

Free to Play Games



MASTERCLASS
BY TEUT WEIDEMANN
ONLINE GAMES SUPERVISOR UBISOFT BLUE BYTE

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Ubisoft Blue Byte



Founded in 1988, part of Ubisoft since 2001



A long tradition as a developer of high quality PC strategy games Anno & Settlers

In recent years successful development on multiple platforms: PC, PC Online, PS3, Wii, iPad, iPhone.

Blue
Byte

Currently 120+ coworkers in Düsseldorf in a constantly growing office

Over 60 positions open currently

BB is now publishes f2p for Ubisoft in several EMEA countries

Ubisoft



- Subsidiaries in 26 countries, 27 development studios
- 1,038 Mio. € turnover in the business year 2010 / 2011



Who is Teut Weidemann



- Working on Games since 1981
- Professional since 1987
- Over 70 titles on C64, Amiga, Atari ST, PC, Consoles, Online ...
- Specialised since 1996 on online games
- Jobs: Graphic Artist, Programmer, Designer, Development Director, CEO, CTO
- Now Online Games Supervisor @ Ubisoft Blue Byte
- Also teacher for IM at Film Academy Ludwigsburg
- Companies: Rainbow Arts, Softgold, Lucasfilm Games, Microsoft, Wings Simulations, Jowood, CDV, Ubisoft

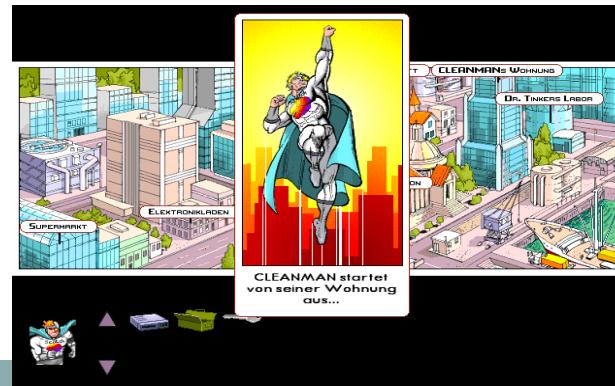
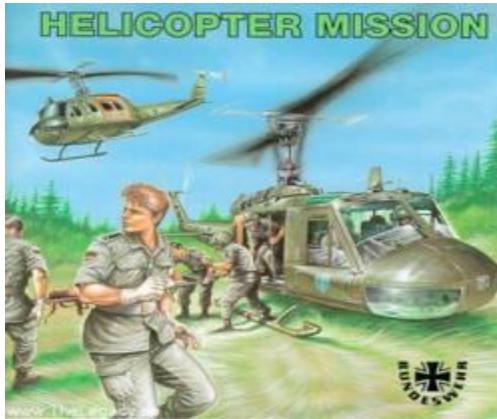
Teut's Oldies ... 1987-1990



Katakis, Denaris, Turrican, Spherical, X-Out, MUDS, R-Type, Rock'n Roll, 60 more

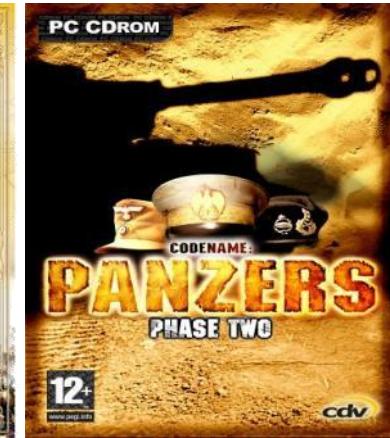
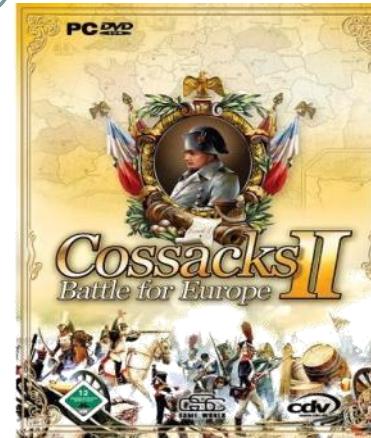
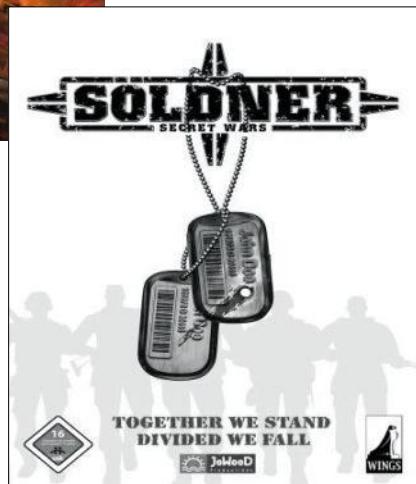
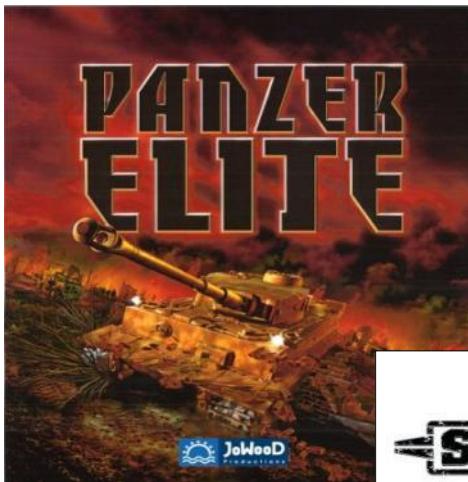


My „Serious Games“ ...



And some more ...

Teut's Classics ... 1997-2009



And 20+ more

Teut's New ... 2010 - ????



TheSettlersOnline.com



www.nadirim.com



- The Settlers Online for Ubisoft/Blue Byte
- Nadirim for Digital Reality/Docler in Hungary
- Both free to play
- Both browser based, Flash/Flex 'client'

The Settlers Online



NADIRIM



Retail vs. f2p



“old economy” vs. “new economy”

Classic Business

- Retail Sale*
- Buy before you play
- Reviews, Demos as guidelines
- Risk of returns
- Very indirect customer feedback
- High dev costs
- System Specs sensitive
- ‘Industry’ states only



Classic vs. f2p

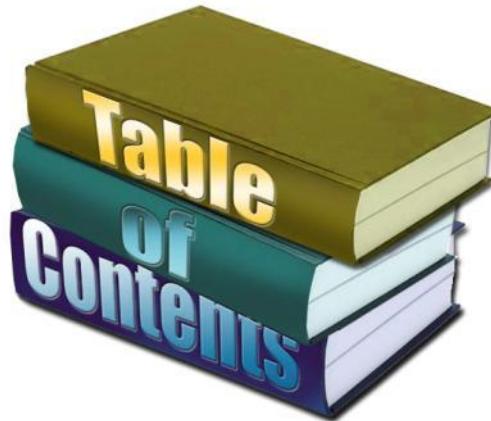


- ~~Retail Sale*~~
 - ~~Buy before you play~~
 - ~~Reviews, Demos as guidelines~~
 - ~~Risk of returns~~
 - ~~Very indirect customer feedback~~
 - ~~High dev costs~~
 - ~~System Specs sensitive~~
 - ~~'Industry' states only~~
 - Try everywhere: online
 - full game to try - free
 - Not necessary, simply play
 - No returns
 - Direct immediate feedback
 - 30% core feature ship
 - Low system specs: Netbooks
 - Worldwide, no exception*
- * 10x more potential audience

F2p Masterclass



Content Overview



The Game

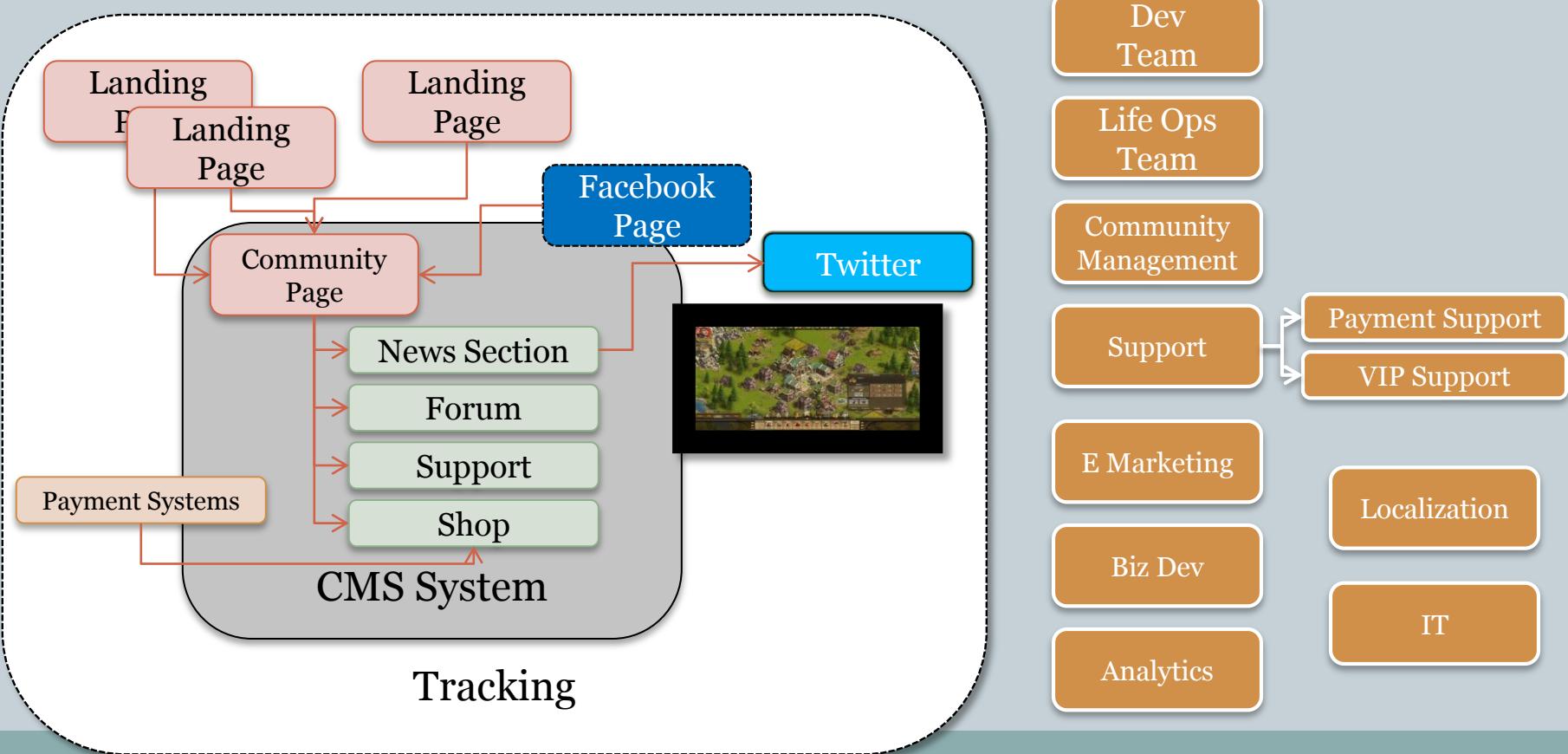
- F2p basics
- Game requirements
- Balancing
- Asynchronous GD
- GD loops
- Social Systems
- Monetization Strategies

OOC

- Oh.
- Oha.
- Cheez.
- Out of Client modules
- On your request
- See next slide.

