









Breaking old rules

a social games company codex

Bitspiration - Kraków 2012

Ziemowit Poniewierski (COO at Can't Stop Games)




CAN'T STOP GAMES

-  | Leading social games developer in Poland
-  | 40+ employees
-  | Operates since 2008
-  | Social and mobile games
-  | 3 released products
-  | 3 projects in production



Ziemowit Poniewierski



-  | COO at Can't Stop Games
-  | 13 years of experience in game industry
-  | Projects on various platforms (PC, Xbox, Xbox 360, browser, mobile)



BREAKING OLD RULES







A SOCIAL GAMES COMPANY CODEX



**IS THERE A DIFFERENCE BETWEEN SOCIAL
AND CONSOLE GAMES DEVELOPMENT
COMPANIES?**




**IF SO – WHAT DOES IT TAKE TO BE
SUCCESSFUL SOCIAL GAMES COMPANY?**

SOCIAL GAMES MARKET

-  | Facebook – 300 ml users play every month
-  | 68% of them play daily
-  | U.S. social gamers are 55% female
-  | 2% - 5% users pay
-  | 5\$ - 10\$ ARPPU
-  | 1,5 – 3 bn \$ gross revenue on Facebook



SOCIAL GAMES MARKET

-  | Playfish acquired by EA – 300 mln USD
-  | Playdom acquired by Disney – 760 mln USD
-  | PopCap Games acquired by EA – 1,3 bn USD





Social Games Company

MYTHS

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- ✓ | Production is cheap
- ✓ | Technology is not important
- ✓ | Anybody can do it (Social games are not games)
- ✓ | Mindless cloning is sufficient
 - ✓ | Marketing is free – viral

MYTHS



~~✓~~ | ~~Production is cheap~~

~~✓~~ | ~~Technology is not important~~

~~✓~~ | ~~Anybody can do it (Social games are not games)~~

~~✓~~ | ~~Mindless cloning is sufficient~~

~~✓~~ | ~~Marketing is free — viral~~

YOU AIM FOR THE LEADING POSITION?

**YOUR SOCIAL GAMES DEVELOPMENT
COMPANY DEMANDS THE SAME
RESOURCES LIKE ANY OTHER PROFESSIONAL
GAMES DEVELOPMENT STUDIO**

SIMILARITIES

-  | Quality of talent
-  | Creative skills
-  | Management skills
-  | Technology skills
-  | Team size
-  | Money



DIFFERENCES







 | Approach to product

 | Approach to client



EVERY SUCCESSFUL DEVELOPMENT
COMPANY ANSWERS THE DEMANDS OF THE
MARKET IT OPERATES ON AND FOLLOWS
THE **RULES** IT IMPOSES

OLD RULES

-  | Business model – one time purchase
-  | Long time of development
-  | Big risk
-  | Demand for hi-tech products
-  | Hardcore gamers
-  | Hype is a part of the product









OLD RULES COMPANY

A photograph of a red carpet event. In the foreground, a red carpet is lined with silver stanchions and red velvet ropes. Several people in formal attire are standing on the carpet. In the background, there are photographers with cameras on tripods, and a sign that says "ENJOY THE SHOW". The scene is set in front of a building with large windows.

**I CREATE AND YOU ADMIRE IT
OR NOT**

NEW RULES

-  | Business model – freemium
-  | Strong competition
-  | User is a non-gamer
-  | Service is more important than product
-  | Numerous platforms and portals
-  | Rapid expansion of mobiles



NEW RULES COMPANY



**I CREATE, THEN OBSERVE WHAT YOU DO,
THEN ADJUST FOR BETTER PERFORMANCE**

**HOW NEW RULES DEFINE
THE SOCIAL GAMES COMPANY?**

FREEMIUM BUSINESS MODEL



| Friction kills retention



| Friction leads to monetization






| Certain gameplays simply don't monetize









STRONG COMPETITION

-  | Thousands games equally accessible
-  | High production values
-  | Cloning is an industry standard










NEW AUDIENCE

-  | User is a non-gamer
-  | Old design tricks don't work
-  | Or they work against you
-  | Routine vs Excitement – Routine wins

