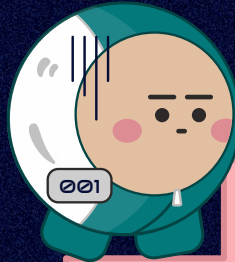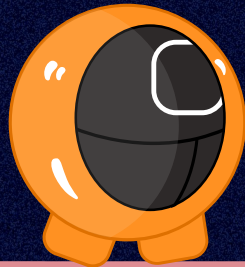# GAMING PLAYER MATCHING APP

By Team 6 MNL

THE GPM

001 Problem Definition & Solution

002 Market Research

003 Business Model

004 Algorithms

005 Challenges
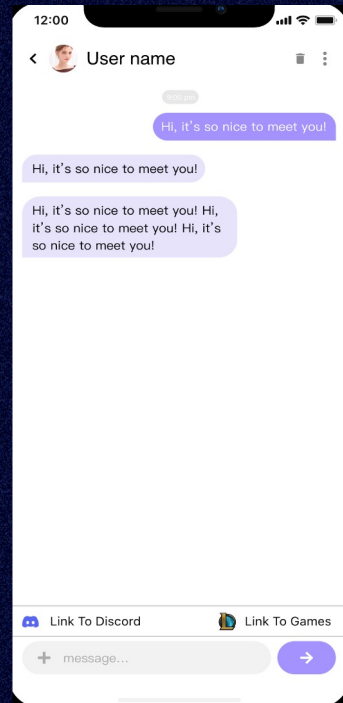
006 Q&A
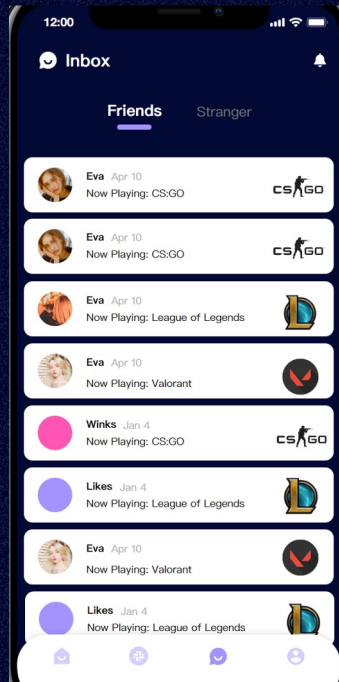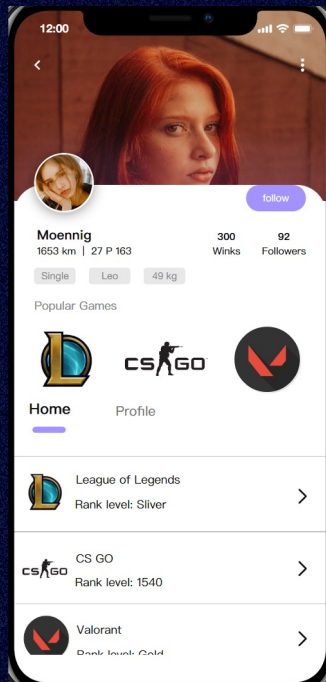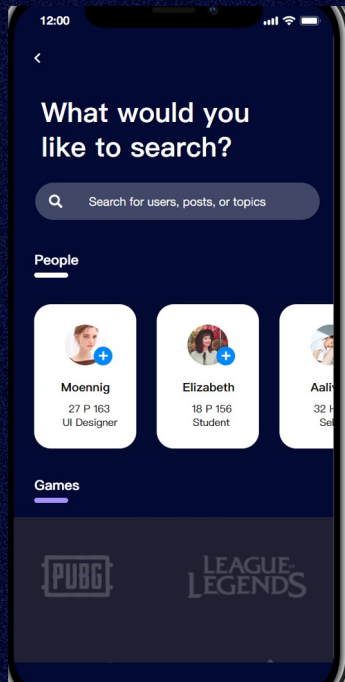
Why do we need GPM?

For Users:

- Who struggle to find teammates
- Specifically Mobile Gamers
- Improve engagement from light to deep
- Social networking (Dating)
- Online Streamer

For Gaming Companies:

- Increase Daily Avg Online Time
- Attract new players
- Improve gaming experience
- Gain more revenue