Game is only one puzzle piece

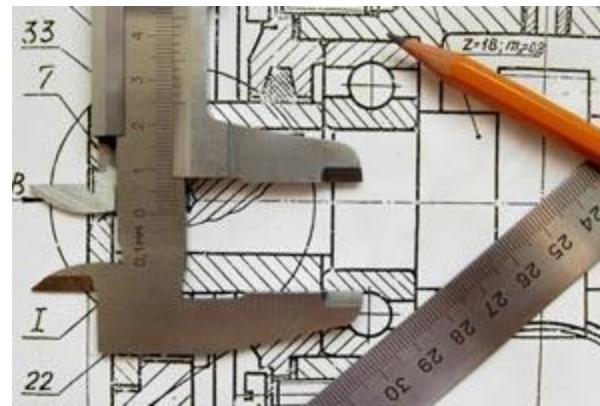
16



F2p “mechanics”

17

There is more than game design to f2p



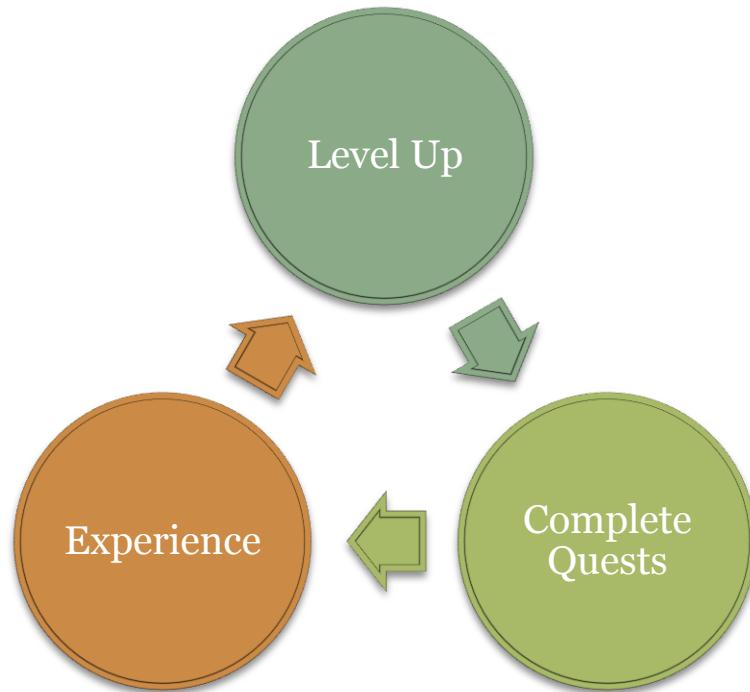
Typical Game “Loop”

18



Game loop example

19



But we need to make money too

20

Monetizable?



To check we need to track

21

Monetizable?



Challenge

Reward

Track it!

Three pillars of f2p Game Design

22

Monetization

Tracking



Which priority?

Designer Dilemma

23

- Designers think about monetization
- Designers are suddenly responsible for your business
- They need to think about money (!)
- But fair play ... stands in the way

Do you want your business
be 100% dependent on your
current designer?

Monetization



Classic Designers



- Creating a game which must be ,fun'
- Games as Art
- Fair game play
- Usability, Accessibility
- Hardcore vs. Casual Gamers
- Dev Cycle vs. Product life cycle

* From vgSummit talk of Zhan Ye, ceo GameVision



F2p Online Game Designers



- Many learned assumptions become irrelevant
- If you start with those you will likely fail
- Making the transition is crucial and difficult
- Change your mentality, design approach and your old habits
- As free to play changes most of your design



Example: Fun



Old Assumptions:

- Fun is the top priority of any game
- Game Designers job is to make a fun game
- Designer doesn't worry about making money
- If you make a fun game it will most likely sell

Example: Fun



In the Free to Play Online Market:

- Fun is important but not the major objective anymore
- Designers have to operate on dual objectives:
 - Making the game fun
 - Design the game to monetize well
- It's suddenly the designers job to think how to make money!
- Each feature is judged by „fun“ and „how well does it monetize“
- This will change your approach to game design!

Teut's Recomendation

28

If you want to be successful in creating online
games

then

*Live them!**

F2p Basics



MAKING MONEY WITH A FREE GAME

“F2P never works in Europe”

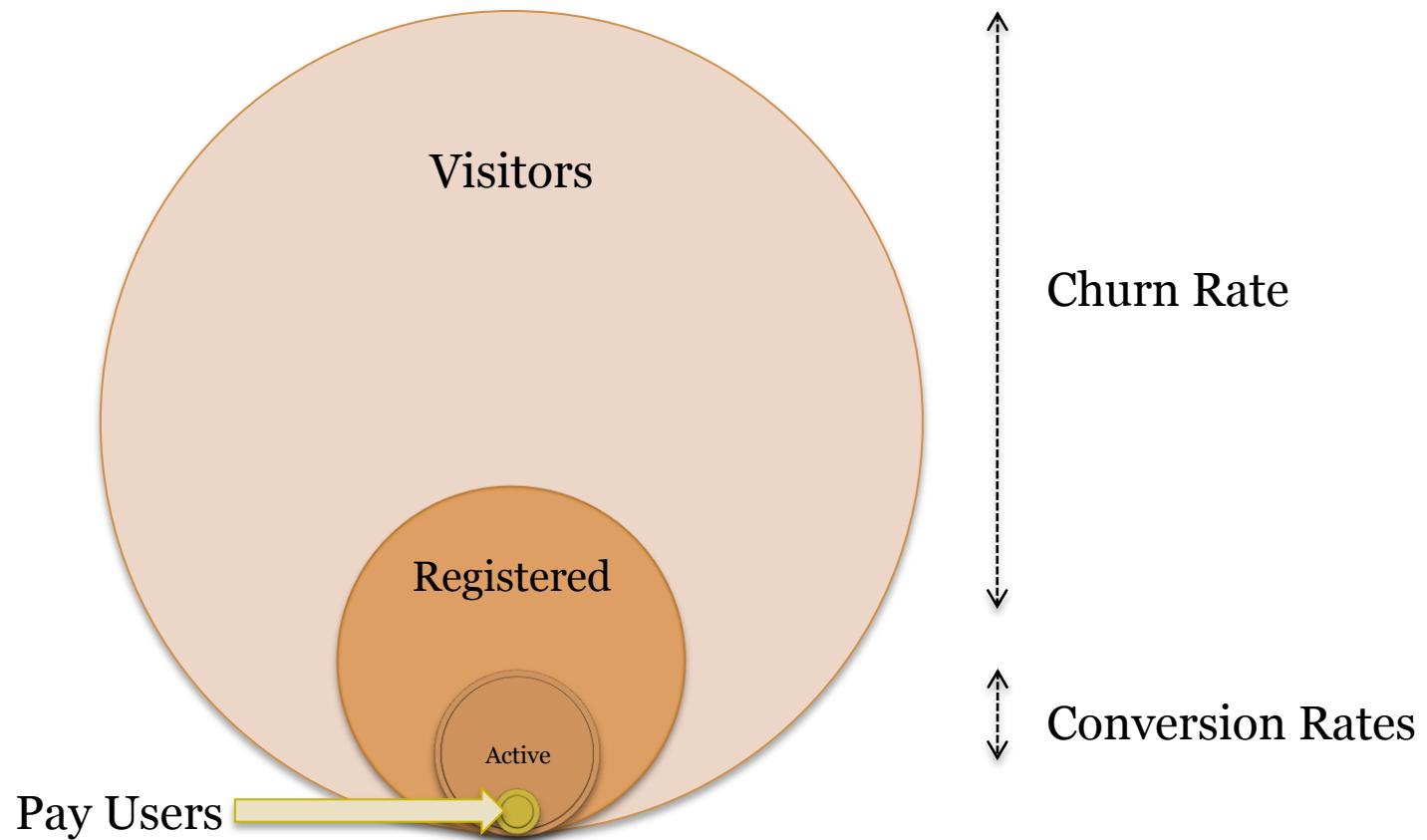
Unnamed CEO of <put name here> Publisher

2005

Definitions

- Churn Rate: how many users leave per month in percent
- Active User Definition: returning after first day and first login
 - definition varies from company to company
- Conversion Rate = Active to Pay: How many actives pay
- ARPU: Average Revenue per User (total revenue/active users)
- ARPPU: Average Revenue per Paying User (total revenue/paying users)
- CPA/CPL: Cost per Acquisition/Lead (of user)
- LTV: Lifetime value (total revenue per (paying) user over his lifetime)
- PCCU: Peak Concurrent Users (CCU=average users online)
- MAU/WAU/DAU: Monthly/Weekly/Daily active users

