



# **Flappy Jayhawk**

## **Deployment Plan**

**EECS 448 – Spring 2016**

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# 1. Overview

This is the deployment plan for the game of Flappy Jayhawk, produced as a final project for the EECS 448 course of the University of Kansas during the semester of Spring 2016. It provides information of costs related to getting the product up and running in the market, and includes the costs that would be encountered should one choose to push their product onto the console, Steam, mobile or web-based markets.

## 2. Console

In general, there is no fee required in order to release a game for a console, however the main gaming console companies, Sony and Microsoft, do charge for their development kits. These companies usually get a split of your sales as well. There are a few things that individual developers must do before their game can be released on the market:

- Obtain approval from a Sony or Microsoft content acquisition manager, stating that your proposed game is something they are interest on.
- Obtain special development hardware with the regular console chipset inside, but special ports and connections, extended operating system and software tools for developers, in order to develop the game. These are obtained from the console makers.
- Obtain the manuals that describe all the platform specific technical requirements (TRCs).  
Once your game is finished and tested, the aspiring developer must send it to the companies for TRC testing / first party testing, and these must be passed on the first attempt.
- Define how your game will be distributed and sold - digital only, boxed retail version, supporting which languages, pricing in various currencies, ratings in multiple countries, demos, upgrades, DLC, promotions, and more.

## 2.1 Playstation Network

WEBPAGE: <https://www.playstation.com/en-us/develop/>

The development kits for the PS4 cost a range of \$1,000-\$10,000 depending on the needs of the developers.

Usually, indie game developers purchase the \$2,500 price range development kit for their games. Games that seem promising are sometimes given the development kit to use for free for varying time frames (usually a year).

## 2.2 Xbox Live

WEBPAGE: <http://www.xbox.com/en-us/developers/id>

Developers can sign up for ID@Box for a chance to get approved to become qualified game developers. When approved, individuals will be provided with two Xbox One development kits for free.

## 3. PC / Steam

WEBPAGE: <http://steamcommunity.com/workshop/about/?appid=765&section=faq>

In order to get your game to be considered for release, it must go through Steam Greenlight first. Then, Steam would contact the developer to help them set up their game and let developers know the best price range for this kind of game. In order to submit a game to Steam Greenlight, a valid Steam account and a one-time \$100 submission fee are required. Furthermore, developers must fill out a submission form with information about the game, including gameplay videos and screenshots of it.

Once the \$100 submission fee is paid for the Steam account, the owner of the account can upload as many games as they wish onto Steam. However, only Steam Greenlight games will be considered for release.

## 4. Mobile (Android / iOS)

For both Android and iOS, if a developer wishes to upload any app/game onto the store they must purchase a developer account from the respective companies. These developer accounts can be purchased by almost anyone on the websites, and there are strict rules that developers must follow as to prevent developers from corrupting/installing malware onto user's phones.

### 4.1 Android (Google Play Store)

WEBPAGE: <https://play.google.com/apps/publish/signup/>

It costs \$25 to buy the developers account for Google Play Store.

### 4.2 iOS (App Store)

WEBPAGE: <https://developer.apple.com/programs/how-it-works/>

It costs \$99 to buy the developers account from Apple.

## 5. Web-based Game

There are a lot of websites out there where individuals can upload their creations to for others to play with. One example is Kongregate which hosts lots of mini-games created/developed by individuals.

### **Kongregate**

WEBPAGE: <http://www.kongregate.com/>

#### Who can submit a game?

Games can only be uploaded by their legal owner and all uploaders must agree to our Game License Uploading terms. Earn money without giving up the farm. Kongregate shares up to 50% of advertising revenue with developers and sponsors weekly and monthly contests where you can earn thousands more. You retain the full rights to your game by uploading it onto Kongregate and you may request that it be removed at any time.

Games should not include copyrighted material, unless you are the owner or have permission from the owner. Pornographic, hateful, or obscene games will not be accepted.

## 6. Attending Conventions / Setting up booths

There are a lot of conventions that gamers can attend, therefore we just chose two to get an estimate of the price it costs to showcase our games at these conventions.

### 6.1 E3 (Electronic Entertainment Expo)

A 600 square-foot space is the smallest spot available at E3 and it costs \$30,000 just for the booth space. In order to make the booth presentable and hire staff for the booth, \$100,000 for everything would be an optimistic estimate for the E3 experience.

### 6.2 PAX Prime (Penny Arcade Expo)

PAX Prime is a much more affordable option for individuals to try to get some attention for their indie game. It costs \$40/game submission cost and another \$5,000 for a 10ft\*10ft Megabooth, or \$1,500 for a Minibooth.

## 7. Conclusion

In conclusion, releasing Flappy Jayhawk on the Xbox One, Steam, Android, iOS, and the web are all realistic goals that could be achieved. The Playstation may be an option worth looking into proves to be promising on the other platforms. Attending big conventions like E3 to set up a booth is not a realistic plan for an indie game such as Flappy Jayhawk due to very high costs, however getting a Minibooth at PAX Prime is a great alternative to get some publicity for our game.