

An action movie poster featuring several characters in a dramatic, fiery setting. The characters are dressed in suits and leather jackets, some holding firearms. The background is a mix of dark, stormy clouds and bright, orange and yellow flames. A white rectangular box is overlaid on the left side of the image, containing text.

## HTML5 brings Social Gaming to the Mobile Web

Challenges, Benefits and Outlook



# Who?

- 10+ years in mobile gaming
- Worked for Yahoo!
- Founded 3 companies
- Now building @playSocial\_de

„The term **Social** refers to the **interaction** of organisms with other organisms and to their **collective** co-existence (...)“





AND TODAY?!



5,738

16

More in 1:06

0

1,593

594

12

ADD COINS & CASH

Get Energy



GOAL: CLEAR NEIGHBOR'S TREES!

# CLEAR NEIGHBOR'S TREES!

Be neighborly by helping another city clear their trees.



Clear 5 Trees in neighboring cities 0 / 5



Paul says:

It's time to apply your chopping skills to help the neighbors.

OKAY

NewSouthTown  
POPULATION: 210/220



ADD FRIEND

20  
8

Philip

20  
7

ADD FRIEND

Andy

23  
8

Ellis

24  
13

Mingli

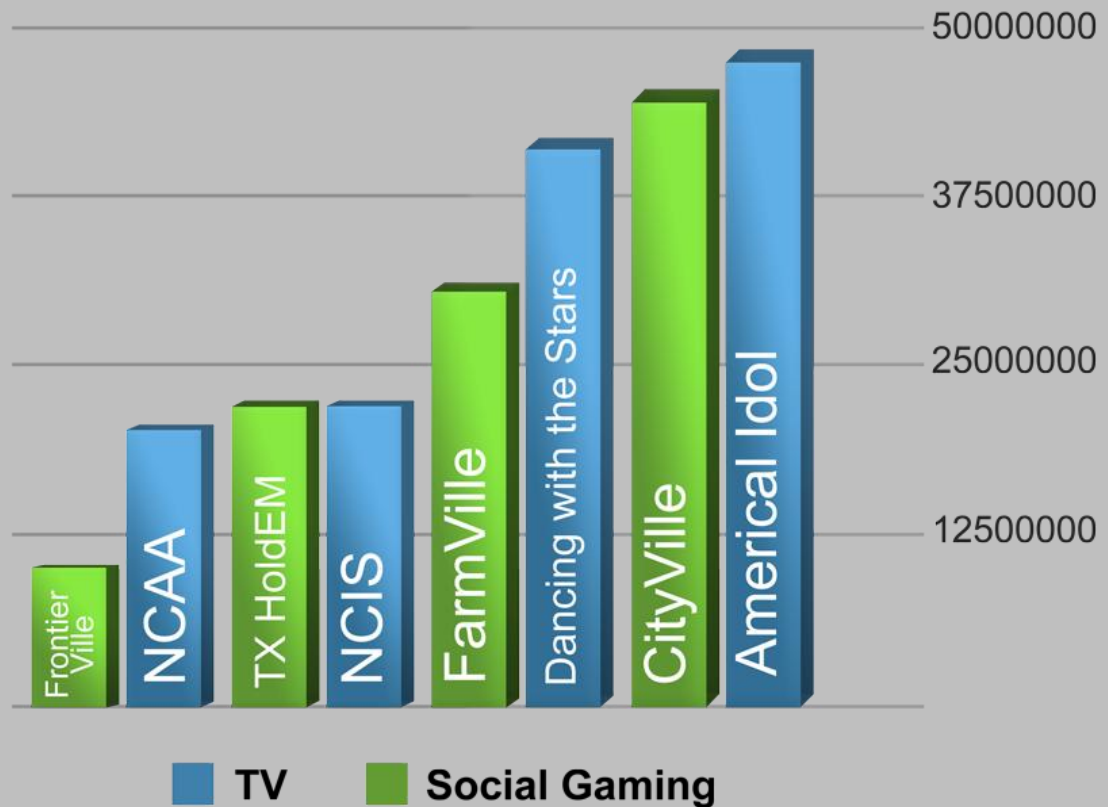
24  
8



BUILD

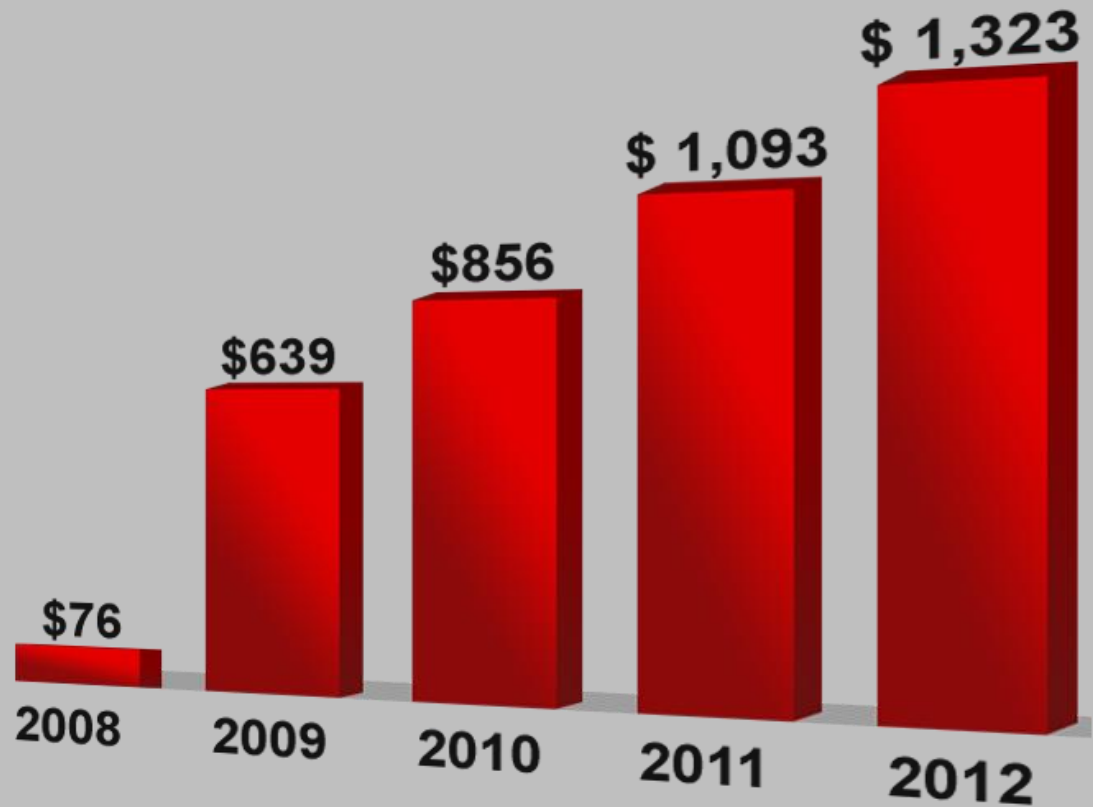
## World-wide usage

Top Social Games reach as many people as top TV shows!



## Cash machine

Social Games revenues are growing continuously



\*in million US-\$

WHAT'S NEXT?!



