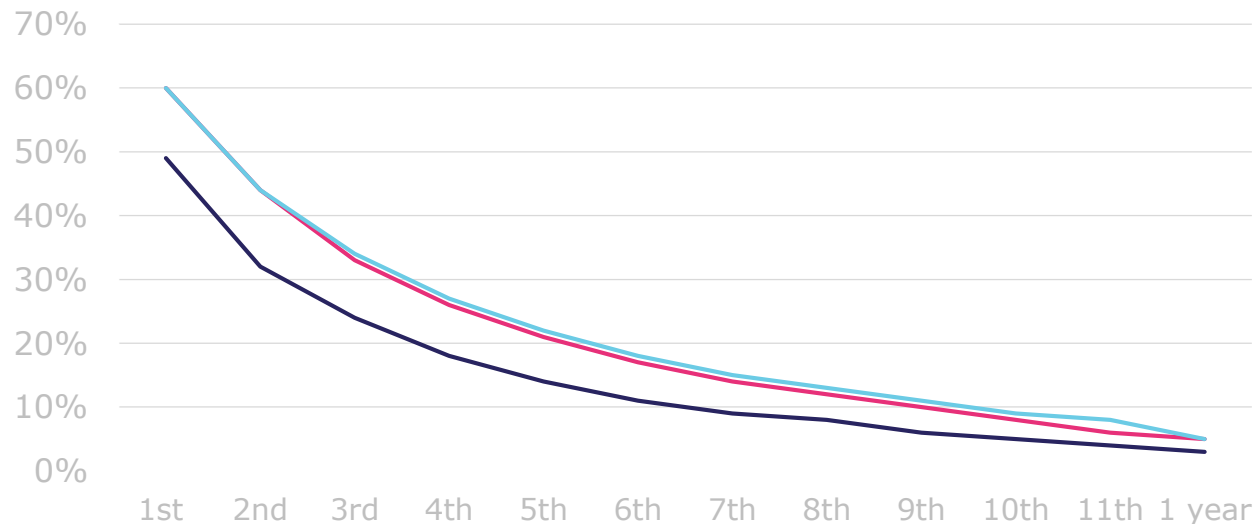
3

OPTIMISE

Retention

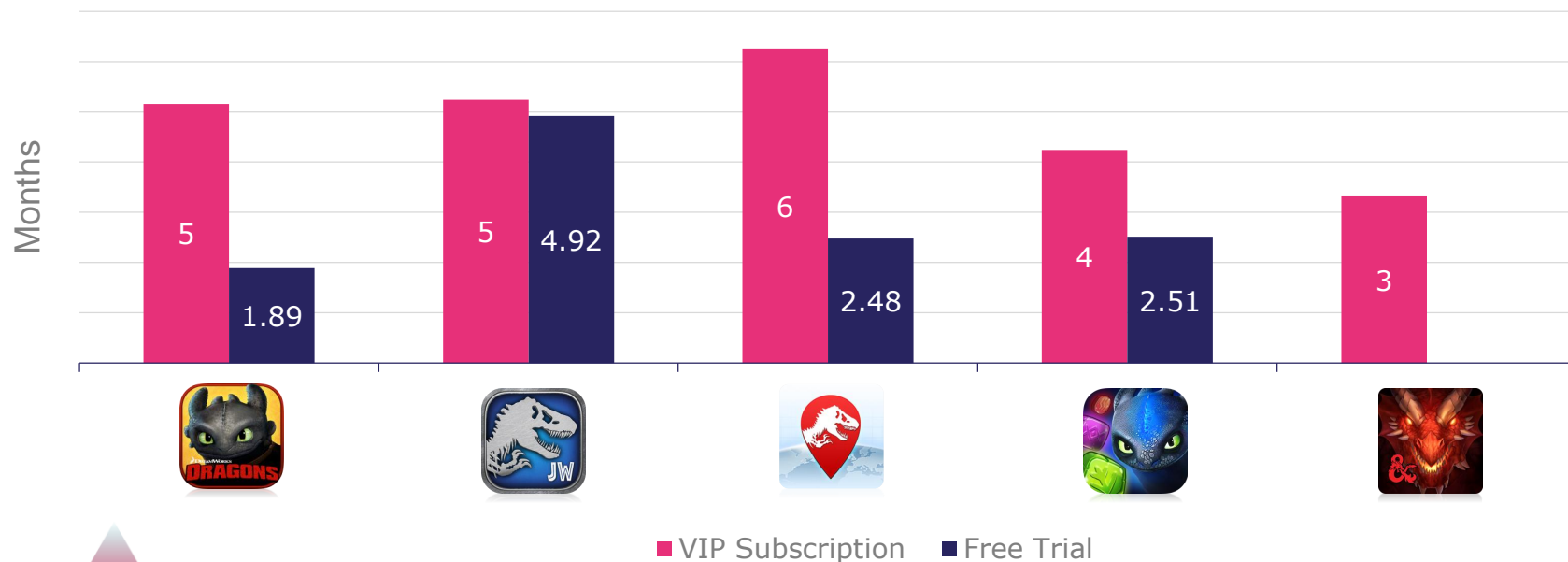
RENEWAL RATES

Renewal rate month over month



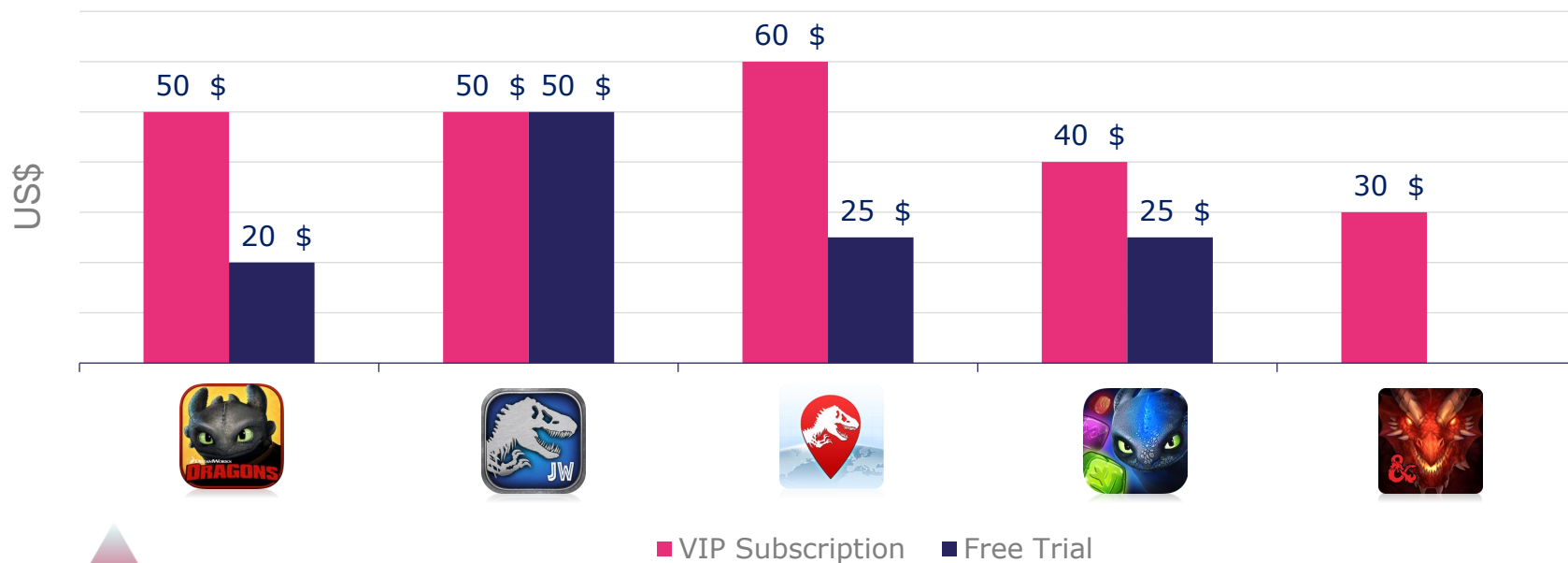
SUBSCRIPTION DURATION

standardize around 5 months on average



SUBSCRIPTION REVENUE

standardize around 5 months on average



OPTIMIZE

The entire flow and capitalize on available levers

Winback



Conversion



Free trial

Renewal

Engagement

Retry billing



Grace period

PRICING EXPLORATION

All our products: 10\$

Higher price affected our ratings negatively



The GDC logo is positioned at the top center of the slide. It consists of the letters "GDC" in a white, bold, sans-serif font, set against a dark blue diamond-shaped background. The overall slide background is a teal color with various geometric patterns, including a large white outline of a right-pointing triangle on the left, a solid pink vertical bar, and a pink-to-blue gradient triangle at the bottom center. There are also small decorative elements like squares and diamonds scattered across the corners.

GDC

The title "OTHER Lessons Learned" is centered on the slide. The word "OTHER" is in a large, bold, dark blue sans-serif font and is contained within a white horizontal rectangular bar. Below this bar, the words "Lessons Learned" are written in a white, sans-serif font. To the left of the text is a solid pink vertical bar, and to the far left is a large white outline of a right-pointing triangle.