PRODUCT DEMO

MARKET RESEARCH

Browser PC Games
$2.3Bn
-16.7% YoY

Dowloaded/Boxed
PC Games
$38.2Bn
+1.8% YoY

Console Games
$51.8Bn
-4.2% YoY

2022 Total
$184.4Bn
-4.3% YoY

1%
21%
28%
50%

Mobile Games
$92.2Bn
-6.4% YoY

China Total
$45.8Bn

U.S. Total
$45.0Bn
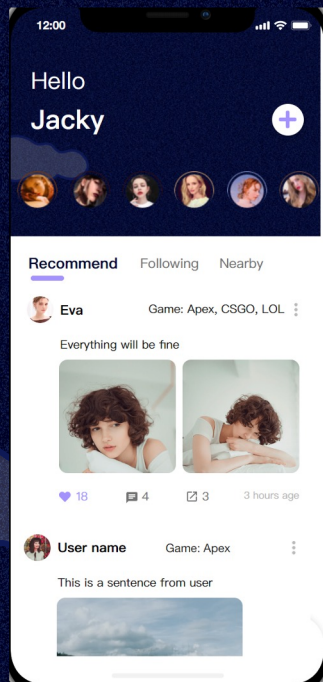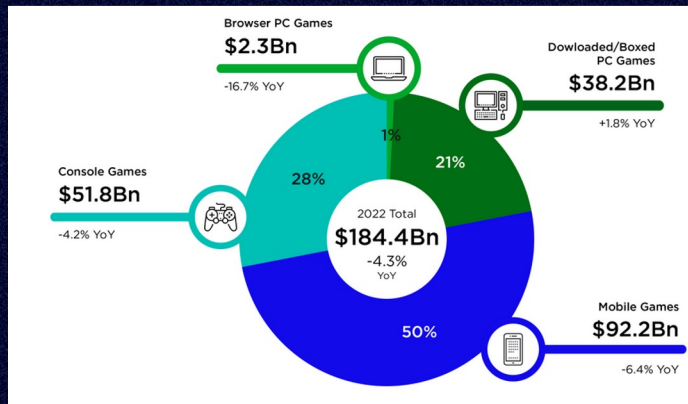
- Global growth of the game industry.

- Game companion services segment
  - China:market value 13.8 billion yuan (~ $2 billion)

  - U.S. $293 million

Immense potential of game companion market!

Target Customer

Players
seek social interaction in gaming

01

02

Online Streamers
collaborate with others to boost creativity

Companies
increase user engagement and revenue

03

66%
of Americans play video games at least weekly*

83%
of players say video games create a feeling of community

61%
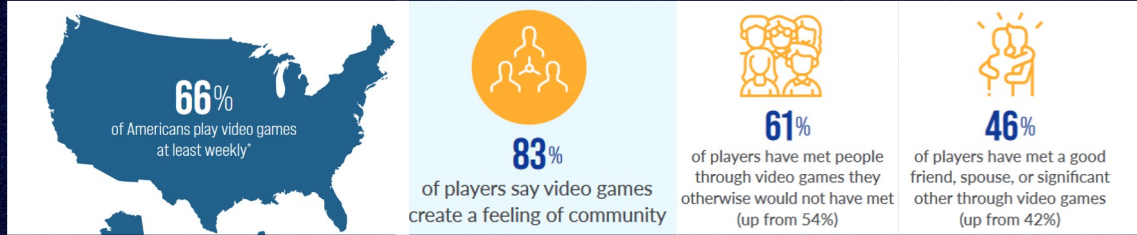of players have met people through video games they otherwise would not have met (up from 54%)

46%
of players have met a good friend, spouse, or significant other through video games (up from 42%)

- Influencers to play video games and create a full-time income

Isolated experience → burnout and decreased motivation
Collaboration → share the workload, inspire ideas, and provide support and feedback

Current approaches: **DISCORD** **f** Browse Channels, etc.

- Major premium publishers (EA, Activision-Blizzard, and Take-Two) generated <u>57% of revenue</u> through in-game transactions, more than PC and console game sales

Matchmaking drive <u>long term engagement</u> in multiplayer games.

Business Model

Goal: efficiently and precisely connect gamers for online gameplay

Benefits
- personalized gaming experience
- increased engagement and satisfaction
- addresses the issue of gamers struggling to find appropriate teammates
- Reduce toxic behaviors

KPI

- Redirect to game rate
- Personality tags or labels
- Rating System

Making Profit

- **Subscription-Based**
  - monthly or annual subscription
  - premium features
- **Advertising-Based**
  - targeted advertisements to users based on their gaming interests and preferences
- **Partnership-Based** (Gaming platform and companies)
  - A commission fee for every successful match made
  - A percentage of the revenue generated by users who benefit from exclusive deals and promotions

ALGORITHM

Numerical data & Text (Bio)