# CROSS-PLATFORM

Adding mobile  
to the value chain

Reason #1



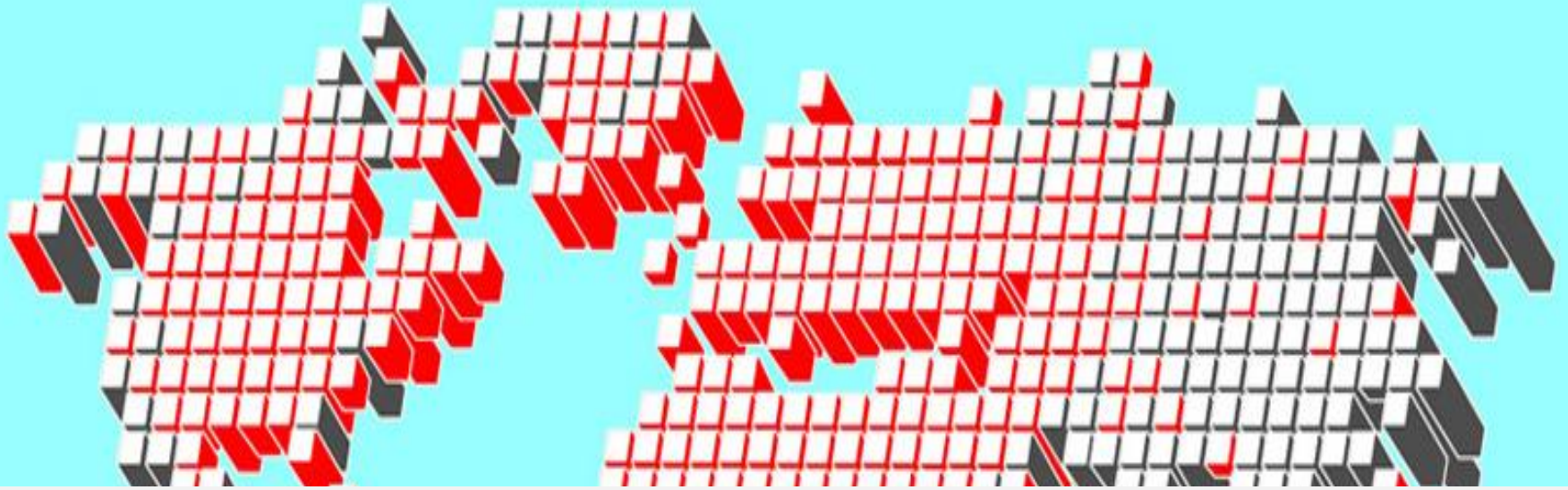
MOBILE IS HUGE



**5.300.000.000**

**billion**

**Global Mobile Users**



**2 of 3 people have a mobile device**



Reason #2

-----  
MOBILE IS PERSONAL



**Mobile is...**

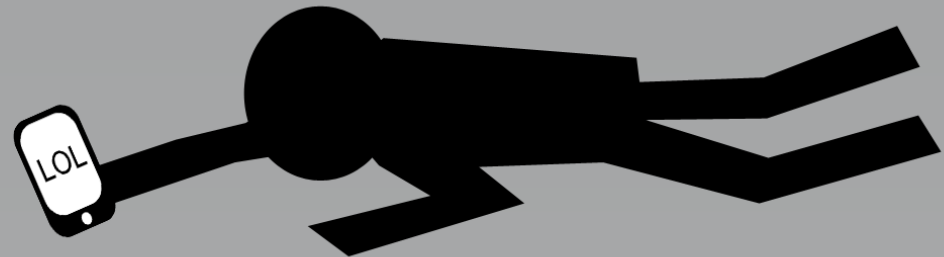
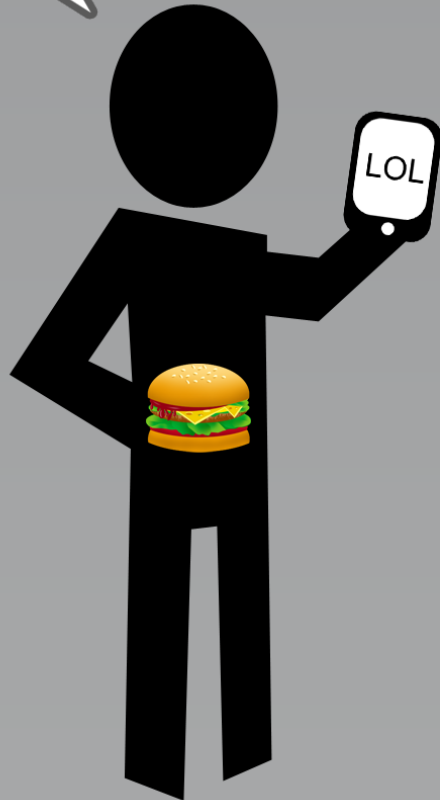
always carried  
always on  
love



On Average  
Americans spend  
**2.7 hours**  
per day socializing  
on their mobile device