User Flow

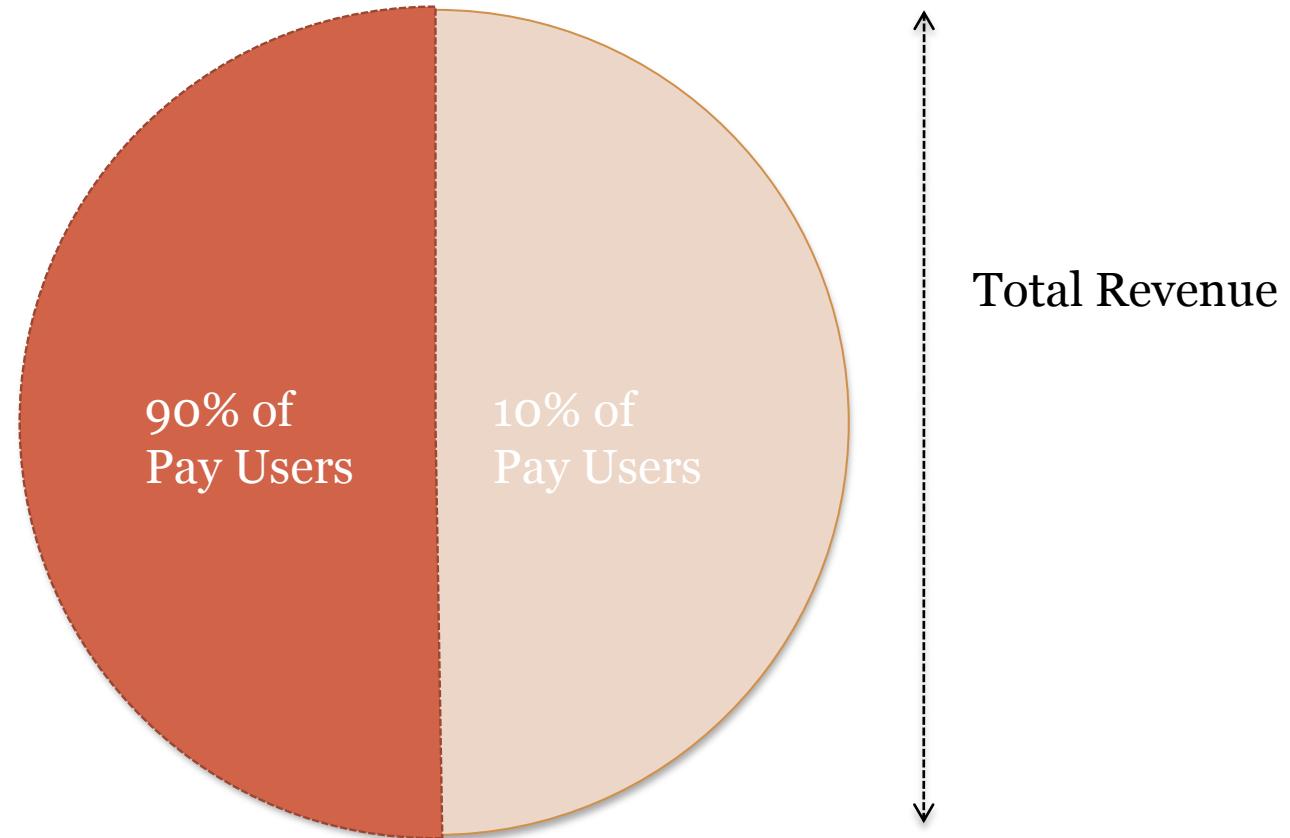


Revenue Distribution

50% of your revenue comes* from „high rollers“ or „wales“

These Users need special attention

„VIP“ flag needed through all services



*if your game is designed right

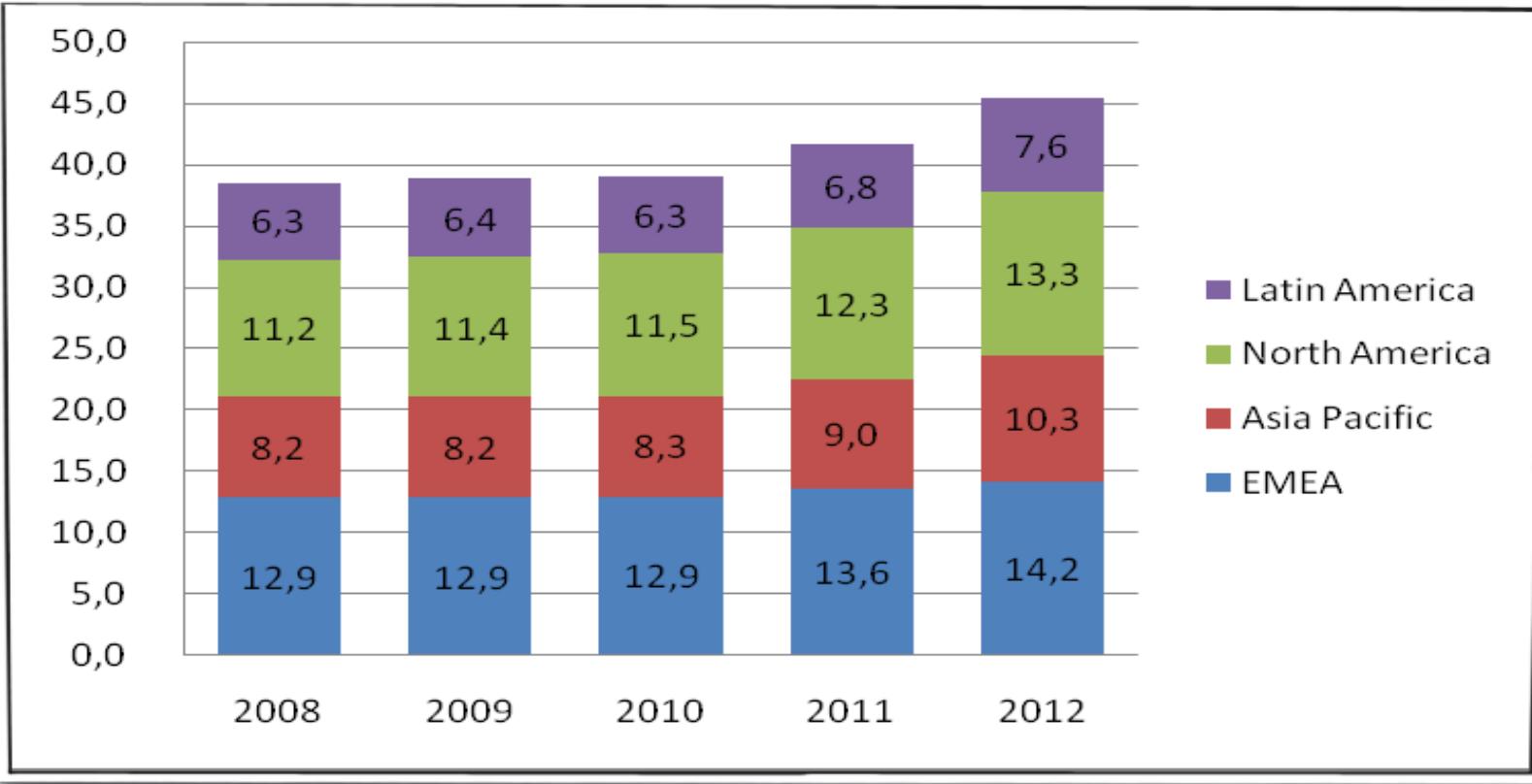
Number of users is key to success



- Revenue = Active Users*Conversion Rate*ARPPU

Target	Responsibility	Turn Around
Active Users	E- Marketing	24 hours
ARPPU	Pay Item Design	1 Week
Conversion Rate	Game Design	1 Month
Retention	Game Design	1 Month+

- Printing Money?
 - If ARPU or LTV > CPA



Market Size & Forecast ARPU(!)

Source: IDATE Sept. 2008

The median spent on In-Game Currency and Subscription Codes more than doubled while in-game virtual gifts declined slightly

Median Spent on Digital Content By Content Type

Content Type	From First Party		From Third Party	
	July 2011	July 2010	July 2011	July 2010
In-Game Currency	\$50	\$31	\$45	\$20
Subscription Codes	\$50	\$20	\$25	\$15
Armor or Equipment*	\$30	\$28	\$20	\$20
Maps/Levels	\$30	\$20	\$30	\$11
Weapons	\$25	\$20	\$20	\$15
Virtual Gifts	\$23	\$30	\$25	\$20
Powerups	\$20	\$20	\$20	\$15
Other	\$30	\$20	\$25	\$10



playspan

Games & Virtual Goods

Consumer Spending Report - August 2011

Sample Business Case



- 1 Million registered users
- Reg to Active: Churn rate varies (we assume 60%)
 - 400.000 Users left
- Rule of Thumb: 5%-15% Users pay
 - 5%: 20.000 paying users
 - 15%: 60.000 paying users
- ARPPU 15€: 300-900 thousand/month (ARPU: 0.75-1.5€)
- ARPPU 30€: 600-1.8Mil per month (ARPU: 2.25-4.50€)

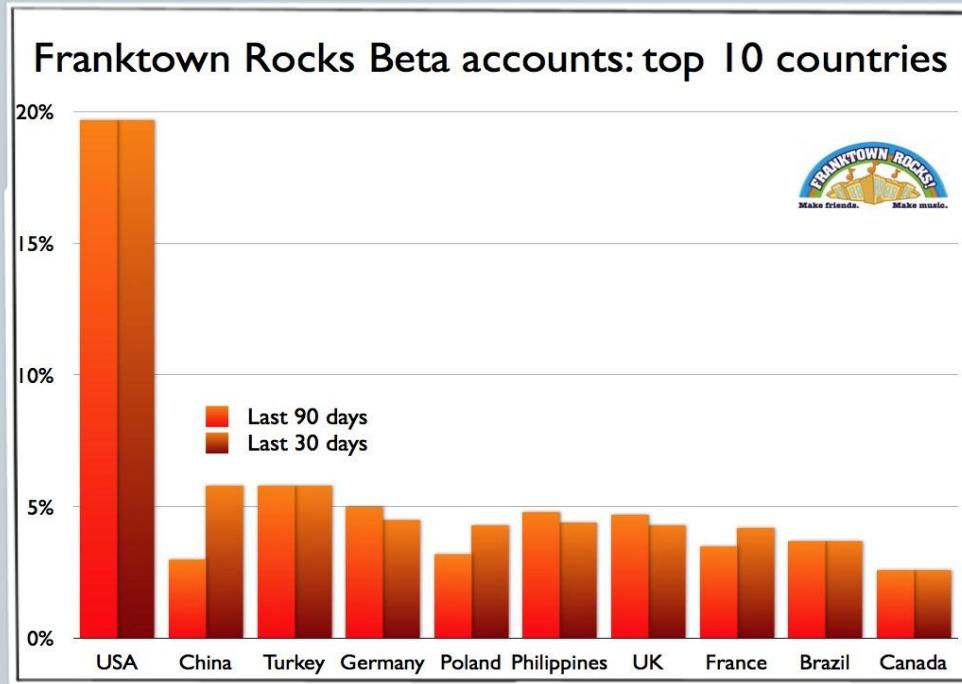
Note: we oversimplify here!

User Attributes



- Anonymous
- Can leave anytime (low stickyness)
- Usually brings 0.5-2 friends with him (6-8 on Facebook)
- Once he pays, he pays even more
- Most users come from countries we are not used to make business in:
 1. Low average income (<\$500/month!)
 2. Low or evolving internet infrastructure
 3. Low system specs
 4. Can't afford PC or consoles
 5. Usually play in internet cafes

- Turkey
- UAE countries
- GUS states
- India
- Brasil
- China
- Poland
- Phillipines
- Malaysia



Consequences



- Low System Specs & Software requirements
- Localization (or better Culturization) important
- Game Content compatible with alien cultures (Muslim, Asian)
 - No pigs, cows, alcohol, owls, (spiders) etc.
 - No events on Christian holydays etc.
- Free to play with item sale model (not freemium)
- Special payment systems
 - Specifics of Turkey (ePin, internet cafes, notebooks)
 - Russia (no CC*, no accounts, strong sms)

Game requirements for f2p

40

BASICS



Business model



- Unlimited **free** play
- Dual currency system:
 - “**Coins**” are earned by game mechanics
 - “**Gems**” are bought for real money
- **Coins** are used for trade and production
- **Gems** can be spent in the item shop
- „**Achievements**“ earn gems too (fair play)



Soft Currency



- Part of your virtual economy
- Earned by game mechanics
 - Quests
 - Achievements
 - Monster kills
- Spend on game mechanics
 - Repairs
 - Trade
 - NPC sales
- Will be affected by inflation on elder servers
- Is not convertable into hard currency



Hard Currency



- Bought with real money
- Earned in very small quantities
 - Quests
 - Achievements
 - Monster kills
- Spend on virtual items
 - Itemshop
 - In Game Monetizers
 - Services & Comfort
- Only „drops“ influences economics
- Is sometimes convertable into soft currency



Why 2 Currencies



- Business depends on hard currency
- Should not be prone to inflation
 - Userbase is chaotic system, don't depend your business on it
- Drop Rates & Sales are 100% controlled by you
- Metrics key to success: hard currency has to be tracked 100% and id'ed accordingly
- Note: global currency for all games = bad idea
 - That's why Facebook Credits might hurt the business
 - It happened in the past (Compuserve vs. Genie vs. AOL)

