

Lessons from social gaming

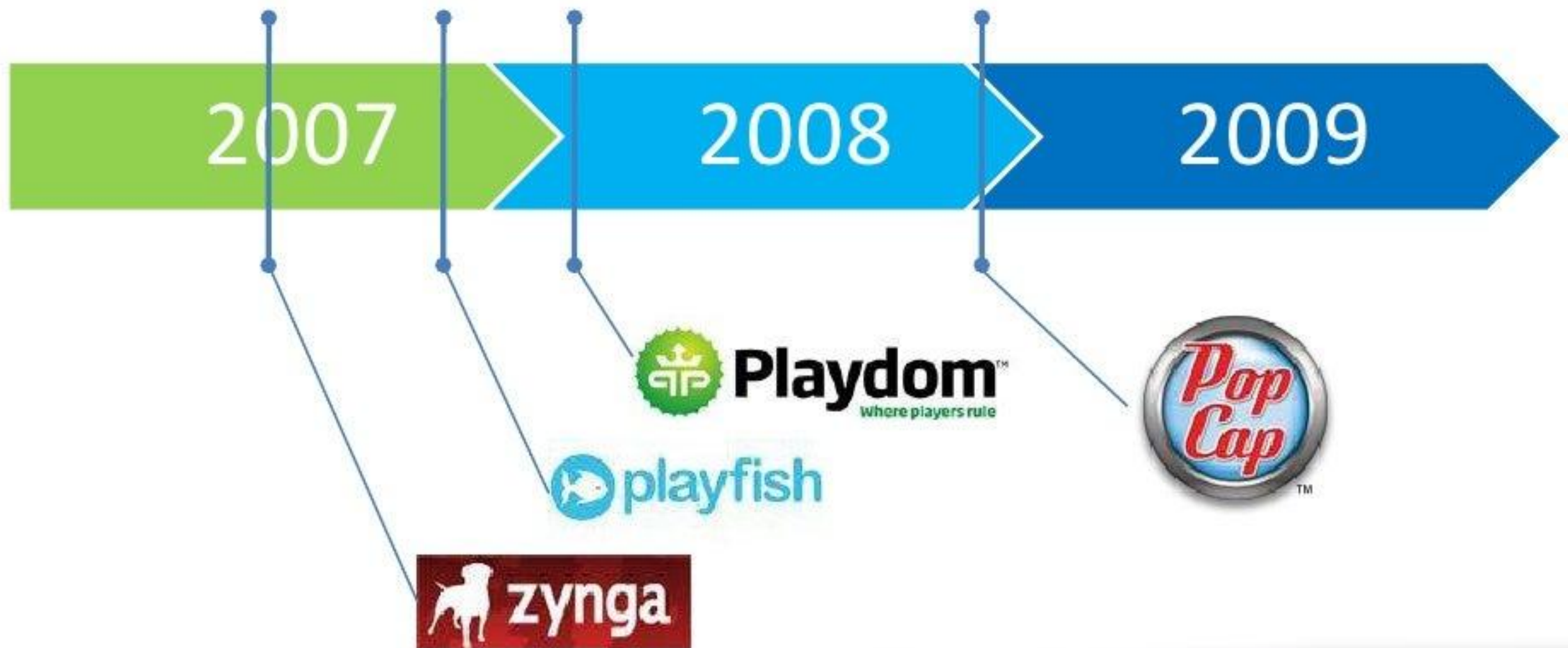
James Gwertzman

Vice President, Asia/Pacific

Twitter: "gwertz"