That's over **twice** the  
amount of time they  
spend **eating**, and over  
**1/3** of the time they  
spend **sleeping** each day



Reason #3

-----  
MOBILE MAKES \$\$\$



## Better monetization!

Each of GREE and DeNA are 1/30 of the size of Facebook but have similar revenues

**!BUT!**

**MOBILE IS COMPLEX**

Reason #1



FRAGMENTATION



Reason #2

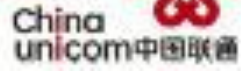
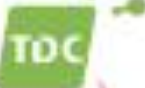
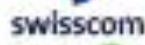
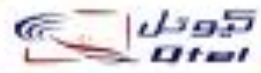
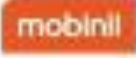
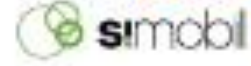
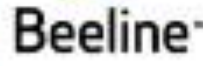


TOO MANY CHANNELS



bada

BlackBerry



Reason #3



DEPENDENCE

YOUR APP



Google™



vodafone



at&t

••T••Mobile•

Microsoft®



Sprint™



SAMSUNG

NOKIA

CHINA MOBILE

CUSTOMERS



Reason #4



CUSTOMER EXPECTATIONS

A photograph of a queue of people at an airport, likely waiting for a flight. The scene is captured from a high angle, showing the lower legs and feet of several individuals. A black stanchion with a black strap is visible on the right side, forming a queue line. The floor is a speckled grey tile. A prominent blue banner with a textured surface is stretched across the middle of the image. On the left side of the banner, the United logo (a stylized globe) and the word "UNITED" are printed in white. To the right of the logo, the word "SUCKS" is written in a dark, hand-drawn font. The background shows people standing in line, some with luggage. A woman in the foreground on the right is wearing blue flip-flops and has a colorful, patterned bag on the floor next to her. A black suitcase is visible on the floor to the left of the banner. The overall atmosphere suggests a long and frustrating wait.