Item sale types



- Permanents:
 - last forever
 - May have cool downs
 - expensive
- Consumables:
 - vanish after use
 - one time buff or help
 - cheap
- Comfort:
 - monthly premium services
- Rent: pay per use/day
 - Mounts



Further Requirements

46

Player

- Progress
 - Leveling
 - XP
- Avatar (if possible)
 - Customizable
 - Seen by other players on random encounters

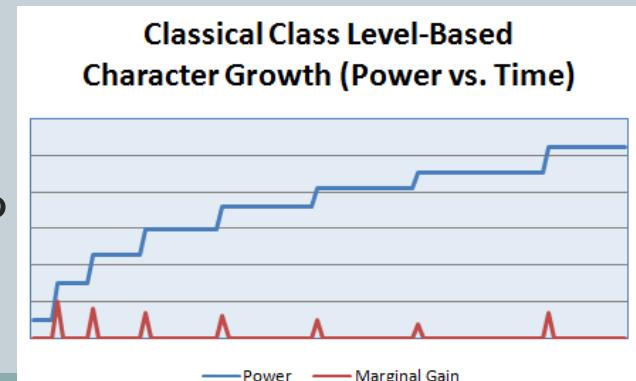
Environment

- A World
 - Explorable
 - Extendable
- Economy (if possible)
 - Trade
 - Crafting

Progress

47

- Leveling: Facebook educated 800 million users
- Experience just like good old RPG's
- Use levels for unlocking: great motivation & retention
- Great for \$\$: experience accelerators or events
- Great for balancing (later topic)
- But has problems
 - Desereted level areas
 - Level "limits": 10 years life time = level 500?





A World

48



- Explorable: at let me unlock new areas
- Extendable: you will extend your world for years
 - So better plan ahead and make sure it works
- Flexible: make sure nothing is set in stone
 - You might regret it in 5 years
- Lots of content, TONS of content. TOO MUCH WORK
 - Make sure you think about how to create it
 - Did you know WoW reuses mobs & textures for everything?

Avatar

49

- This is the player
 - And he loves himself!
- Better make him look good!
- “I don’t want to look like anyone else”
- Extreme Players also dress up like their heroes!
- You buy clothes in RL, why not allow players in their worlds?
- There are even virtual graveyards for dead avatars!



But tastes differ!

50



Economy

51

- Let players trade stuff
 - Direct trade
 - Auction House
- Let players craft stuff
 - Crafting system vital to MMORPG's (not all games can do this)
- Supply and Demand creates ecosystem by itself
- Careful about trading pay items
- Economy vital to self balancing systems

Content Requirements

52

Progress

- A good start
 - Churn rate optimizer
- A good first day
 - Design this 2nd
- Mid game
 - Progressing mode
- End game
 - Never-ending fun

Content

- Endless Content
 - Grinding
 - Faction Systems
 - Raid System
 - PvP
 - RvR
 - Generative content?
- Expansion Strategy

First Accessibility

53

- Visitor to Reg. to Active: make sure this is seamless
 - So even your mother can enter the game!
- You loose most people on your loading bar
- First few minutes in game should be awesome
 - Game should be self explanatory
 - Tutorials are “out”
 - You only got 5 minutes to convince users!
- Think casual: not everyone played WoW



First Day

54

- The user is here, now what?
- Give him a 1st day
- Show him what's coming, but don't overload him
- Tie him into the social net of your game asap
 - If your game is 100% accessible this doesn't work
 - People should ask questions in chat!
- Retention: give incentives to come back
- And yes, users forget URL's, logins etc.
 - Welcome email with all info is cool
 - DOI not mandatory but you can motivate people doing so

Mid Game

55

- User is in progress mode
- User socializes
- User knows what he is doing
- Here you monetize best
- Here its obvious WHY you loose players
 - Ask your players! Metrics!
- Give players goals, motivation, retention
- Here your support & community management is most effective

End Game

56

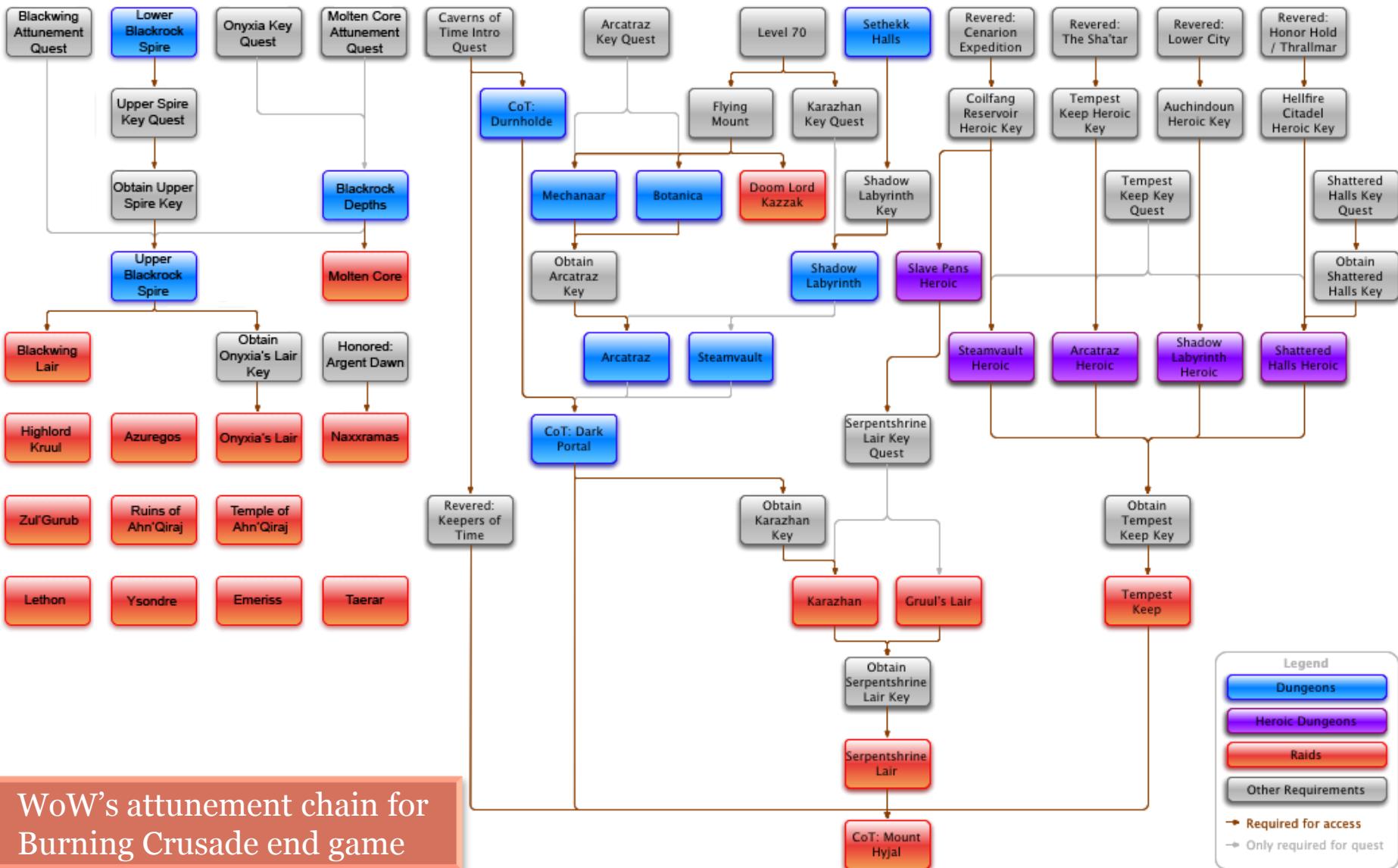
- Here most MMO's fail
- No end game=bored user=dangerous user
- End of content= next game= less users

- 1) Grinding
- 2) Faction Systems
- 3) Raid System
- 4) PvP
- 5) RvR
- 6) Generative content?



Look here

- 1) jRPG's
- 2) Rift, WoW
- 3) WoW
- 4) LoL, WoW, WoT
- 5) DaoC
- 6) Future?



Updates & Expansion



- Plan for bi-weekly updates
- Major expansions every 1-3 months
 - using sliced economics*
- High update frequency means
 - “2 Teams”: Life & expansion team needed
 - High Performance Version Control (Perforce)
- Users need to see the „service“
- Mini Expansions weekly (items, events)
- Ever expanding game means users will stay
- Be careful however with major game play changes
 - As users always will complain
- All this means you will break your game at some point!

Balancing

59

Trying to control Chaos



Balancing ... !!!



- Online Games face crowds of players
- Impossible to predict their behavior
- So it is important to make room for adjustments
- i.e. “Metric Game Design”
- As your revenue depends on it

Classic Game Curves



Classic Attributes



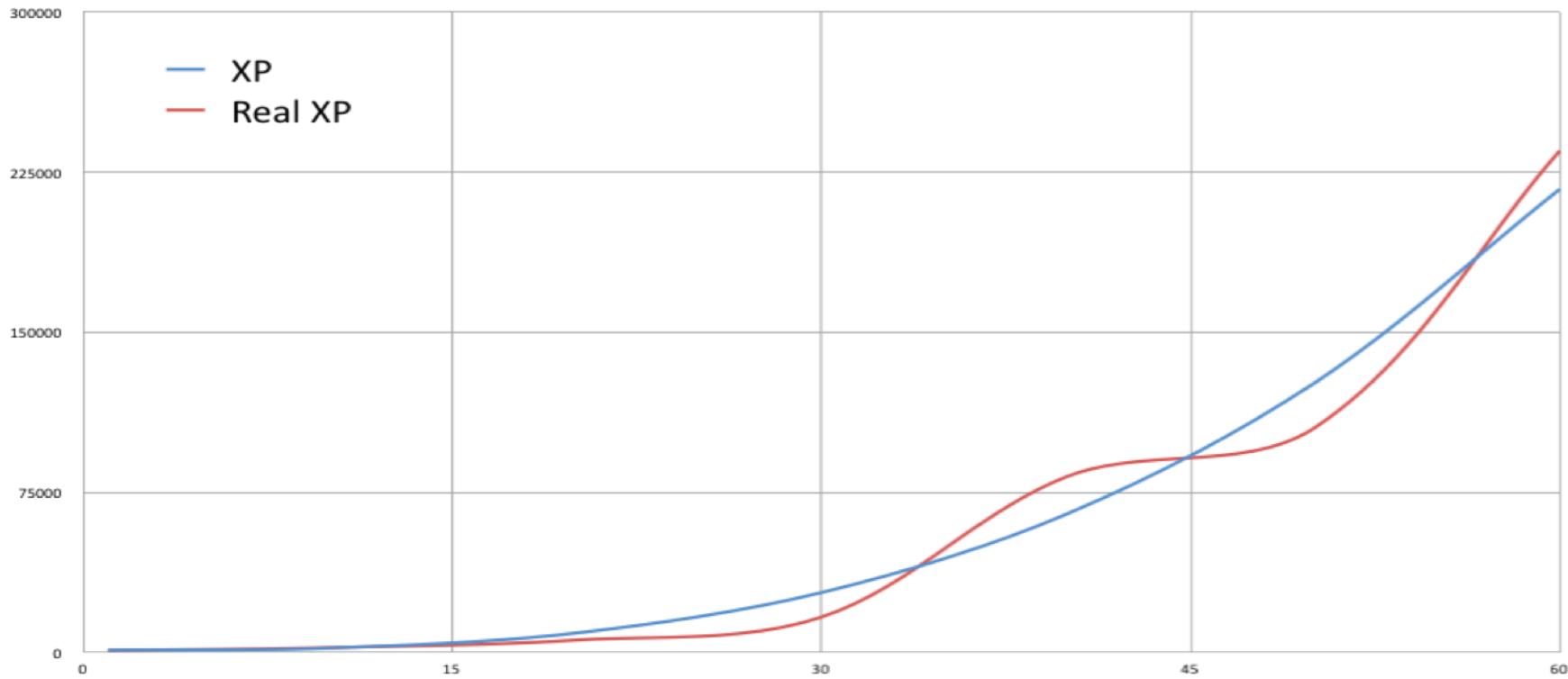
- Full control over player vs. environment
 - one player vs. one „room“
- Exact difficulty measurement & control
- No economy
- Player progress under full control