PopCap was late



Bejeweled Blitz

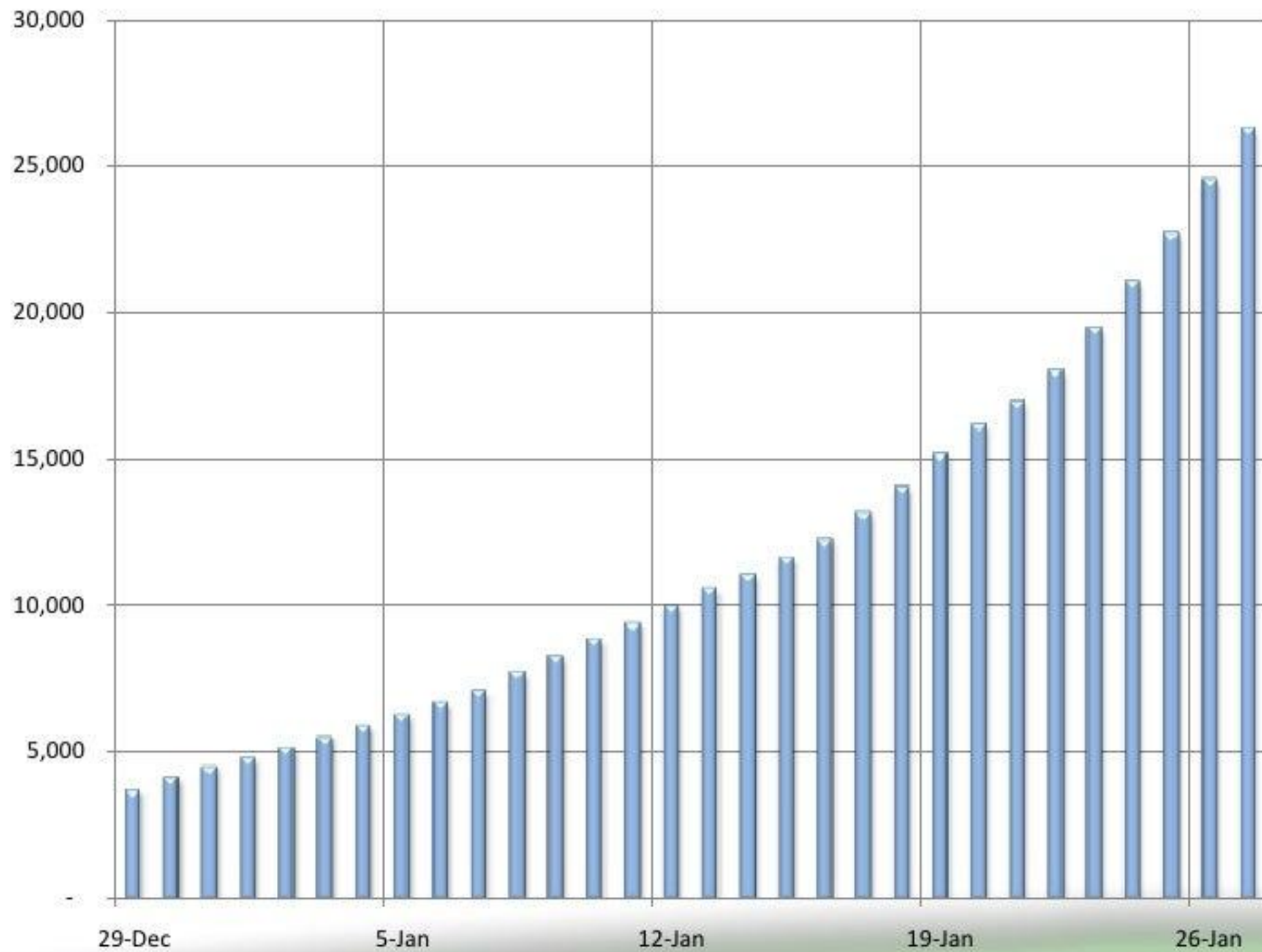


- First social product
- 6 weeks development
- Launched Jan 2009
- Based on our most popular brand



