

From: Tim Sweeney [REDACTED]
 Sent: Fri, 23 Feb 2018 21:41:23 +0000 (UTC)
 To: Mark Rein [REDACTED]
 Cc: Arjan Brussee [REDACTED]; Sergey Galonkin [REDACTED]; Daniel Vogel [REDACTED]; Chris Babcock [REDACTED]; Chris Dyl [REDACTED]; Josh Adams [REDACTED]; Justin Sargent [REDACTED]; Paul Meegan [REDACTED]
 Subject: Re: Android - wild idea

Great! If the OEMs can force the game through the carriers, that is much preferable! It will be so much easier to deal with hardware companies, who have a strategic vision, than with the stagnant telecom monopolies.

Tim

On Feb 23, 2018, at 4:30 PM, Mark Rein [REDACTED] wrote:

Mark, we'll need a plan for secretly negotiating bundle deals with Android OEMs with a major presence outside of China, including Samsung and LG. Will need to be a coordinated international effort and needs to stay below the radar. We can offer each one some really cool branded bling exclusive to users who play Fortnite on their platform.

You mean exclusive to users who play Fortnite on OUR platform on their phones :)

I'll setup a chat with Ray to discuss meeting with the big OEMs and navigating these waters.

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|-------------------------|---|
| DEPENDANT A | United States District Court Northern District of California |
| | Case No. 4:20-cv-05640-YGR |
| | Case Title <i>Epic Games, Inc. v. Apple, Inc.</i> |
| | Exhibit No. DX-3732 |
| | Date Entered _____ |
| By: _____, Deputy Clerk | |

On Fri, Feb 23, 2018 at 2:36 PM, Tim Sweeney [REDACTED] wrote:

Awesome! I love the Android mini-launcher approach too. Establishes a way to get auto-updates and launch Fortnite now, more games and a storefront later!

Here is our official plan for communicating with Google about bypassing the Google Play Store:

SAY NOTHING TILL IT SHIPS

Re Apple, there's no way for a non-developer non-enterprise user to install software outside of the App Store, so I'm not sure there's a role for the mini-launcher there yet. If we want a multi-product gateway on iOS, we could build the mini-launcher into all of our games (underneath a top-level Epic icon in the menus) but the install links would need to redirect to the App Store. This is how WeChat handles game installation on iOS, unlike Android.

Mark, we'll need a plan for secretly negotiating bundle deals with Android OEMs with a major presence outside of China, including Samsung and LG. Will need to be a coordinated international effort and needs to stay below the radar. We can offer each one some really cool branded bling exclusive to users who play Fortnite on their platform.

Tim

On Feb 23, 2018, at 12:10 PM, Arjan Brussee [REDACTED] wrote:

oh wow! okay let's chat, see if we can integrate efforts. I send out meeting invite with smaller group
 -arjan

On Fri, Feb 23, 2018 at 11:55 AM, Sergey Galonkin [REDACTED] wrote:

Here is the current prototype for Diesel on mobile. It doesn't include the launcher or anything, but we can certainly add that
<https://drive.google.com/file/d/0B5EQT6aoBjYvYXpOYUhhOFInbUFyNnhKUDZmelJlNFZGNXdR/view>

I can add Marshal to the discussion, so he can explain our current thinking.

On Fri, Feb 23, 2018 at 11:48 AM, Arjan Brussee <[REDACTED]> wrote:

I think the idea is to have a Trojan horse mini-launcher with basic functionality to download/update/install Bacchus, that we can later update to the full Diesel experience
-arjan

On Fri, Feb 23, 2018 at 11:40 AM, Sergey Galonkin <[REDACTED]> wrote:

What's the timeline for this? We already designing Diesel with the mobile version in mind, but it seems we might need to prioritize that.

On Fri, Feb 23, 2018 at 10:58 AM, Daniel Vogel <[REDACTED]> wrote:


AMAZING work Chris!
2 MByte download :-)

-- Daniel, Epic Games Inc.

On Fri, Feb 23, 2018 at 10:56 AM, Arjan Brussee <[REDACTED]> wrote:

Chris Babcock (added) made a POC epic launcher yesterday , that's able to download, install and update a fortnite build on your phone. It works! Needs UX love but the principle is there. We can likely use this for internal deployment soon.

Will organize internal meetings next week

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Arjan

On Fri, Feb 23, 2018 at 06:47 Daniel Vogel <[REDACTED]> wrote:

If it is plan of record we need to roll this out internally to a large set of people and make sure we have communication plan with Apple and Google etc.

Worth doing that via in person meeting so we don't mess up external communication?

On Thu, Feb 22, 2018 at 9:28 PM Tim Sweeney <[REDACTED]> wrote:

This is awesome. Full speed ahead with this as the plan of record.

