

writing for socially networked games

gabe zichermann, ceo rmbr
christopher cunningham, cco rmbr





about us





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gabe zichermann, CEO

co-founder of trymedia (99-05, sold MVSN),
former cmo @ Boonty, social/games expert,
author, frequent speaker and blogger
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christopher cunningham, CTO

co-founder of trekmail (01-05, sold visto),
web/mobile expert, team leader, author,
speaker





You are already using **Prized Collection**.

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prized collection (fb) lets you buy, sell and steal your friends photos as you populate your “art gallery” (aka Top Photos)

social networks matter

🔸 **usage:** 100 million + active players

🔸 **engagement:** top social games have ~1M players per day

🔸 life cycles seem short: <9 months

🔸 **meme strength:** top of mind among investors, reporters, influencers

🔸 **revenue:** ?? though growing under the radar

🔸 **narrative form:** emerging

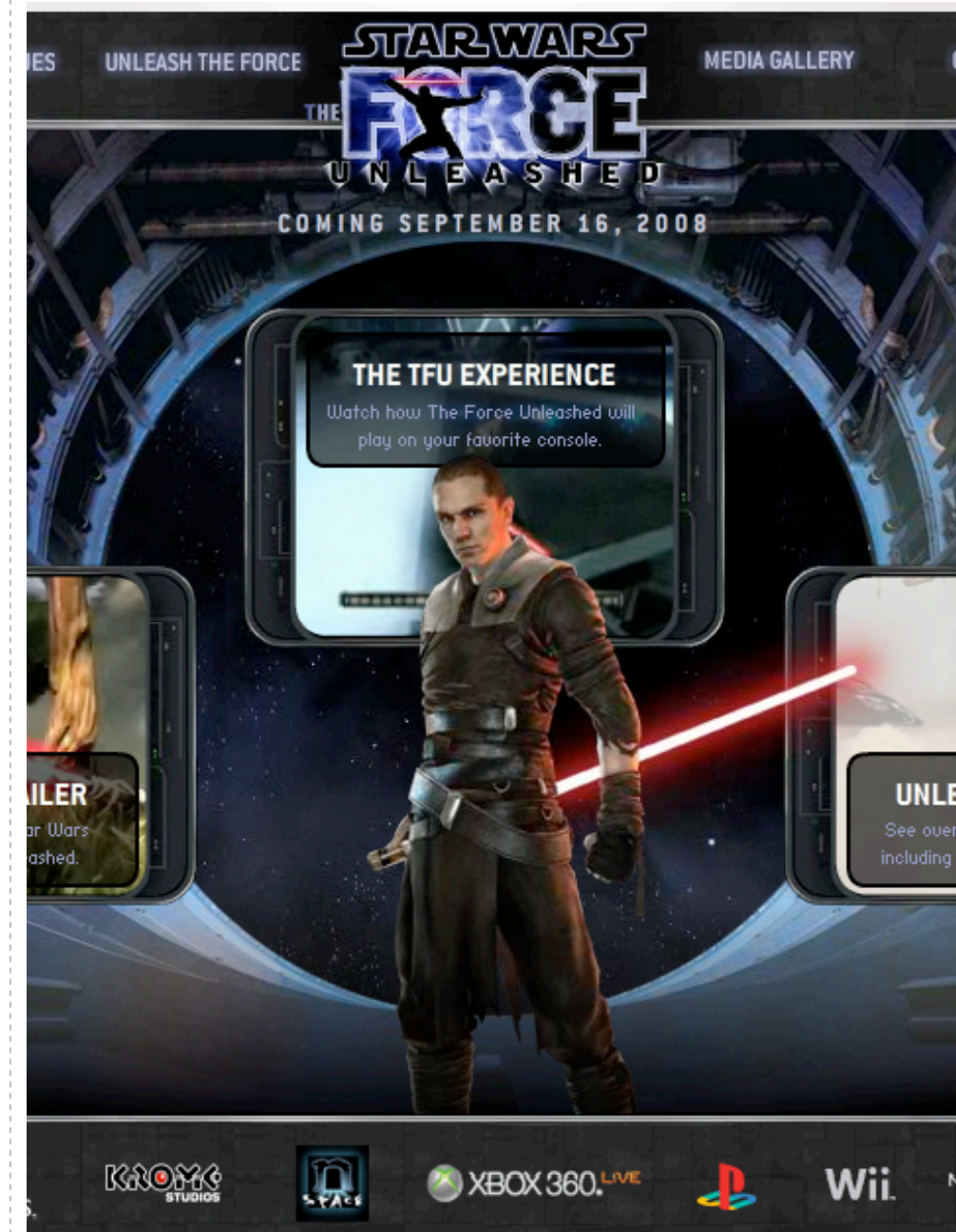
traditional game narratives

setting / backstory

external characters

the player

challenges



social game narratives

realism

flirtation/socializing

user generated stories



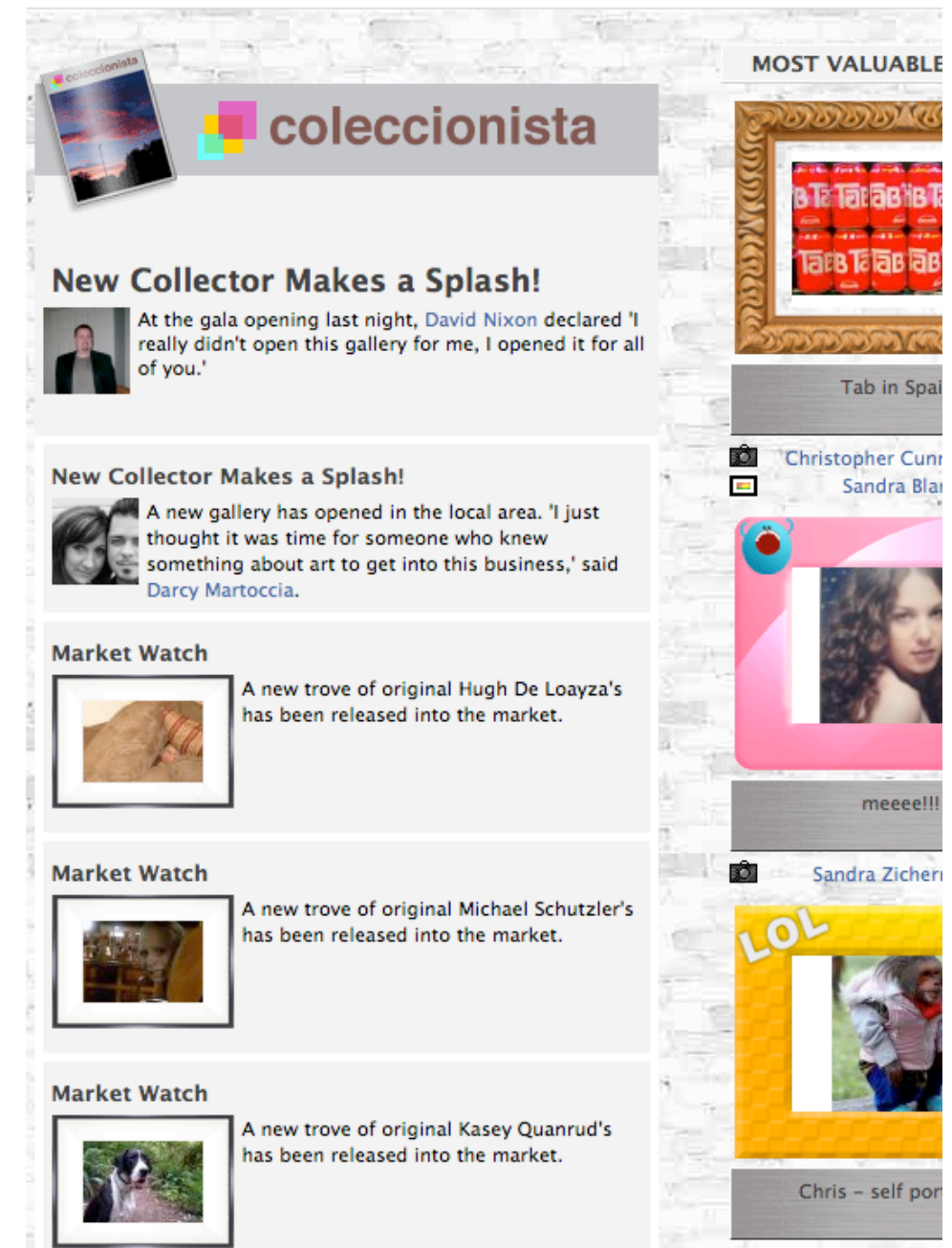
realism

news feeds are their life story

i am always me (even when i'm not)