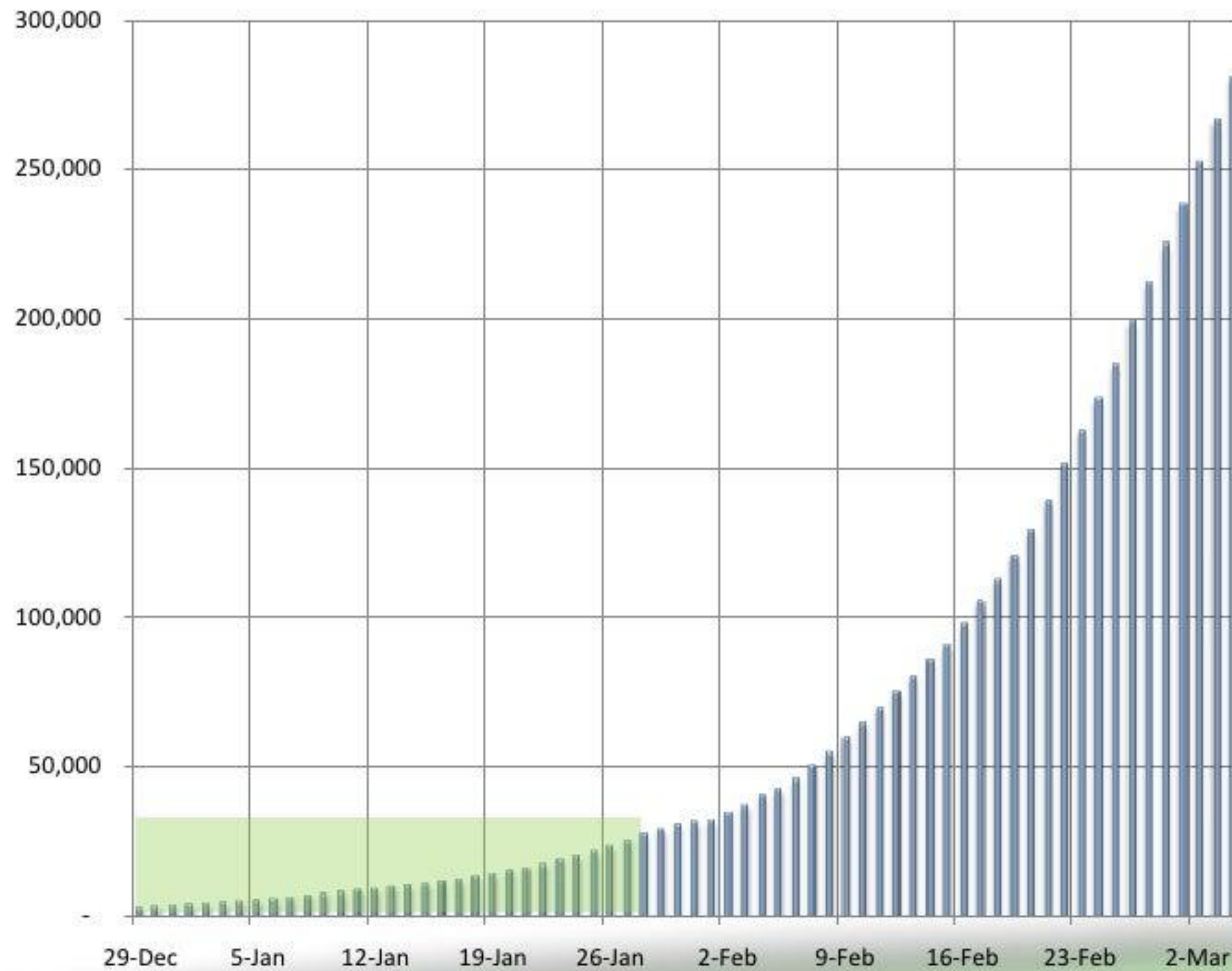
First 30 days

Monthly Active
Unique users
(MAU)