Online Attributes

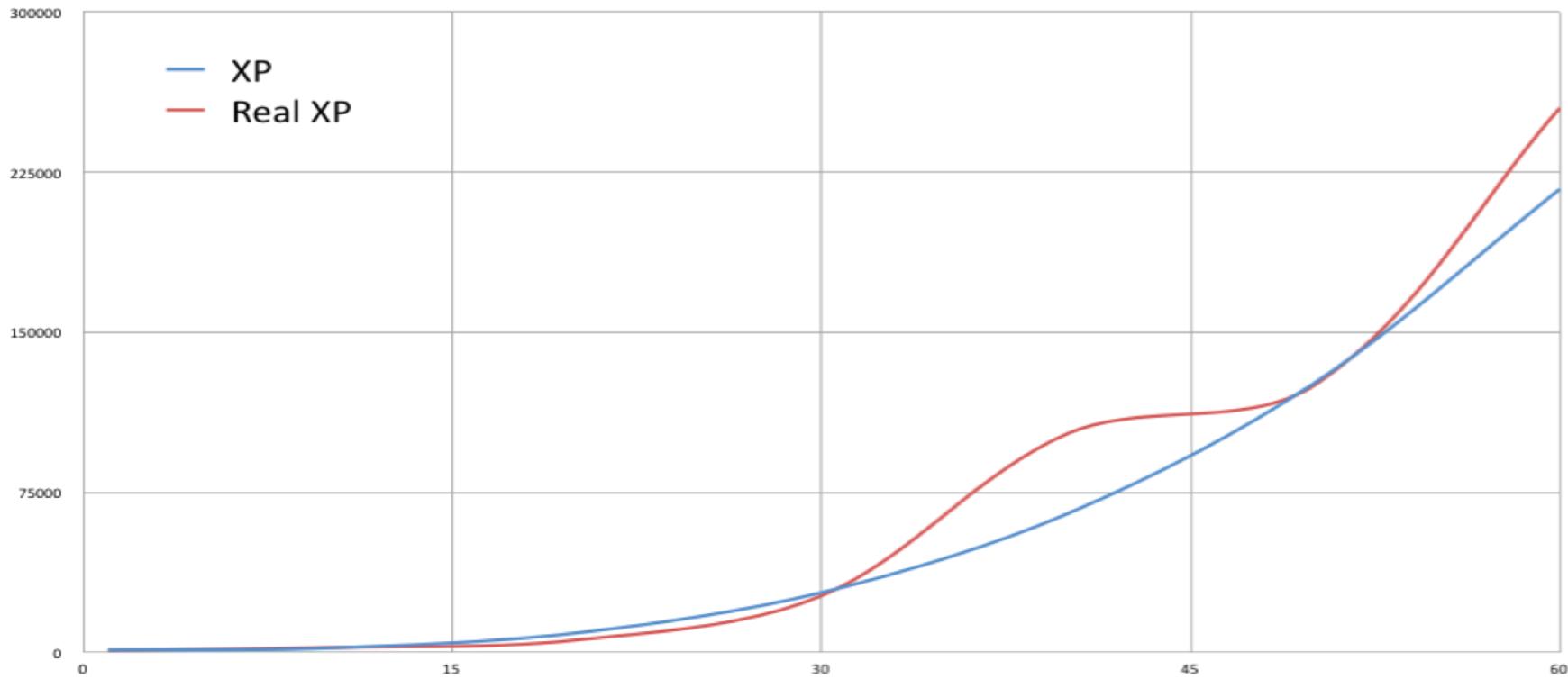


- Far less control over Player vs. Environment
 - many players vs. changing room
- No Exact Difficulty Measurement
- Player driven Economy
- Player Progress under weak control

Online Curves



Online Curves



Online Design



- Global formulas no longer work
- Players interfere with set environments
- Economy is player driven = chaotic system
- Players never behave like anticipated
- Player to Player interaction can't be controlled
- So how do we set a challenging environment?

- Key Question: how to balance this environment?

Slicing

67

NO SLICING = NO ONLINE GAME



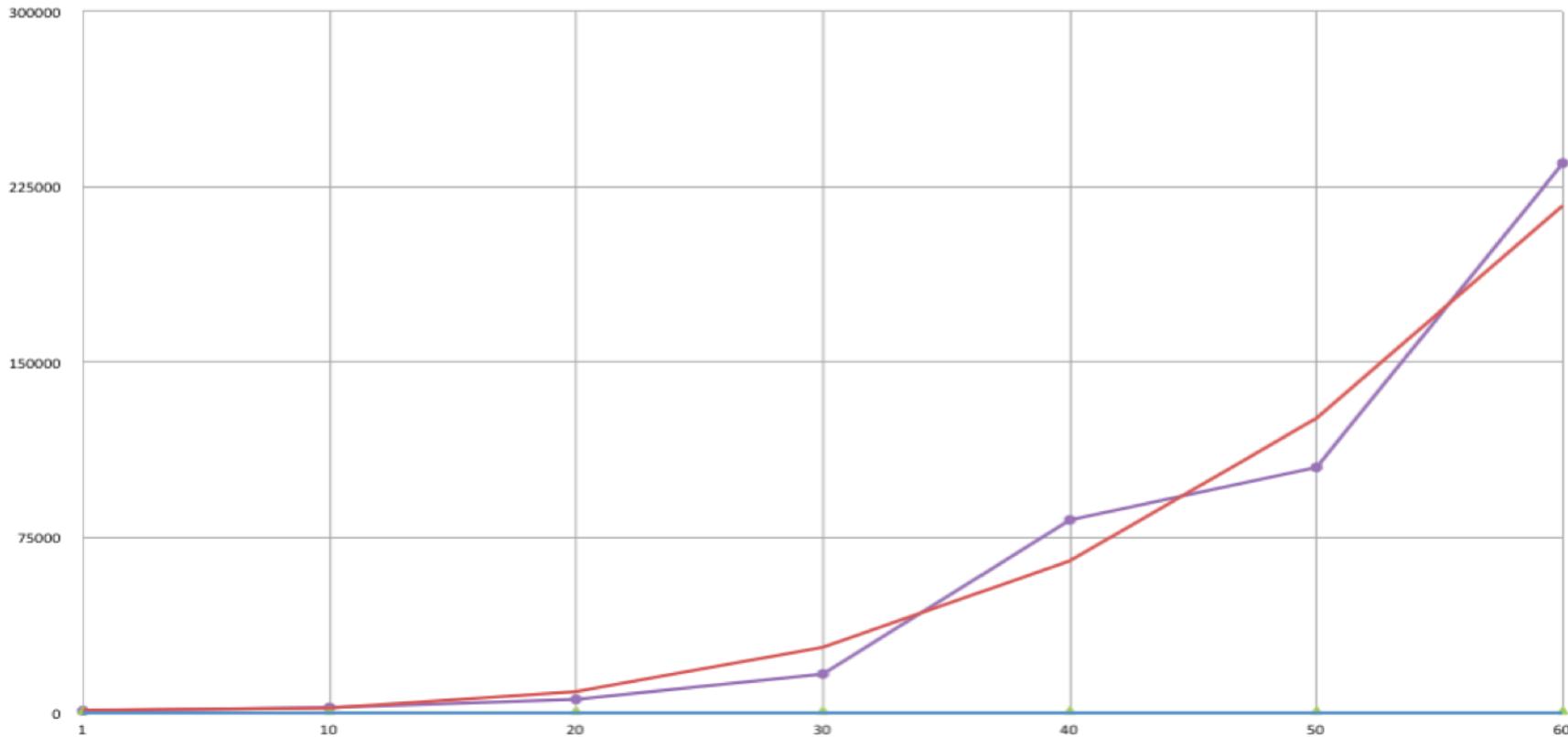
Define Slicing

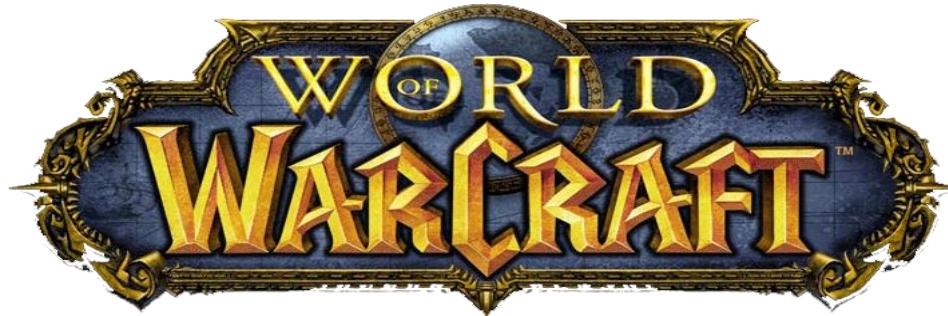


- Divide key game mechanics into slices
- Divide your game into slices
- Divide everything into slices
- This includes formulas, levels, world, XP, items, resources, crafting, MoB's, ...
- I told you, slice everything.
- But why?