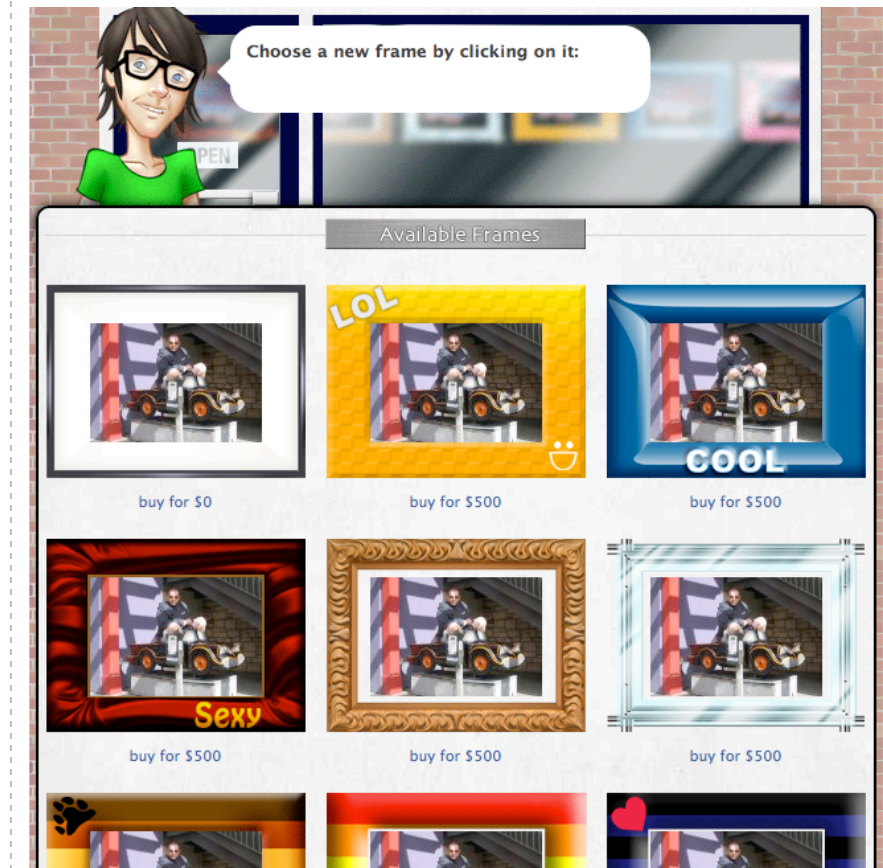
my friends are my most valuable asset

PrzCo learning: I didn't say that



flirtation & socializing

- the primary activity on social networks
- writing must enable flirtation, not impede it (don't c-block)
- PrzCo learning:** the power of frames



★ Wishlist [See All](#)

Wishlist [Hide This Box](#)
 Add hot people to your wishlist so you can find and buy them easily.

 **Sam Silva** [×](#)
 "Snow White"
 Value: **\$414,840**
 Cash: **\$205,776**

user generated stories

their friends, groups, fanned things, pets, virtual items, comments, photos form the foundation of **their story**.



8

Gabe is now friends with

Gabe thinks (knows) about

Gabe is now friends with

Gabe wrote on Zelijke's

Gabe wrote on Rebecca's

Gabe wrote on Dennis's

Gabe wrote on Richard's

Gabe wrote on Brian's

Gabe is now friends with

7

Gabe is now friends with

Gabe just grabbed 4 join? MmmmmMcHale!

Gabe is now friends with
10:06am [Comment](#)

6

Gabe is now friends with

Gabe wrote on Danie's

Gabe is now friends with

Stephen Suess wrote
Totally free for dinner
[Wall-to-Wall](#)

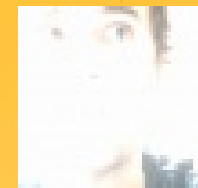
Gabe is now friends with

Hi Scores

Challenges

◀ All-Time Friends ▶

1. Stephen Griffin



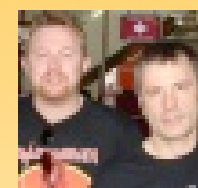
109,660
Level 22

2. Wade Tinney



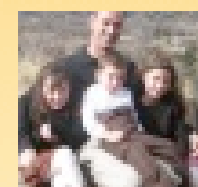
99,230
Level 23

3. James Hursthouse



85,650
Level 20

4. Charles Merrin



83,400
Level 18

5. Vincent Carrella



81,610
Level 14



PRIZED COLLECTION



[Start playing](#)

Congratulations. Your day, my dear, has finally come.

Your very own gallery!

I must say, I always expected big things of you. That enchanted morning when we 1st met--you poured my triple espresso, remember?--and I thought to myself "this kid has real taste...and an eye for detail!"

Well, good luck to you, and here's \$4000 to send you on your way.

Before you start, my dear, take some advice from an old friend:

Buy Some Art!

"A gallery without art is just an empty room with peeling paint."

- Visit your friends' galleries. They'll have nice things for sale. Some of them, anyway.
- Stroll through the marketplace and see if you can spot a

Make some money!

"There's nothing romantic about a starving artist, darling."

- Play early and often. You'll earn \$1000 every 8 hours, just for stopping by.
- Visit your friends' galleries and keep an eye out for Art Attack cards--you never know what you'll find.
- Take some photos! You'll receive a \$100 bonus for every photo you have in a public album and

what we learned: traditional writing
can interfere with social games

the future possibilities?

- more sophisticated players
- more choice of games
- more immersive experiences
- 3D mmos save the day?



or maybe it's just a new narrative?



Roch Dubois Jr has flung a thong at you. Check it out!... OR cuddle, play doctor with, b!*\$% slap, blow a kiss at, go wild with, rock the granny panties, or throw an octopus Roch! ... OR SuperPoke back! 7:34pm