 UNITED SUCKS



Toi

Potassium  
Ferricyanide

1.05

0000

0000

4000

3000

2000

0000

0000

Copper

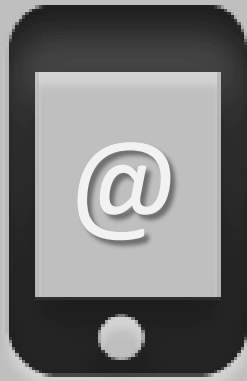
10000

10000

10000

**MOBILE WEB**

**THE SOLUTION TO ALL YOUR PROBLEMS**



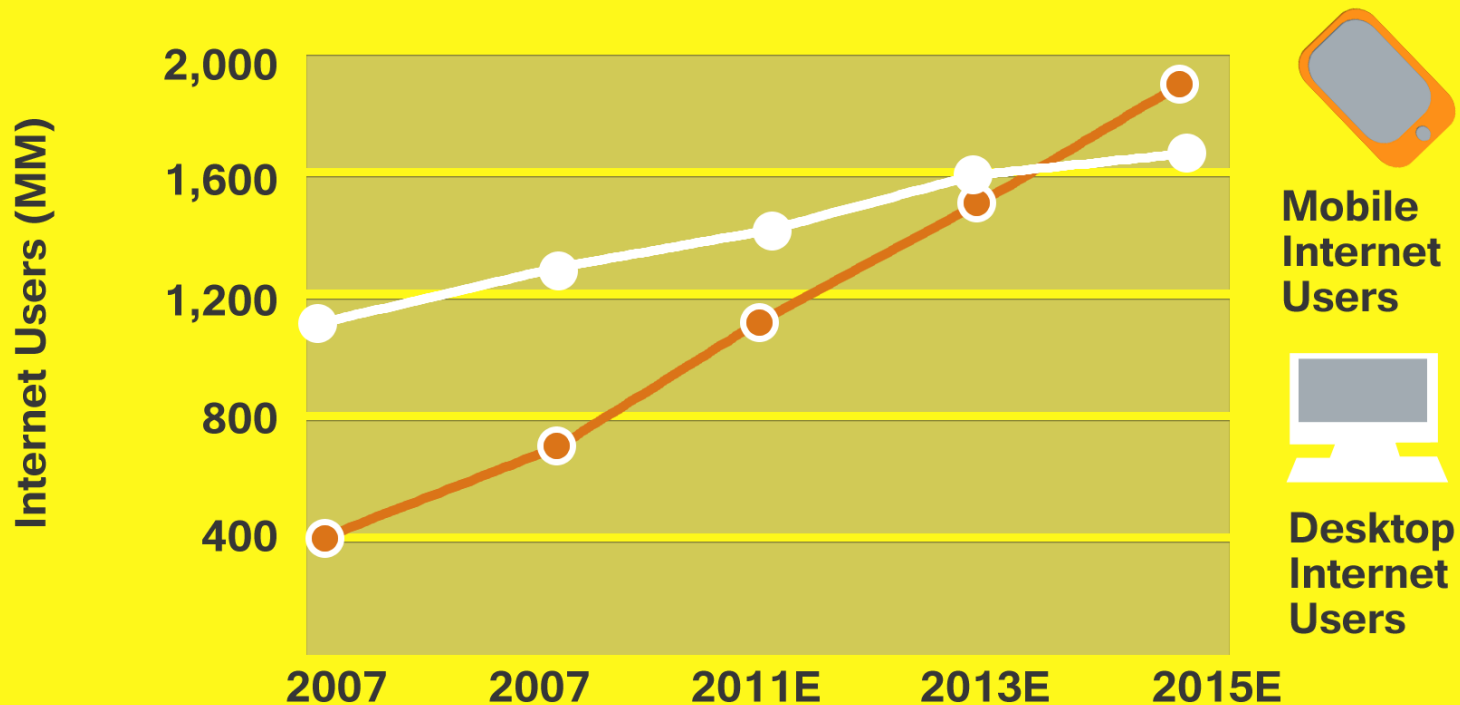
**1.000.000.000**

**billion**

**Global Mobile Web Users**

# By 2014, mobile web should take over desktop internet usage

Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E



**The most cost-effective way to**

- ✓ cover all platforms**
- ✓ avoid dependence**
- ✓ meet customer expectations**