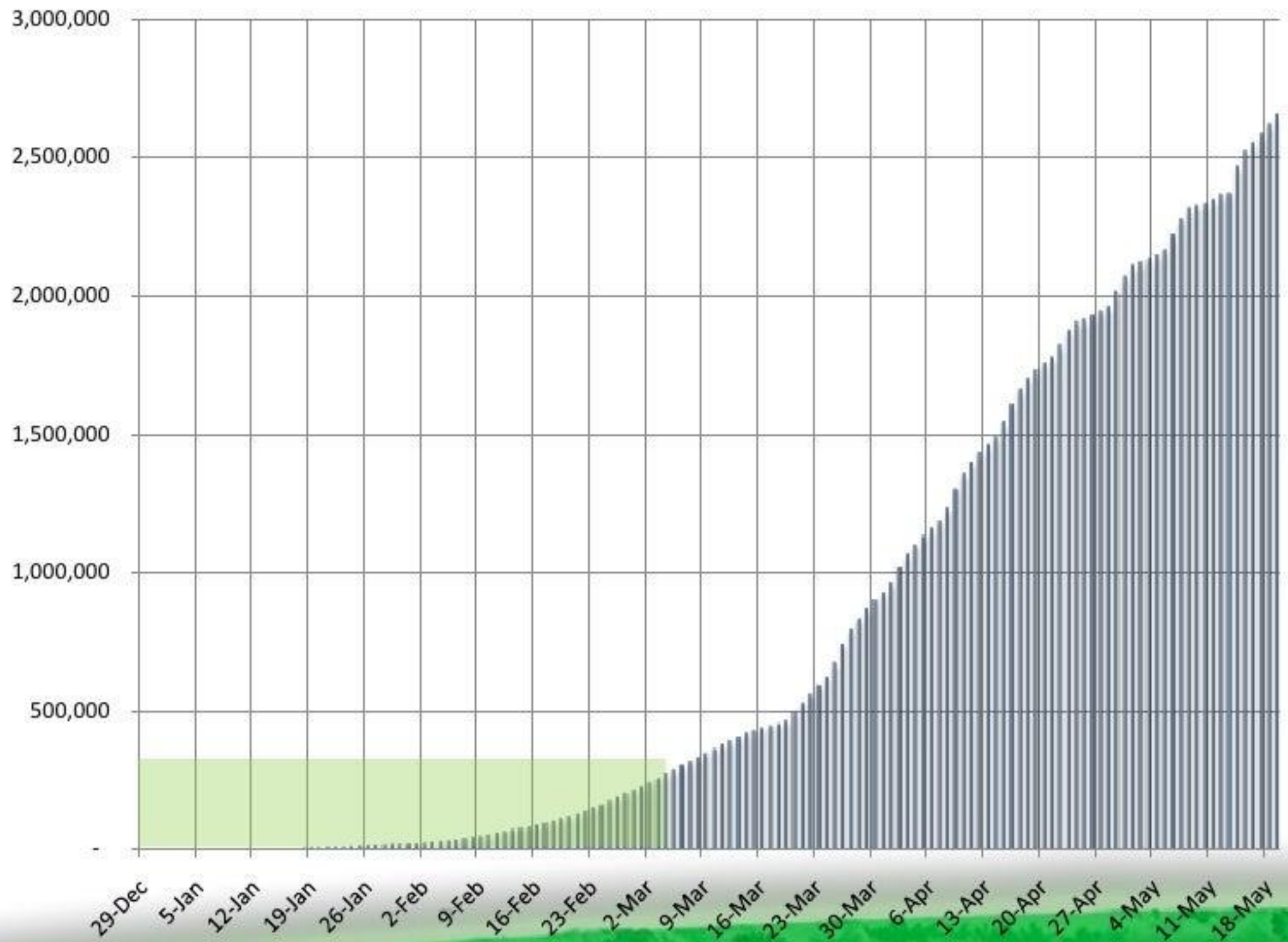
First 60 days

Monthly Active
Unique users
(MAU)













First 140 days

Monthly Active
Unique users
(MAU)



Top Facebook Games (today)

Monthly Active Uniques (MAU)

1		MindJolt Games	15,573,977	MindJolt
2		Texas HoldEm Poker	15,037,277	Zynga
3		Mafia Wars	14,308,520	Zynga
4		Pet Society	13,625,169	Playfish
5		Farm Town	12,968,126	Slashkey
6		FarmVille	12,634,789	Zynga
7		YoVille	8,954,037	Zynga
8		Restaurant City	7,370,692	Playfish
9		Typing Maniac	5,313,697	Metrogames
10		Bejeweled Blitz	5,115,021	Popcap Games



facebook

Home

Profile

Friends

Inbox 3

James Gwertzman

Settings

Logout

Search 

James Gwertzman

Wall

Info

Photos

Boxes

+

What's on your mind?

Attach



Create an Ad

Start A New Life

 **James Gwertzman** What lessons has PopCap learned building Bejeweled Blitz for Facebook?
2 seconds ago · Comment · Like

Write something about yourself.

Information

Networks:

Harvard Alum '95

China


PopCap Games



James Gwertzman

**James just earned a 25k Star Medal in Bejeweled Blitz!**


James earned this medal with a score of 33,300. James will earn his next medal at 50k.

 2 hours ago · Comment · Like · Play Bejeweled Blitz!