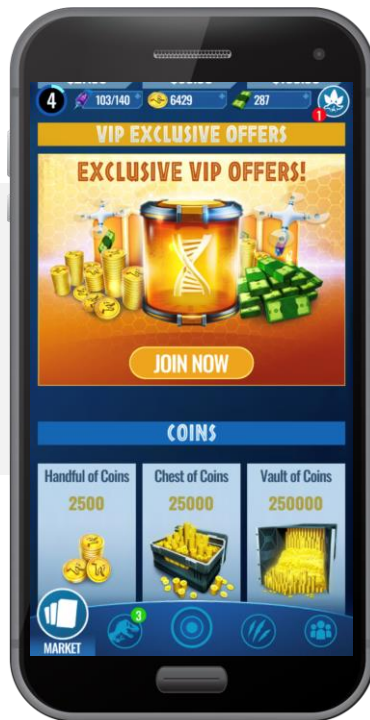
OTHER

Lessons Learned

The footer text is located at the bottom center of the slide. It includes the text "GAME DEVELOPERS CONFERENCE" in a bold, dark blue sans-serif font, followed by "MARCH 16-20, 2020 | #GDC20" in a smaller, white sans-serif font. The text is positioned above a pink-to-blue gradient triangle that points upwards.

GAME DEVELOPERS CONFERENCE
MARCH 16-20, 2020 | #GDC20

SUBSCRIBERS ONLY



CAUTION

Subscription requires:

▶ Significant Backend

▶ Continuous development



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GDC

CONCLUSION

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KEY LEARNINGS

2016

Added post-launch

Exclusive content

Provided many benefits

Static golden visual

Upsell everywhere

n/a

2020

Available from day 1

Provide ease of use

Include less features

Animate visuals

Add Live ops components

Add subscriber-only IAP store

FUTURE



CONTINUE

To experiment
with this model

Including Currency
Subscription
and Battle Passes



SUPPORT

new features

Introduced by Apple
& Google

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GDC

THANK YOU

Email: mlarouche@ludia.com

GAME DEVELOPERS CONFERENCE

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