# MASTER THE MOBILE WEB AS A GAME DEVELOPER

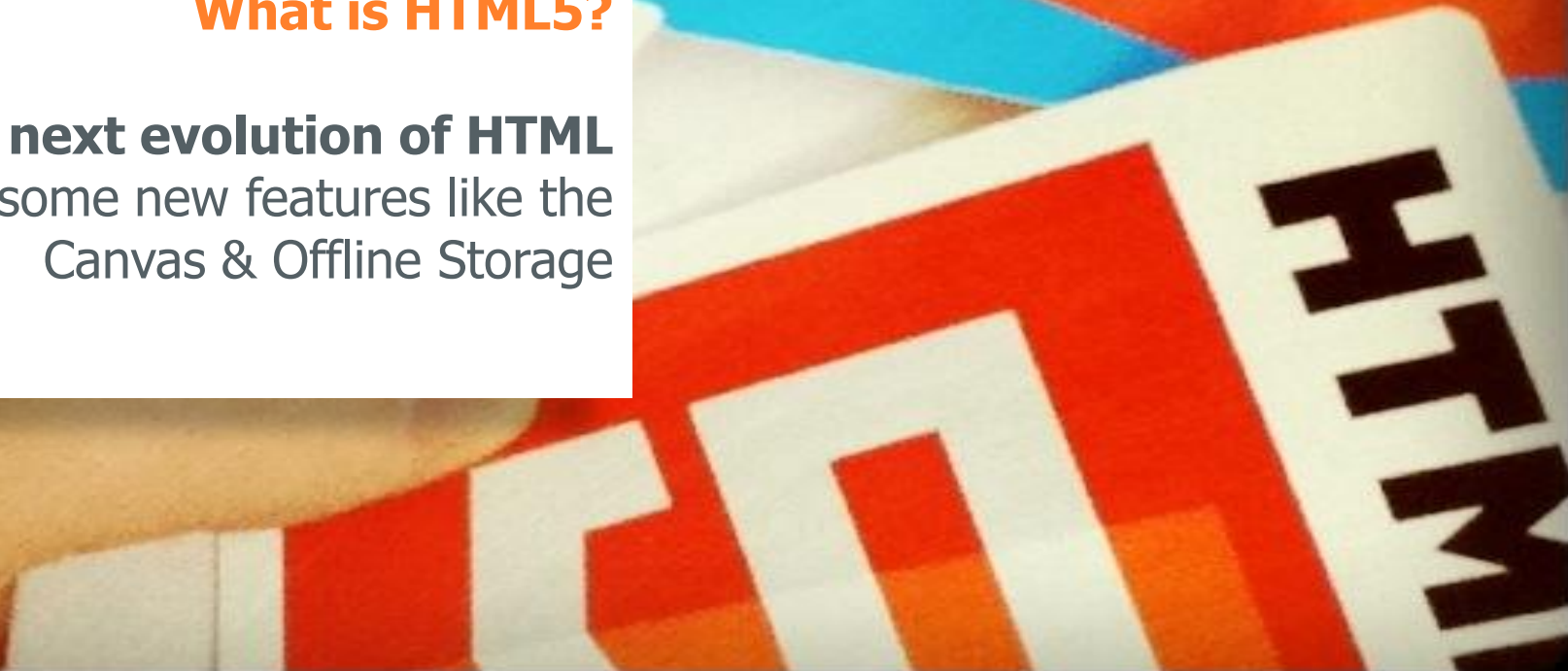
# HTML



I've seen the  
**FUTURE**  
It's in my  
**BROWSER**

## What is HTML5?

**The next evolution of HTML**  
Awesome new features like the  
Canvas & Offline Storage





An illustration showing two hands holding a smartphone. The phone is white with a black Apple logo and a camera lens. The background is a repeating pattern of green recycling symbols (triangles) on a light blue background. The hands are drawn in a simple, sketchy style with brown skin tones.

## HTML5 – STARTER CONS

HTML5 is “Work in progress”  
Limited Browser Support  
Slower Than Native

A perspective view of a brick tunnel. The walls are made of reddish-brown bricks. A bright, glowing light strip runs along the floor on the left side, receding into the distance. At the end of the tunnel, a person is visible, standing near a doorway. The lighting is warm and focused on the path.

## HTML5 - PROS

Cross-platform & Cross-device  
Avoid Approval Madness  
Easy to learn

# Summary

**With web-based games you:**

- ✓ In full control of your Game
- ✓ Support multiple platforms
- ✓ Spend less making your Game
- ✓ Increase your profitability

NOW WHAT?!

HOW TO GET USERS AND EARN \$\$\$?



**FOCUS**

... on the development  
of your game!



But how to stand out

...and get found?



A photograph of a stack of logs on a grassy field. The logs are stacked horizontally, with the top log in sharp focus and the others blurred. The background is a soft-focus green field.

**But also...**

Business Dev?  
Distribution?  
Marketing?  
WW Billing?  
Support?

**A LOT OF WORK, RIGHT?!**

**Here is a solution!**



**Work with a partner u trust**  
and u can focus on the game!

The background of the entire image is a white surface with a repeating pattern of small, solid blue circles. Overlaid on this background are several hand-drawn black arrows. One large arrow starts from the bottom left and points towards the top right. A second, slightly smaller arrow starts from the middle left and also points towards the top right, overlapping the first. A third, smaller arrow starts from the bottom left and points towards the bottom right. A fourth, very thin arrow starts from the top left and points towards the top right.

**WW Distribution**  
Each month a new channel



## Marketing

Get discovered for **free**  
through cross-promotion



**Payment Platform**  
Collecting & Reporting

**User Support**  
We speak 7 languages



A photograph of a stack of logs on a grassy field. The logs are stacked in a neat pile, with the top log being the most prominent. The background is a soft-focus green field. The text is overlaid on a white rectangular box on the left side of the image.

## Challenges left?

- ✓ Business Dev
- ✓ Distribution
- ✓ Marketing
- ✓ WW Billing
- ✓ Support



# THANK YOU!

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