Scarlet

SCARLET

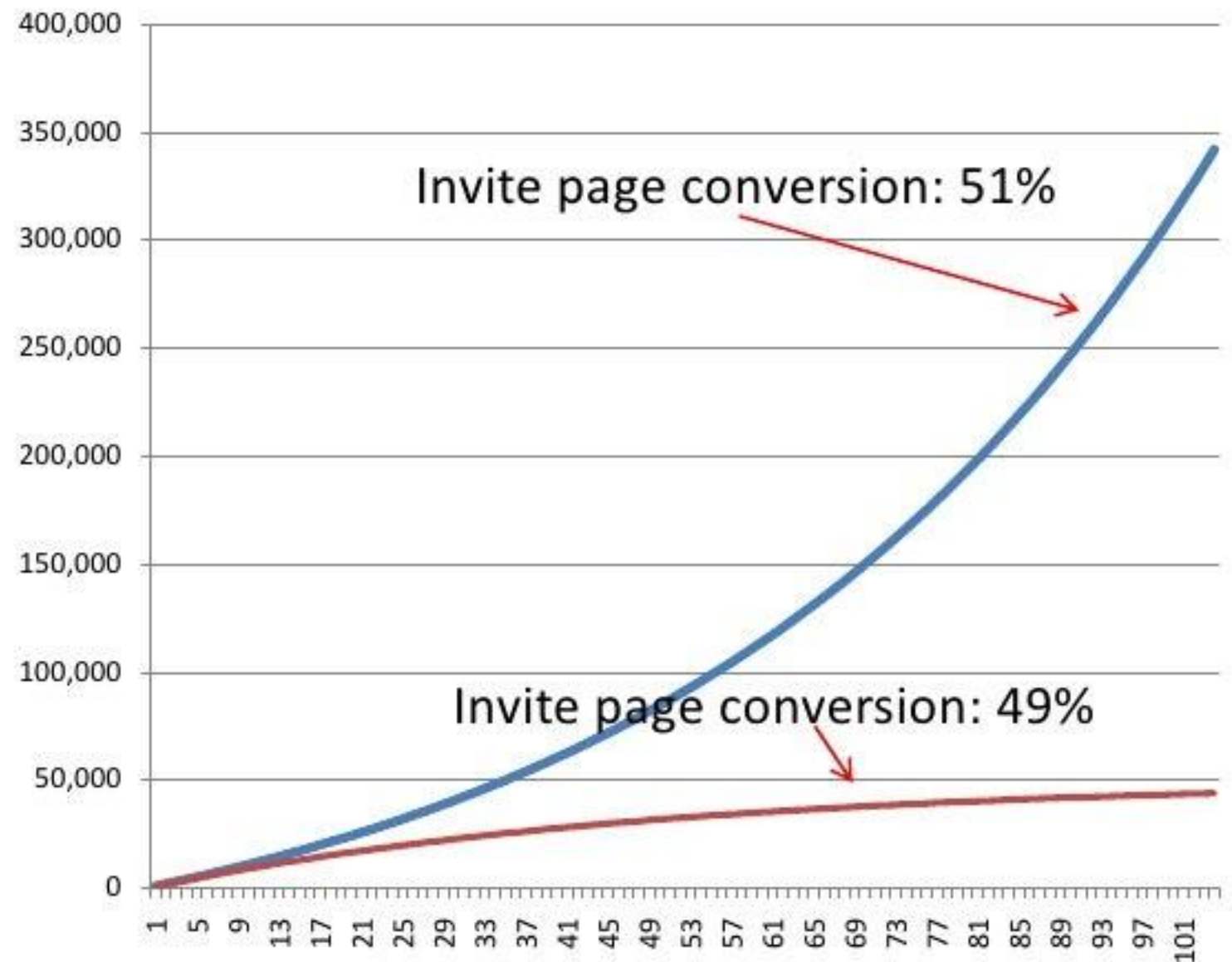
Join us and enjoy the best nightlife in town. Open bar, Hip Hop night, VIP birthday parties

 Become a Fan**Top 10 Ranked British MBA** Applications Chat (17)

Understanding viral growth

ASSUMPTIONS:

Starting users	1,000
% who open new account	25.0%
Invites per new user (w/in 1st week)	8
% of friends who open invitation	??



Continuous updating



Continuous updating

[INVITE FRIENDS](#)[MORE GAMES](#)[GIVE US YOUR FEEDBACK](#)



PLAY NOW!

CURRENT TOURNAMENT 1:00 Minute Game

Score as many points as you can with just 1 minute to play.

Team Score - 345,235

LEADERBOARD

1		Jason Kapalka	23,840
2		Noah Maas	23,840
3		John Vechey	23,840
4		Jon David	23,840
5		I. Carl Kwok	23,840

←  →

Current Contest

Get a Team Score higher than 200,000 by **February 1st, 2009** and you will be qualified for the drawing to win a **PopCap Platinum Pack**.