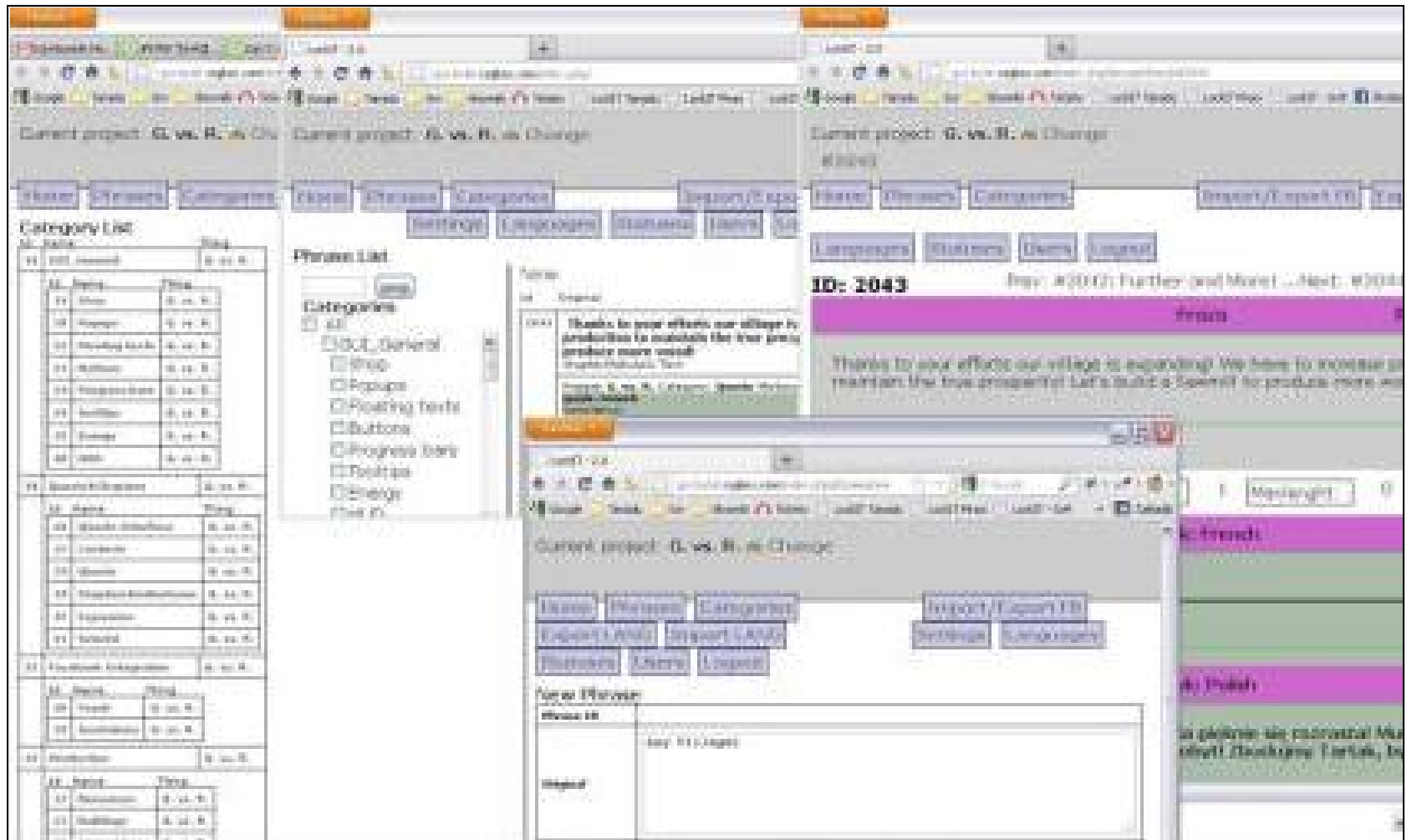


SERVICE OVER PRODUCT




-  | Stability is more important than creativity
-  | 80% of expenses after release
-  | Users demand quality and updates
-  | Users demand attention; constantly
-  | Communities – it pays







BEHAVIOR OVER DECLARATION

-  | Forums and polls – biased data (very)
-  | Users cannot verbalize their problems
-  | Behavior is everything you should care





CAN'T STOP GAMES

Game Analytics Tool

All projects ▾ All categories ▾ Statistics ▾

Enter a search term...

SET **Quests and levels** ▾

< **Quests and levels - chapter 1** ▾ Quests and levels - chapter 2 ▾ Quests and levels - chapter 3 ▾ Quests and levels - chapter 4 ▾ >



Legend ▾

< **Quests and levels - chapter 2** ▾ Quests and levels - chapter 3 ▾ Quests and levels - chapter 4 ▾ >



MANY PLATFORMS

facebook.

mixi 
mixi, Inc.

nk
MIEJSCE SPOTKAN



одноклассники.ru

NETLOG™



tencent.com

@mail.ru™
национальная почтовая служба

В контакте

 spilgames






WSZYSTKIE 5

PROŚBY 5


PREZENTY 0

INFORMACJE 0

PROŚBY





Rafał
Potrzebuję surowca: Stal w Wesołej Osadzie! Wyślij mi go w prezencie, a dostaniesz nagrodę!




Pomóż




Fabian
Potrzebuję surowca: Piwo w Wesołej Osadzie! Wyślij mi go w prezencie, a dostaniesz nagrodę!




Pomóż



Fabian
Potrzebuję surowca: Partytura w Wesołej Osadzie! Wyślij mi go w prezencie, a dostaniesz nagrodę!