-NLP

-Scaling

-Vectorization using Count/TFIDF

-Depend on number of features, conduct PCA,determine the optimal number of features to prepare for clustering
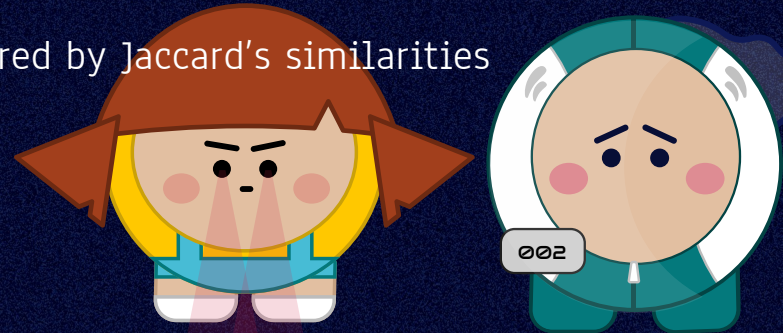
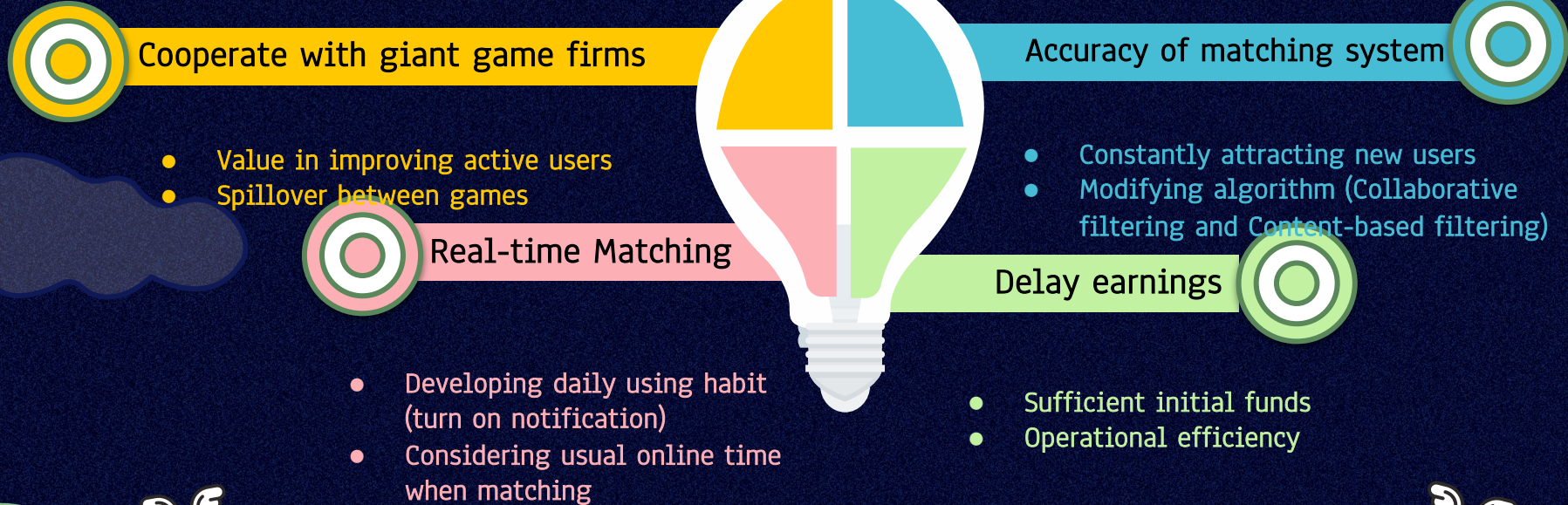-Clustering : K-Means clustering method

Agglomerative hierarchical clustering

Optimization & Standard criteria:

Resampling & Cluster Stability

Measured by Jaccard's similarities

002

Challenges and Possible Approaches

Cooperate with giant game firms

- Value in improving active users
- Spillover between games

Accuracy of matching system

- Constantly attracting new users
- Modifying algorithm (Collaborative filtering and Content-based filtering)

Real-time Matching

- Developing daily using habit (turn on notification)
- Considering usual online time when matching

Delay earnings

- Sufficient initial funds
- Operational efficiency

REFERENCE

- 2022 Essential Facts About the Video Game Industry
  https://www.theesa.com/resource/2022-essential-facts-about-the-video-game-industry/
- How to Find Other Streamers to Play With on Twitch or YouTube
  https://www.streamscheme.com/find-the-right-collabs-on-twitch-or-mixer/
- Esports drives user engagement – and revenue – for free-to-play games
  https://venturebeat.com/esports/esports-drives-user-engagement-and-revenue-for-free-to-play-games/
- Gaming companions boost esports industry
  https://www.chinadaily.com.cn/a/202010/01/WS5f755109a31024ad0ba7cfd8.html
- Newzoo's Games Market Estimates and Forecasts
  https://newzoo.com/insights/articles/the-latest-games-market-size-estimates-and-forecast
- How Does a Dating App Handle New Profiles?(Part 1)
  https://medium.com/swlh/how-a-dating-app-handles-new-profiles-part-1-d283ab2457c
- How Does a Dating App Handle New Profiles?(Part 2)
  https://medium.com/swlh/how-a-dating-app-handles-new-profiles-part-2-fca4f13b5205
- The Unexpected Dangers of Online Dating [11 Scams To Know]
  https://www.aura.com/learn/dangers-of-online-dating
- I Made a Dating Algorithm with Machine Learning and AI–Utilizing Unsupervised Machine Learning for a Dating App
  https://towardsdatascience.com/dating-algorithms-using-machine-learning-and-ai-814b68ecd75e

Any questions?