For more information please see the [Contest Rules](#).

Platinum Pack



21 of PopCap's Best Games



Continuous updating

The screenshot displays the Bejeweled Blitz game interface. At the top, there's a navigation bar with the PopCap logo, the game title "BEJEWELLED BLITZ", and buttons for "INVITE FRIENDS", "BECOME A FAN", "MORE GAMES", and "GIVE FEEDBACK".

The main area features the game title "BEJEWELLED BLITZ BETA" in large, stylized letters, with a prominent "PLAY NOW" button below it. A "CURRENT TOURNAMENT" section indicates a "1:00 Minute Game" with the instruction "Score as many points as you can with just 1 minute to play."

On the right, a leaderboard shows the top 5 players:

Rank	Player Name	Score
1	Ana Jo	227,800
2	Anonymous User	221,900
3	Anonymous User	158,000
4	Anonymous User	152,200
5	Anonymous User	126,200

Below the leaderboard is an "INVITE FRIENDS" button. At the bottom, a "DRAWING TAKES PLACE IN" section shows a progress bar and four prize tiers:

Prize	Points Required
FREE GAME	100,000
PLATINUM PACK	250,000
CHUZZLE PACK	500,000
POPCAP LAPTOP	1,000,000

A "MY TEAM SCORE: 1,825,400" button is located at the bottom right of the interface.



Continuous updating

The screenshot displays the PopCap Bejeweled Blitz game interface. At the top, navigation buttons include 'PopCap', 'BEJEWELLED BLITZ', 'INVITE FRIENDS', 'BECOME A FAN', 'MORE GAMES', 'BOOKMARK THIS', and 'TIPS & TRICKS'. A 'BLITZ ALERT' banner states: 'As of July 14th our previous tournament has ended and a new tournament has begun.' with a 'SHOW' dropdown.

The main game area features a 10x10 grid of colorful gems. On the left, a score display shows '200' and 'Score x1', a 'BLITZ' medal icon, 'NEXT MEDAL - 25k', 'HIGH SCORE 33,300', and buttons for 'HINT' and 'MENU'. A timer at the bottom of the grid shows '0:54'. On the right, a leaderboard lists players:

Rank	Player Name	Score
36	James Gweriz...	33,300
37	Scott Rankin	32,800
38	Steven Merel...	24,700
39	Yang Han	13,700
40	Derrick Mort...	13,400