Sliced Curves

— XP
★ Slice Points for XP

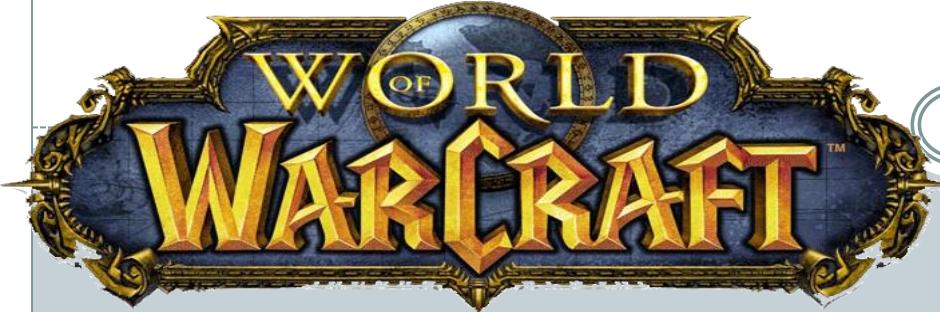




Slicing in World of Warcraft

QED – IT WORKS FOR 11 MILLION PLAYERS

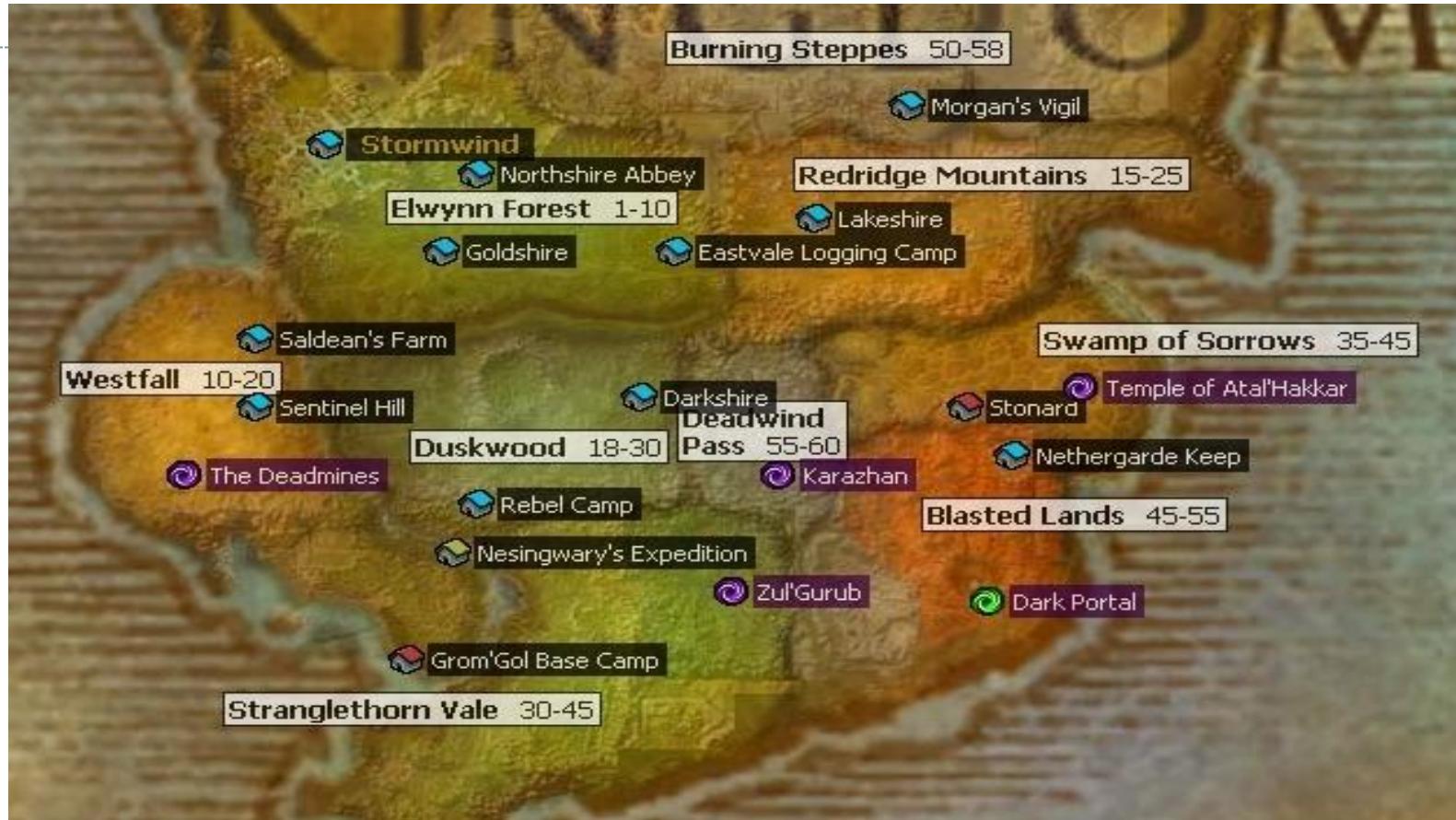
(although not being f2p it's being used as most of you
should have played it)



- Because it works
- ... and very well since 6 years
- balanced...
- and is sliced to the extreme



Eastern Kingdoms



Zones Level Req's

- Slices of 10 levels
- Multiple Start Zones
- Slight overlaps
- Multiple Zones/Slice
- Multiple End Zones

Kalimdor	Die östlichen Königreiche
Weltkarte	
Teldrassil (1-12)	Wald von Elwynn (1-11)
Durotar (1-12)	Dun Morogh (1-12)
Mulgore (1-14)	Tirisfal (1-16)
Dunkelküste (10-20)	Westfall (10-20)
Brachland (10-25)	Loch Modan (10-20)
Steinkrallengebirge (15-27)	Silberwald (10-20)
Eschental (18-30)	Rotkammgebirge (15-25)
Tausend Nadeln (25-35)	Dämmerwald (18-30)
Desolace (30-40)	Sumpfland (20-30)
Düstermarschen (35-45)	Vorgebirge des Hügellands (20-30)
Feralas (40-50)	Alteracgebirge (30-40)
Tanaris (40-50)	Arathihochland (30-40)
Azshara (45-50)	Schlingendorntal (30-45)
Teufelswald (48-55)	Ödland (35-45)
Krater von Un`Goro (48-55)	Sümpfe des Elends (35-45)
Winterquell (53-60)	Sengende Schlucht (43-50)
Silithus (55-60)	Hinterland (45-50)
Mondlichtung	Verwüstete Lande (45-55)
	Westliche Pestländer (50-58)
	Brennende Steppe (50-58)
	Östliche Pestländer (53-60)
	Gebirgspass der Totenwinde (55-60)

Crafting: 10 level slices



	1-10	11-20	21-30	31-40	41-50	51-60	Rare
Tailoring							
Mining							
Herbs							

Item Slicing

- lvl 4: Belts
- lvl 10: Hands
- lvl 15: Shoulders
- lvl 17: Rings
- lvl 26: Helms
- lvl 40: Trinkets
- lvl 46: Necklaces



Skill Slicing

- Hunter as example:
- Level 10: Pet
- Level 20: New Attacks
- Level 30: Feign Death
- Level 40: Mount*
- Level 50: AoE
- Level 60: Mastery



MoB Slicing

- +/- 5 levels effective
 - 1-5 lvl below= less XP
 - 1-5 lvl above= more XP
 - 5+ lvl above = deadly
-
- Prevents power twinkling
 - Funnels player thru design
 - Enhances Level Unlocking



Slicing Empowers



- For each slice we can:
 - Balance individual zones' factors
 - i.e. $XP = MoB\ level * 1000 * ZF[x]$;
 - $ZF=1$ by default
 - $ZF>1$ faster progress, $ZF<1$ slower
 - Balance player progress & difficulty level
 - Balance the Economy
 - Balance Drops, Items, Crafting

Slicing is key to success

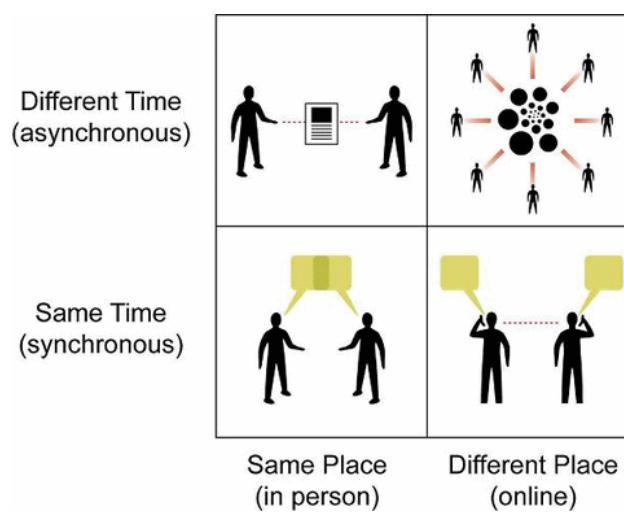


- Slicing makes balancing easier & faster
- Speeds up the process of constant adjustments of game curves
- Empowers you to counter economy hickups
- Makes the games difficulty and accessibility better
- In the end it optimizes revenue
- It gives YOU control

Asynchronous Game Design

80

SYNCHRONOUS = DEATH
How to survive the wrath of IT



Definitions

81

Synchronous

- occurring at the same time
- coinciding in time
- Contemporaneous
- simultaneous.

Asynchronous

- not occurring at the same time.
- having each operation started only after the preceding operation is completed.
- of or pertaining to operation without the use of fixed time intervals

Why is this important?

Asynch Game Design

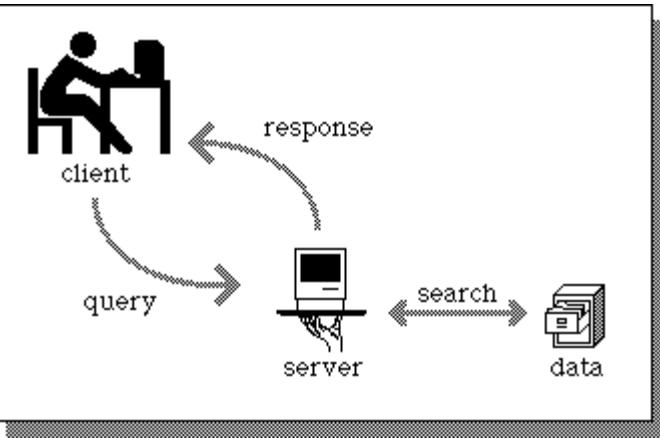
82

Client-side coding

- * **Ajax Asynchronous JavaScript**
- * **Adobe Flash (Action Script 3/Flex)**
- * **JavaScript**
- * **HTML5 and CSS3**
- * **C++ etc.**

Server-side coding

- * **Java, e.g. Java EE or WebObjects**
- * **PHP (open source)**
- * **.NET (Microsoft proprietary)**



Game Designer should know IT?

Basic understanding of server infrastructure and limits is an advantage

Database coding

- * **Microsoft SQL Server**
- * **MySQL**
- * **SQLite**
- * **No Sql**
- * **„In Memory“**

Example: Synchronous Trade

83

Synchronous

Exploit!

- Player A+B online
- Trade initiates
- Both A+B synch
- Goods are defined
- Communicated
- Traded?



