**Introduction and Preview:**

The purpose of this proposal is to develop the most effective deployment plan to release our game MuckDuck: Space Shooter. It is an arcade style game, with the “shoot-em up” genre type of game play. Although we would like to see this in an arcade environment, in today’s time and place, it is most easily accessible via an app or game distribution. Additionally, this would be most effective to have other quick ways of advertisement to catch the eyes of other players or game providers who would be willing to help support our game.

**App Store Costs:**

Mobile apps and computer applications are one of the easiest ways to release new products and get traffic to promote the success of our apps. Currently, the main stores would be on the Apple App Store, Google Play, Windows App Store, and Amazon App Store. The Apple App store offers developers a membership fee of $99 per year. Additionally, once published to their store, you will be required to share some of your earned revenue to the company. The cost of this would be a 15% to the Apple App store, while the developer (us) would get to keep 85% of the profits. This does not include the costs of developing and maintenance. Just the overall profit before revenues are lost anywhere. Google Play does not have an annual fee. However, they have a $25 starter fee, where you can then publish as many apps as you would like after this one time fee. However, Google will then take in 30% of your profits. The Windows store, once a mobile application store as well, now only offers its customers computer-based applications. This could be a con as the variety of customers could be greatly limited. However, there is no membership fee. Yet, you will be required to register the app with Microsoft. They also have an 85-15 split for the game development revenue. The other thing with the Windows store is the fact that it may not deliver the revenue immediately, unlike Google. Google will immediately return revenue, even if the profits are extremely small. Finally, the Amazon App store (slightly better than the Windows Store traffic), also has an 85-15 split, in favor of the developer.

**Distribution Costs to Other Platforms**

Although we envisioned our game to be solely an app or maybe even made into an actual Arcade Game, there is still a possibility of making this game accessible on other platforms. These could include, and are not limited to, Xbox Live, disk copies, and online web domains. According to the Xbox Live website online, the cost could be between $20-100, based upon the size of the game and additional developers that would need to be hired to make the game compatible with their servers. Immediately after being added to the Xbox Live store, our app may not be seen by many as it would be in a segmented portion of the program – therefore making it more beneficial to get and ID@Xbox Live. As mentioned, creating disk copies would also be a beneficial way to sell our product. If bought out and distributed at bulk, the cost could come out to be about $5100. This includes shipping and handling and has each disk come to about $1 a piece. Finally, the last method mentioned was a web domain expansion. Web domains are an easy way for customers to access our product. For many people, it’s free and hassle free. Especially if people just want to kill time on their computers, having access on the computer is one of the easiest ways to do so. On most websites, the cost to hold a domain comes to about $15 a year. It can be managed by the team who developed or maintenance can be done by outside developers. Domain providers can have teams that work to improve and make your game more compatible too.

**Convention Costs**

Another way for developers to appear out in the market for their work is by attending conferences or conventions. Conventions allow the developers to create exposure for their product, all the while giving them an opportunity to view their competitors or other products that seem to be of interest. Developers can learn about what is large in the market, what needs more focus, and can additionally find support for their own products. Some of these conventions can be free, while others amy have a cost anywhere from $1000 to $3000 (depending on location and team sizes etc). By doing some research, commonly attended conferences include those in New York, the Bay Area, and even Texas (all booming regions with need for software development). FOSDEM is an event held in Brussels but is free in terms of entry. London also has a similar conference with high traffic entrance. Seeing other developers globally would give good insight on to what is being produced in the global markets.