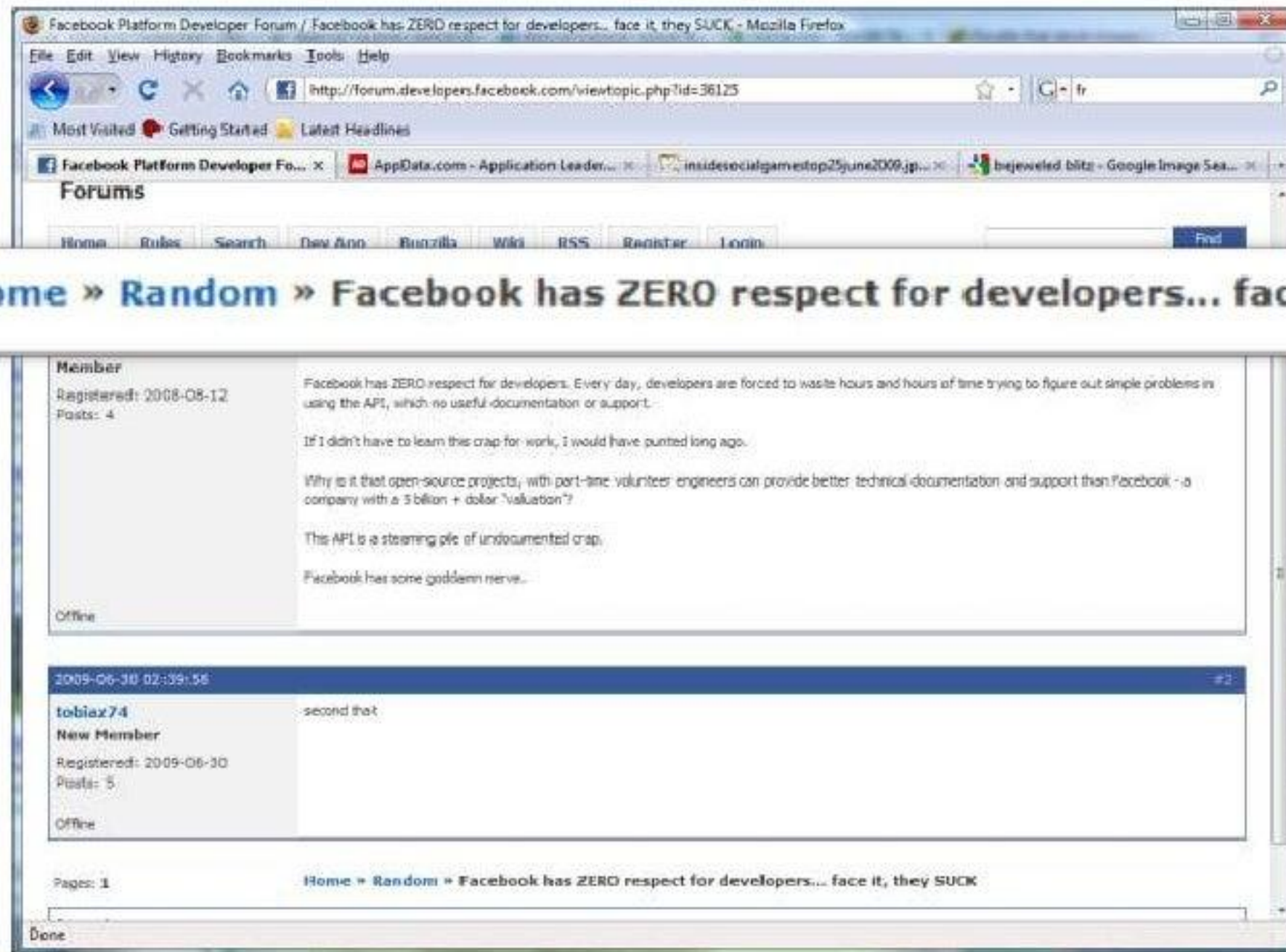
Below the leaderboard is a 'CHALLENGE FRIENDS' button. At the bottom, a prize wheel shows four tiers: 'FREE GAME' (100,000), 'PLATINUM PACK' (250,000), 'CHUZZLE PACK' (500,000), and 'POPCAP LAPTOP' (1,000,000). A progress bar indicates the current tier. Above the prizes, it says 'DRAWING TAKES PLACE IN 2 DAYS 6 HOURS 15 MINUTES' and 'REGISTERED!'. The bottom right corner shows 'MY TEAM SCORE: 3,743,800'.



Continuous updating



Dealing with unstable platform



Designing a “social” game

- Social games emphasize relationships
 - Lots of interaction with other users
 - Interaction is integral to the gameplay
- Blitz started with just high-score posting
- Added more “social” features over time
 - “team score” for prize competition
 - Trash talking & showing off



Cheating

Warzone Tower Defense Results

You scored 6574 points!
Your high score is 6574 points. [Play Again](#)

Congratulations! You have just set a record among your friends!

High Scores

Game Mode: default

Your Friends (This Week)
High Score records for your friends

Player	Score
James Gwertzman	6574 pts

Your Friends (All Time)
High Score records for your friends

Player	Score
Chris Early	25474 pts
Nikita Vladimirov	16495 pts
James Gwertzman	6574 pts
Robin Sagecius Ng	2241 pts
Kirk Scott	1198 pts

All of Facebook (This Week)
High Score records for all of Facebook

Player	Score
Luke Travis	9999999999 pts
Yalgin Ustabas	9999999999 pts
Dimitri Alexis	9999999999 pts
Kevin Lagumbay	9999999999 pts
Juven Pajares	9999999999 pts
Andredi Pumarejo Medina	9999999999 pts
Arnaud Proelle	9999999999 pts
Tristan Avelan	9999999999 pts
Raphael Vasseur	9999999999 pts
Not visible	9999999999 pts
Andreas Auer	9999999999 pts
Joan Artés Coma	9999999999 pts
Alexandre Perrigault	9999999999 pts
Emad Asaki	9999999999 pts
Erwan Kerfourn	9999999999 pts
Elcala Gf	9999999999 pts
Josh Ken	9999999999 pts
Jay David Gomez	9999999999 pts

[Send MindJolt Game Invitation](#)

[Bookmark MindJolt Games](#)

Cheating against your friends is generally no fun and is self-policing...