Tim

On Feb 23, 2018, at 3:13 AM, Arjan Brussee <[REDACTED]> wrote:

The benefit of focusing on IOS right now for initial launch is not to be underestimated and very likely a must. A lot of risk in current plans wrt Android compat&perf, outside of general workload for online teams. We're working through that tomorrow. We should decide quickly!

Also started explorations and quick prototyping on android launcher specifics, like Daniel outlined. Will document in gdoc

Arjan

On Thu, Feb 22, 2018 at 20:40 Daniel Vogel <[REDACTED]> wrote:

I love the idea!!!
I don't think we are ever going to have this amount of leverage again to get players to

jump through hoops to install our "store"/ecosystem/launcher, and for IHVs/carriers to pre-load it onto their new devices.

Side benefits are that going platform exclusive with iOS allows us to focus our engineering efforts there to accelerate initial launch all while being able to negotiate extra support from Apple. Being on iOS first I assume is also going to build up demand for Android version which in turn should help negotiations with carriers / phone manufacturers etc.

I wish I was more versed in the Android ecosystem :-/

Googling shows that there is clearly a way to pull this off given how many there are and Amazon has an offer as well.

<https://fossbytes.com/10-google-play-store-alternatives/>

Can someone detail installation experience of Amazon Android app?

<https://www.amazon.com/androidapp>

I assume technical challenges we need answers for are split into:

- getting launcher installed on device (side-loading)
- figuring out how to keep launcher updated (can you self patch your own executable if you are side-loaded?)
- figuring out how to install another app (aka launcher installing the game)
- figuring out whether any of this changes if we are pre-installed by carriers / IHVs / etc

And then making it all super user friendly and fool-proof.

I haven't used hockey app on Android, but on iOS it is pretty unusable. I assume this is due to platform constraints?

At some point the DOJ is going to break Apple's stranglehold on the app store...

-- Daniel, Epic Games Inc.

On Thu, Feb 22, 2018 at 7:18 PM, Arjan Brussee [REDACTED] wrote:

Hockeyapp for instance is a website, click download, install, done. No privilege escalation/dev settings/ at all needed. sideload=easy!
Chris Babcock is doing deeper investigations, e.g. how Hockey and "APKUpdater" work to install & update apps. Idea is to Download the mini-launcher directly through a web link, which then downloads/updates/patches FNBR APK.
-arjan

On Thu, Feb 22, 2018 at 4:11 PM, Tim Sweeney [REDACTED] wrote:

Agreed and, also, to hell with Google!

Tim

On Feb 22, 2018, at 9:44 PM, Sergey Galonkin [REDACTED] wrote:

It's not just about the 30% though. It's about creating a platform we can later use for other projects :) It's worth more than 30% IMO.

On Thu, Feb 22, 2018 at 3:35 PM, Josh Adams [REDACTED] wrote:

Avoiding the 30% is great but I will say that it would keep me from installing it if the only way was to side-load :) I realize that as long as < 30% of people feel the same way, is a win!

Technically, it sounds doable yes.

But, most important to my end, we might lose the goodwill and support of Google (not that they do all that

much for us, really... Samsung and Qualcomm and ARM do more)

Josh

On Feb 22, 2018, at 10:37 AM, Mark Rein [REDACTED] wrote:

I LOVE this idea!

On Thu, Feb 22, 2018 at 10:28 AM, Tim Sweeney [REDACTED] wrote:

(confidential)

Arjan, Daniel, Josh,

What is the feasibility of launching Fortnite on Android as a stand-alone installable program, avoiding Google Play and their 30% tax? Perhaps 1-2 months after iOS launch, after we're able to scale to handle the full volume of mobile users.

Do all Android devices support turning on side-loading? Could we launch with the game and a simple auto-updater (not the launcher, just an updated with no UI but a progress bar and cancel button)?

I'm thinking Fortnite.com could have the same "Download" button on Android as on PC/Mac that downloads the installer, and the landing page for the download button could have instructions for turning on side-loading.

This could get us to having a multiplatform (PC/Mac/Android) ecosystem much faster than other avenues. Fortnite provides nearly unlimited free UA sufficient to overcome the friction of installing it.

Step 2, negotiate free bundling deals with all the major smartphone manufacturers.

Step 3, turn the auto-updater into a full version of the launcher on Android, so that Diesel will launch across all 3 platforms.

This is exactly the process Tencent followed to bypass Google Play with WeChat, which they soon opened up as a game distribution platform. The sooner we can free ourselves from the App Store distribution monopolies, the better, and the Fortnite launch on Android seems to me the one moment in time when we have sufficient gamer excitement to launch successfully and build up a huge gamer base.

Tim

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Mark Rein,
Epic Games, Inc.

Visit us at <http://www.epicgames.com>

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Sergey Galyonkin

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Sent from mobile

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Sergey Galyonkin

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Mark Rein,
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