Pomóż

↑



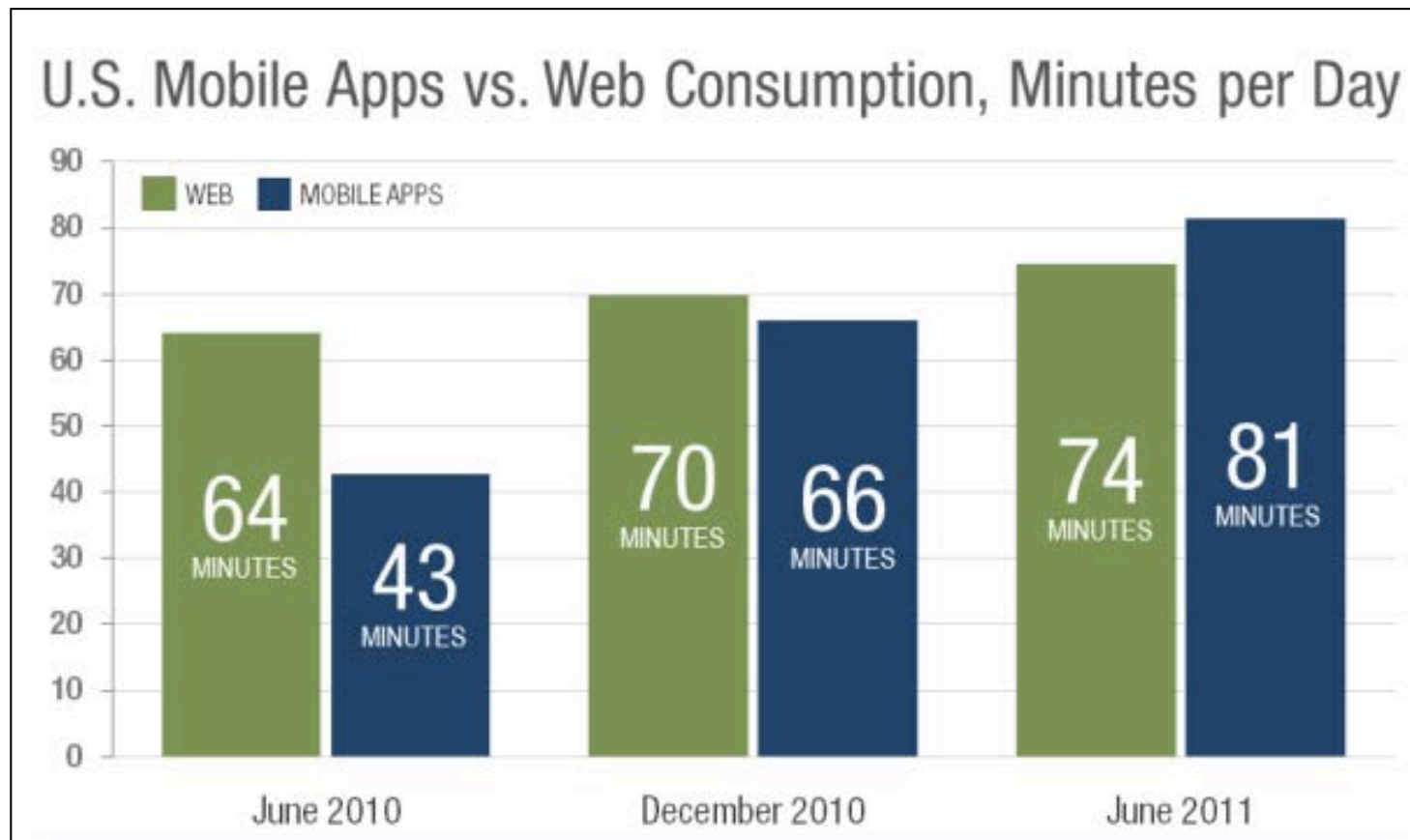
MOBILE GROWS RAPIDLY

-  | Market worth in 2011 - \$8 bn
-  | Expectations for 2014 - \$11.4 bn
-  | 50% revenues (iOS) from in-app purchases

[Source: DigitalBuzz, Mobile Games Statistics 2011]






MOBILE GROWS RAPIDLY



[Source: Flurry Analytics, May 2011]






MOBILE GROWS RAPIDLY

-  | Simultaneous multi-platform development
-  | Smart resource management (assets, talent)
-  | Tools: Stage 3D, Unity, HTML5



FUTURE

-  | Platform independent, synchronous games
-  | Openness for global niche games
-  | Expertise in advanced technologies (3D)



**SOCIAL AND MOBILE GAMING IS THE
FASTEST GROWING BRANCH OF GAME
INDUSTRY**

**RUNNING A COMPANY THAT OPERATES ON
THIS MARKET REQUIRE NOT ONLY FULL
PROFESIONALIZM TODAY, BUT MORE
IMPORTANTLY - READINESS TO GROW,
CHANGE AND ADAPT FAST**



Thank you for your attention

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