Not so cheating against the world... These players are playing a very different game



Cheating

Activate time hack

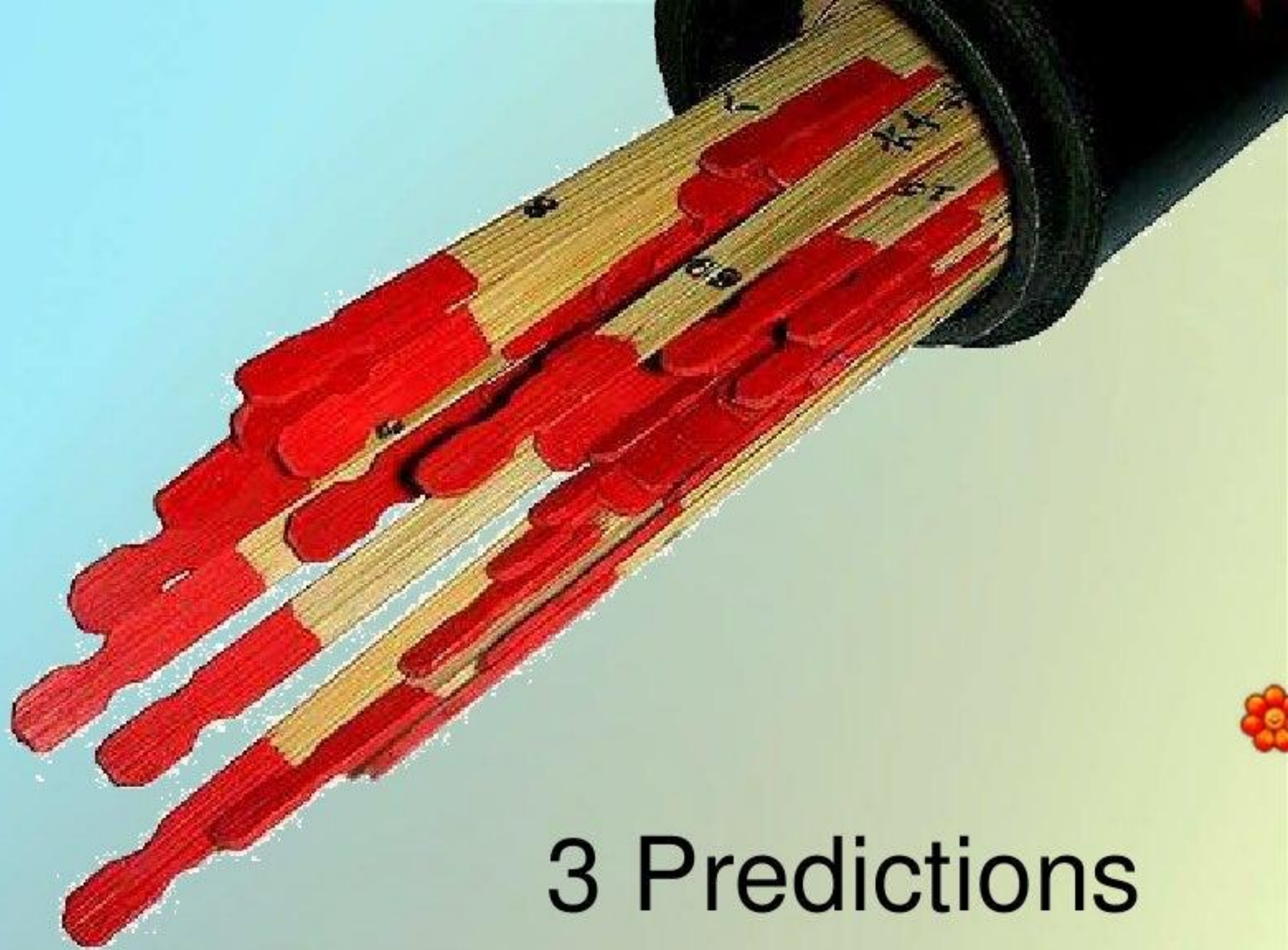
Deactivate time hack

Increase score multiplier

Visit CyberShadow's Bejeweled Blitz page

It's very hard to protect against determined hackers... so design to minimize the impact





3 Predictions



Social interaction w/ all games



Xbox Live and Facebook Connect



iPhone game and Facebook Connect