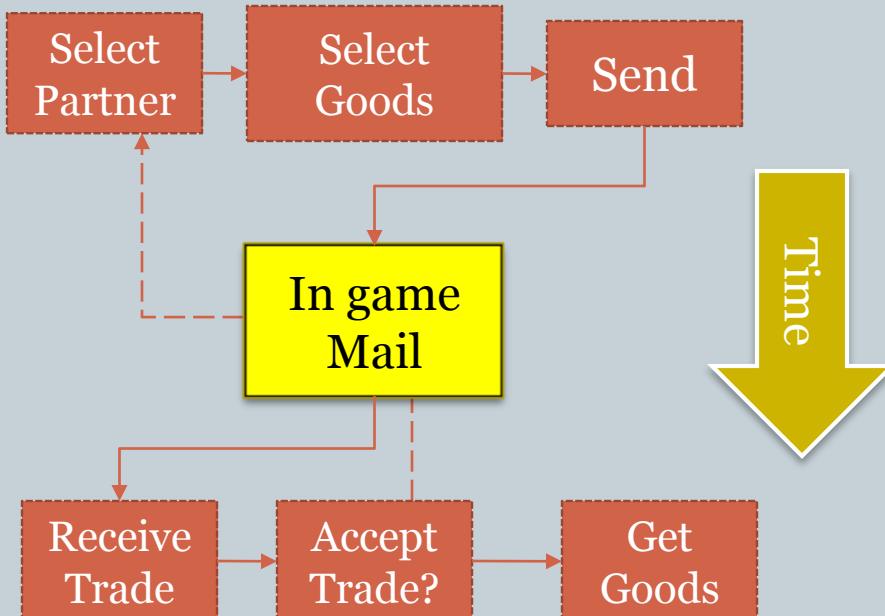
Example: Asynchronous Trade

84

Asynchronous

- Only A has to be online
- Trade is “sent”
- Accept trade anytime
- Hours later Player B accepts
- Trade returned to A
- Voilá!

“Light” on server



Asynch Trade + Features

85

- Items can be sent through in game mails
- Users can send gifts via in game mail
- Support uses this for compensations
- We use it for server wide giftings & events
- Quest rewards are sent via in game mail
- Gems are sent via in game mail
- We log these mails, so we got a 100% log for pay items!

Asynch Features

86

- Asynchronous usually means “time” between actions
- This time should be a parameter (flexible)
- If you carefully tune this time
 - You can monetize it!
- Example: If trade needs 6 hours to return to sender
 - Then I would pay some gems to get it back sooner?
- If I can send only 3 trades per day
 - I would pay gems to send more trades per day?

Social Systems

87

WHAT THE
*#&!
IS SOCIAL
DESIGN

New Topic for Games

88

Elements of Social Design

- messaging
- sharing
- collaborating
- rating
- reviewing
- gossiping
- recommending
- voting
- arguing
- networking



Principles of Social Design

- Motivation
- Identity
- Control
- Independence
- Privacy
- Authority
- Gaming
- Community
- Emergence



Social Systems in Settlers

89

Guild
System

Mail

\$ Gifting

Chat

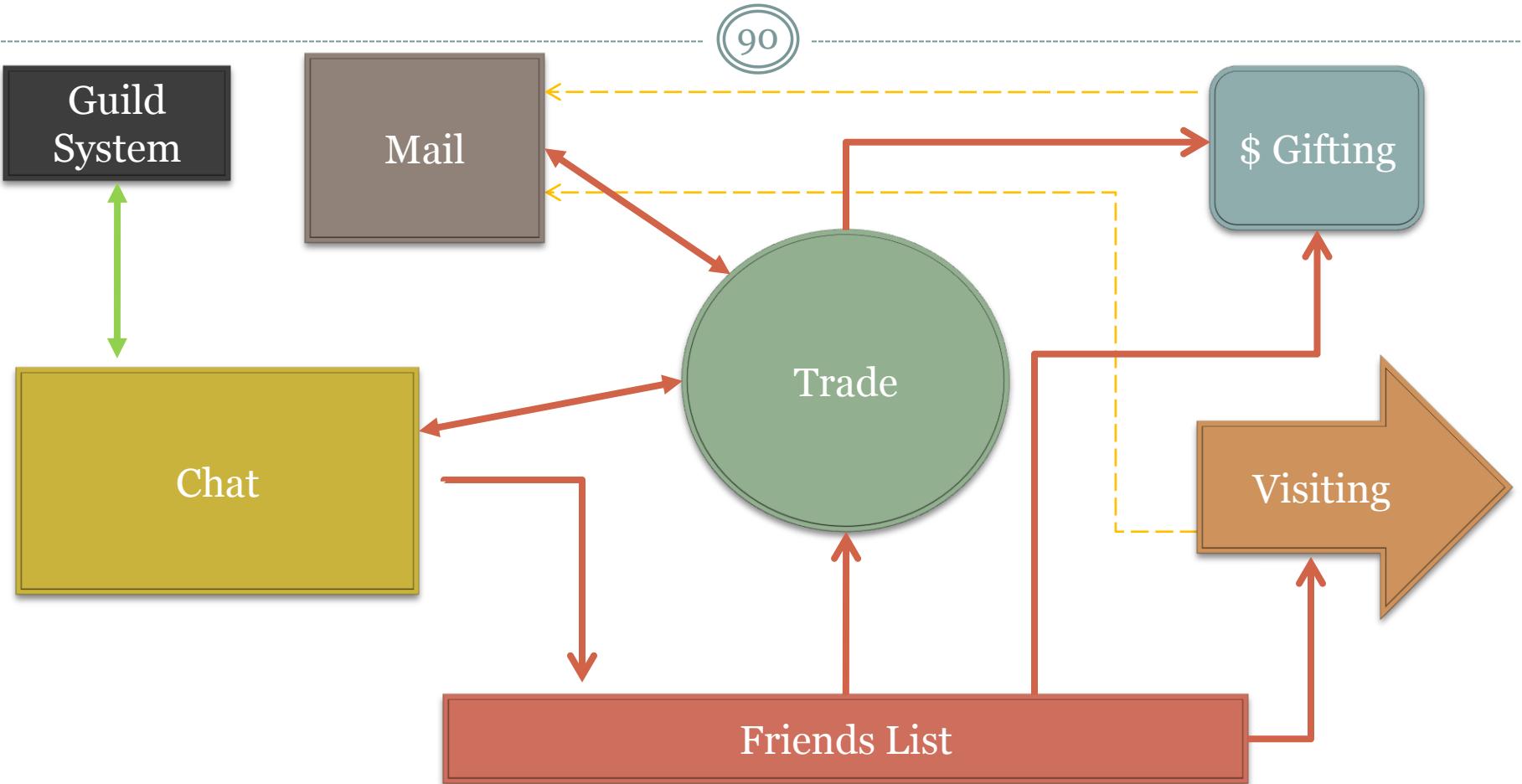
Trade

Friends List

Visiting

It is not the number of social features you implement

Connecting Social Systems



It is how meaningful you connect them!

Monetization Strategies

91

BASICS
EXAMPLES
ODDITIES

[HTTP://WWW.GAMASUTRA.COM/VIEWFEATURE/6218/
PLAYING WITH FIRE ETHICS AND GAME .PHP](http://WWW.GAMASUTRA.COM/VIEWFEATURE/6218/PLAYINGWITHFIREETHICSANDGAME.PHP)

Item Sales: Overview



- In game economy required
- Monetization by player motivation:
 - Players Game Progress
 - 7 ‘Sins’
 - Bartle Type (play style)
- Item Types
- Retention Strategy (pursue the player to come back)
- Examples

Monetize the player by progression: Acts

Act1: Early Game

- Time Accelerators
- Startup helps
- Power buffs

Act2: Mid Game

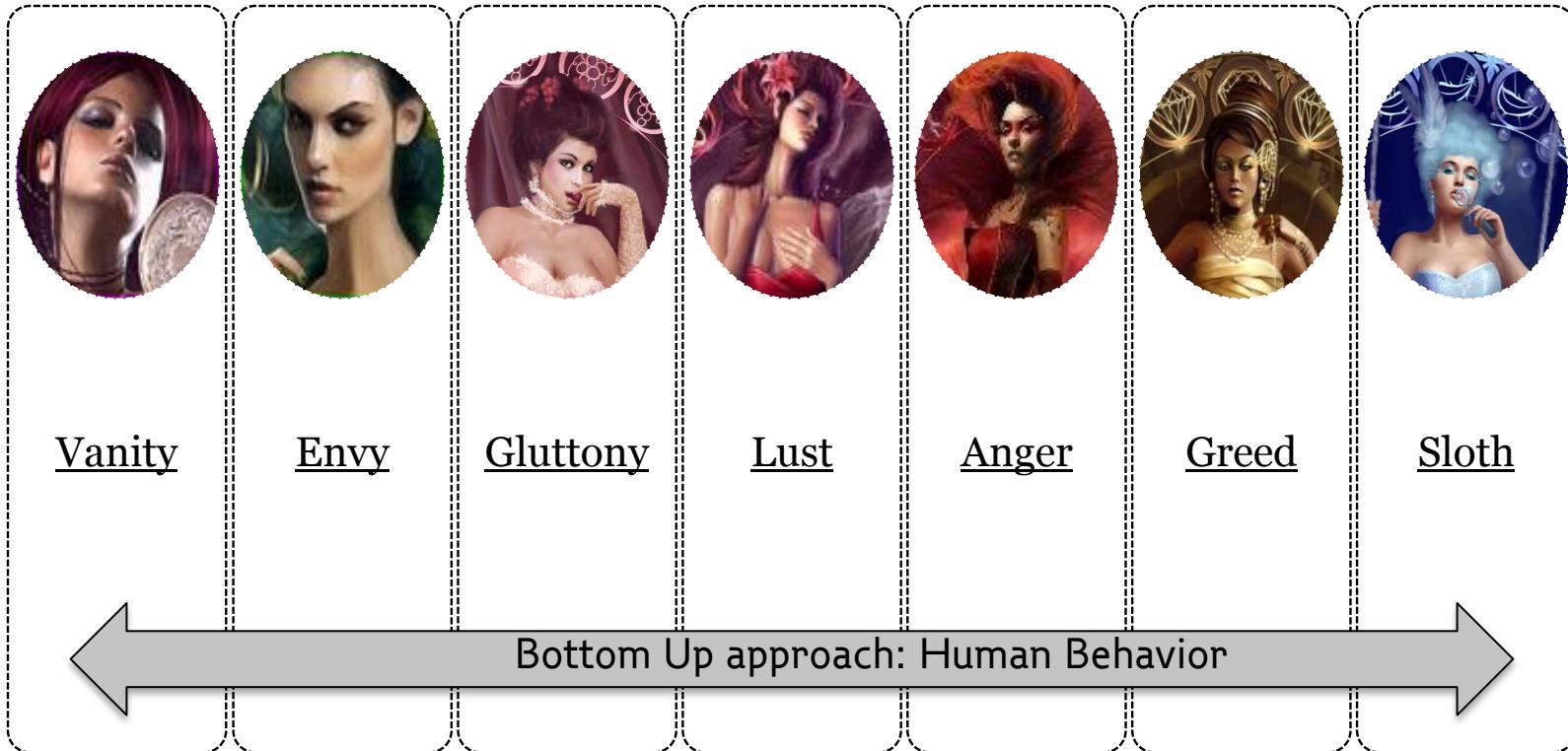
- Comforts
- Specialization
- Leveling
- Socialization

Act3: End Game

- Elite Items
- Super Powers
- Rare Items

Monitoring the player: Best buy offer for his current needs

Monetize by the “7 Sins”



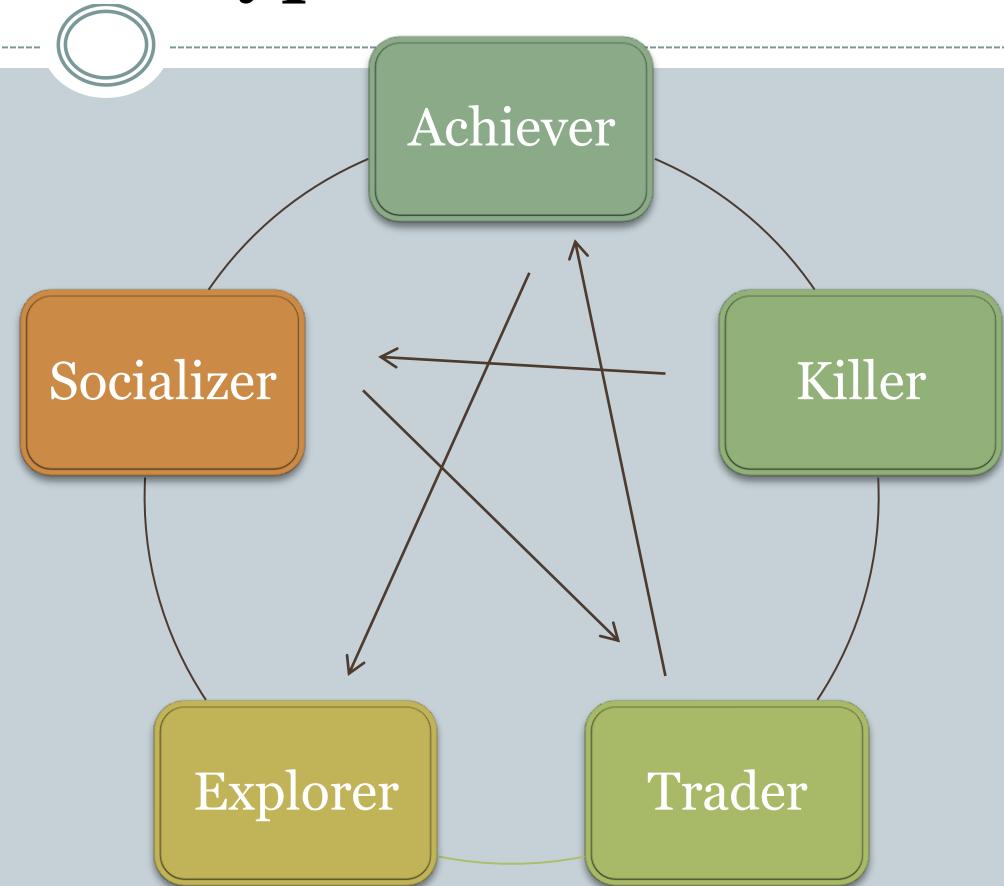
Monetize the player by the 7 sins



- **Vanity:** Showing off socially/posing
- **Envy:** Desire for friends Possession
- **Gluttony:** Consume more
- **Lust:** Instant gratifications
- **Anger:** Wrath on enemies
- **Greed:** Virtual Wealth
- **Sloth:** Avoidance of work

By Bartle Types

- Players switch roles all the time
- Players have favorite roles
- Omitting one role means ca. - 20% revenue
- As these roles are depended on each other



Monetize the player by playing style



- Challenger: Fast Leveling, Achievements, “Raids”
- Trader: Master Trader, Auction House, Resources
- Explorer: Maps, Exclusive Access, Easter Eggs
- Slayer: Better units, faster reactions, comfort battle UI
- Socializer: Gifting, Decorations, Customizations
- Note: Players switch roles all the time!
- Note 2: If your game doesn’t support all roles you suffer revenue

Item Sale Types

- Permanents:
 - last forever
 - May have cool downs
 - expensive
- Consumables:
 - vanish after use
 - one time buff or help
 - Cheap
- Immediate Monetization Actions
 - Game has direct access to monetization actions right at the moment when needed
- Comfort: monthly premium services ok, but limits ARPU
- Rent: pay per use/day: not a good idea (time pressure on user), only works for long term rents

1. Bitte wähle das gewünschte Angebot

Demeters Geschenk 50% mehr Goldmünzen

→ <input type="radio"/> GratisPay		
→ <input type="radio"/> 420 180 Goldmünzen	1,99 EUR	
→ <input type="radio"/> 400 600 Goldmünzen	4,99 EUR	
→ <input type="radio"/> 4000 1500 Goldmünzen	9,99 EUR	
→ <input type="radio"/> 2600 3750 Goldmünzen	19,99 EUR	
→ <input type="radio"/> 8000 12000 Goldmünzen	49,99 EUR	

Alle Preise enthalten die gesetzliche Mehrwertsteuer.

2. Bitte wähle das gewünschte Zahlungssystem

<input type="radio"/> moneybookers	<input type="radio"/> Überweisung	<input type="radio"/> PayPal	<input type="radio"/> ClickandBuy
Kreditkarte	Sofortüberweisung	paysafecard	Wallie-Card
<input type="radio"/> giroPay	<input type="radio"/> Lastschrift	<input type="radio"/> SMS	<input type="radio"/> Telefon/Handy
<input type="radio"/> GratisPay			

Process of Design Items



- Every game mechanic should be thought about to monetize
- Make list of planned items and actions (! Note the difference!)
- Attach attributes for all 3 pillars to each item or action
- Fill in new items to less occupied columns for the 3 pillars
- Make experiments for light, medium and heavy spenders
- Adjust prices and total gems spend
- Compare hard currency spends with your currency prices
- Adjust – Test - Readjust

Process of Researching Items



- Play hugely successful f2p games, i.e. Metin 2, Dark Orbit, TSO, ...
- Make excel list of all their items in shop and sort them to 3 pillars
- Make list of all payed actions and put them there too
- Don't forget their pricing
- Repeat for Runes of Magic, Seafight, Farmerama etc.
- Compare
- Ask yourself WHY each item works
- Watch item shops for new items and seasonal/event items

Player Retention Strategy



Hourly Retentions

- Building construction
- Gifts & Friends
- Chat & Communication

Daily Retentions

- Build queue
- Daily Offers & Bonus
- Production limits
- Specialists usage

Weekly Retentions

- Rare & Event zones
- Building upgrades
- Combat

Monthly Retentions

- Wild Zones
- Alliances & Guild Wars
- Expansions

Requirements



- Pricing Strategy: double your initial thoughts
 - Lowering prices is easy (and actually is a good marketing tool)
 - Raising prices is hard
- Think about item power when pricing them:
 - how much does it give?
 - Save time?
 - Increase luxury?
 - Value that to the hard currency earnings per hour
- Accelerated costs in game vs. de-accelerated costs when buying
- Mask real price by odd exchange rates
- Make sure left overs are there when user spends all his money
- Make sure your monetization strategy allows high spending
- Do not double rebate (Shop vs. in Game)

Odd Examples

103

ODDITIES IN MONETIZATION
OR WHY IS THE WILD WEST OUT THERE
(WORDING BY DAVE PERRY)

THE FOLLOWING ITEMS
ARE
ALL
BEST SELLERS!

Wedding Ring

104

Item Attributes

- Allows closer socialization with one player
- Offers advantages like more XP, teleportation to partner etc.
- Divorce costs ten times as much

Metin 2 Wedding Ring



Description:

Ariyoungs wedding ring

Function:

Questitem

Shit

No picture
given ;)

105

Item Attributes

Shit

- Allows to throw it on other players
- Everyone sees you dirty
- Cleaning takes a days or ...
- ... a pay item ;)



Mute

106

Item Attributes

- Allows to mute a player from chat for 24h
- Everyone sees YOU did it
- Saves moderators
- And the users even pay for it!

Mute button



Out of Client Modules

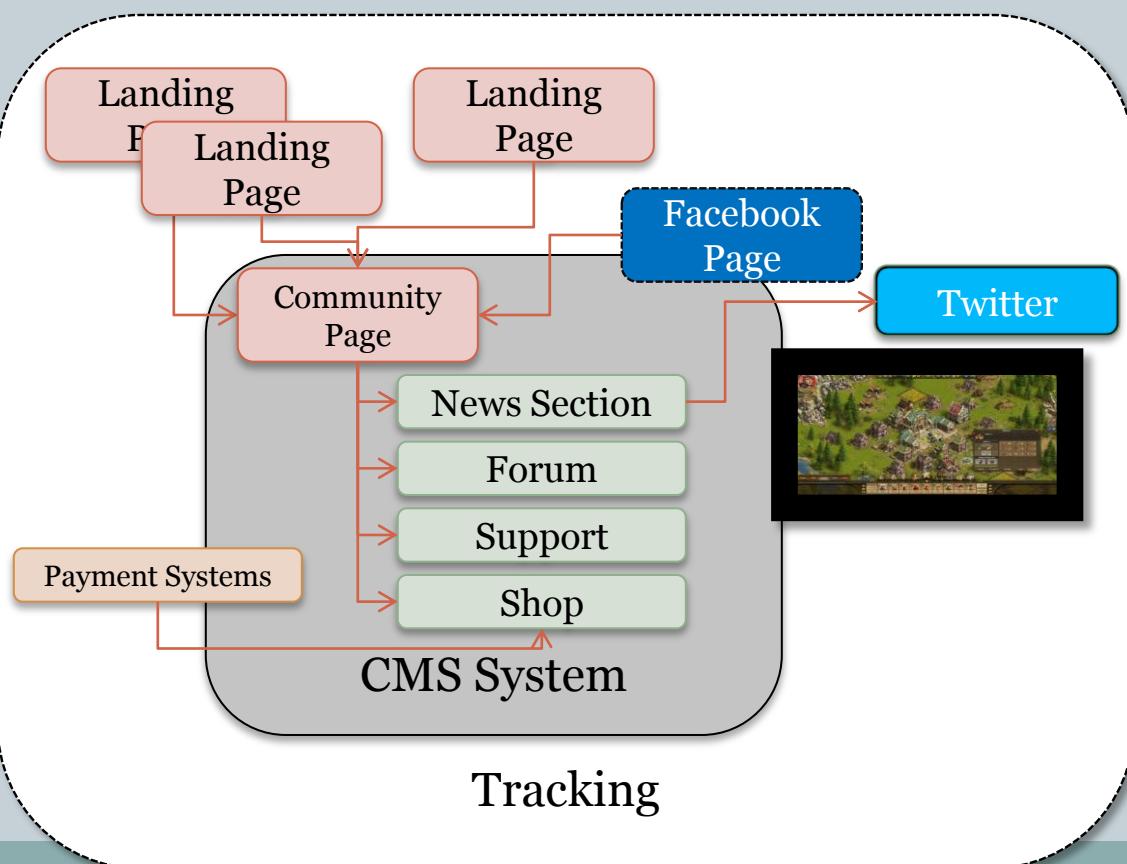
107

OOC

**Here is where most developers fail
by
Underestimation**

Switching to talk earlier

108



Last words

109

If you want to be successful in creating online
games

then

Live it!

Q & A



- Contact me:
- on Facebook
- or Twitter (Teut)
- or LinkedIn
- or ... simply teut986@gmail.com