

Past, present and future of online games in Europe

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Me



GOA



NCsoft



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Online Games Consulting & Services

Definitions

Europe
Online games

PART ONE - HISTORY

History

My first online game ever...

Rogue

36 15 Casus




History

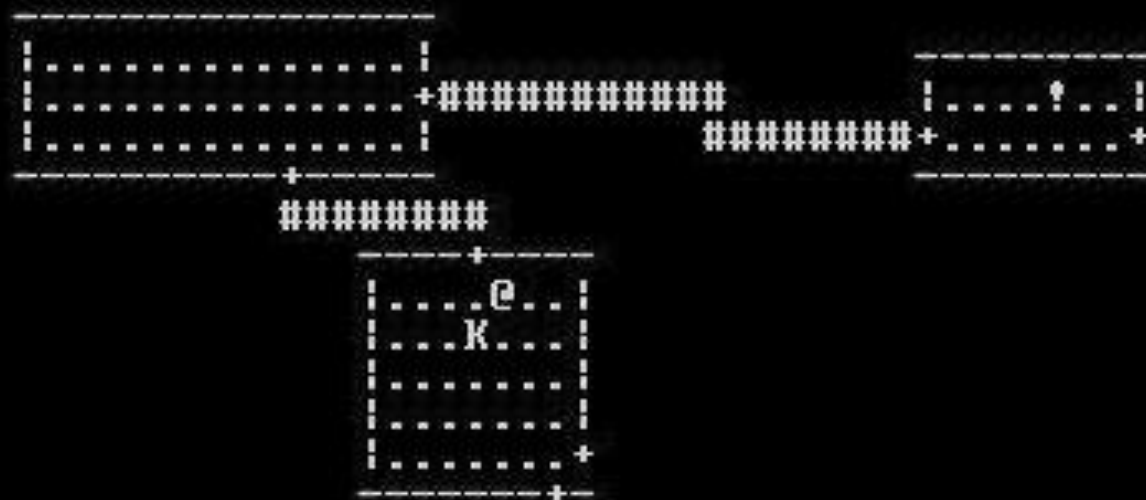
3615 BIG
Vous pratiquez les jeux de votre choix pour gagner des points.
A tout moment vous transformez les points de votre score en lots
et les recevez chez vous! Simple, rapide et efficace.

3615 ROGUE
Vous dirigez les pas de votre personnage
dans les sous-sols de la ville de Laelith (250 niveaux!).
Les joueurs peuvent se rencontrer, se parler, se combattre...
ou s'entr'aider!

3615 KIL
Chaque joueur a pour mission d'éliminer
le joueur qui se trouve à lui dans une pyramide
« combat »



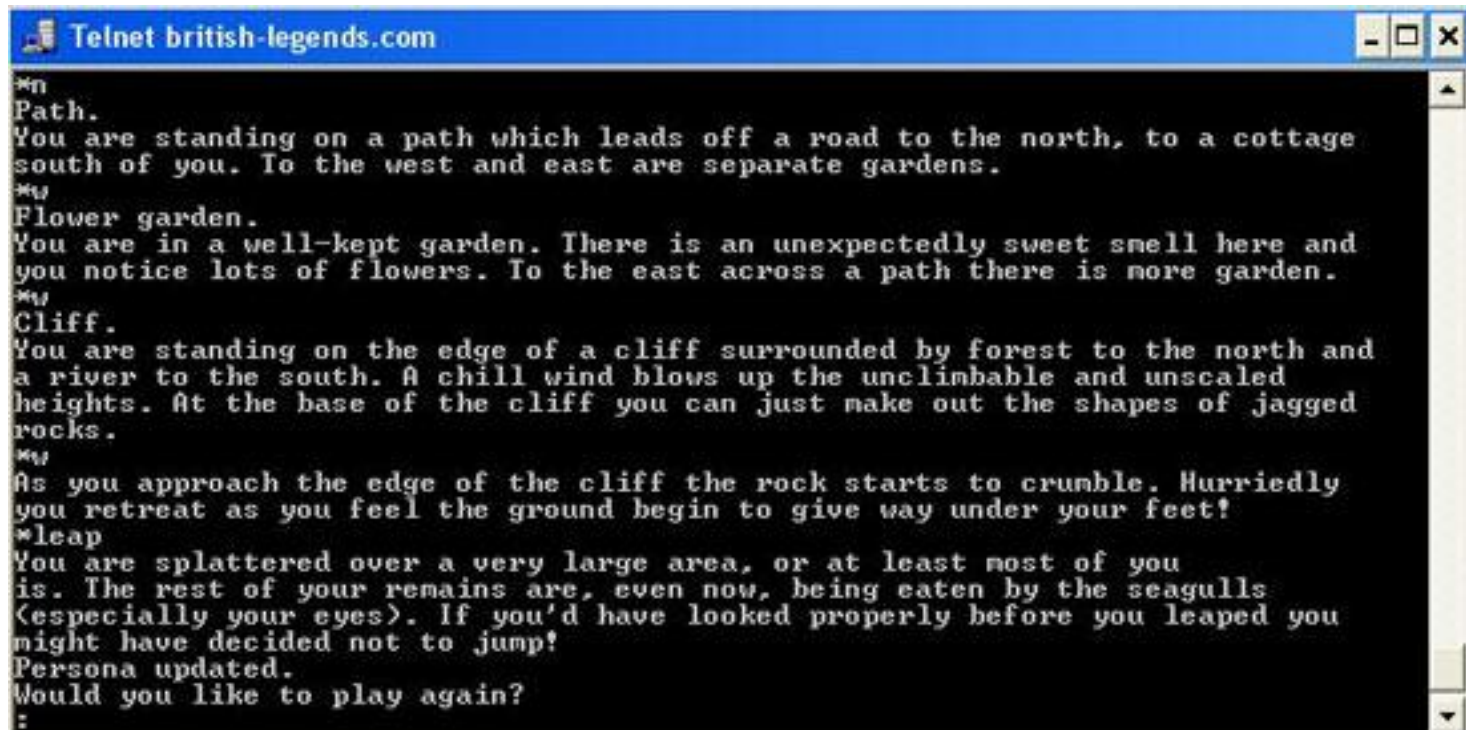
The kobold doesn't hit you



Level: 1 Gold: 13 Hp: 12<12> Str: 16 Ac: 6 Exp: 1/0

History

Europe early contribution - MUD



The image shows a screenshot of a Telnet window titled "Telnet british-legends.com". The window contains text from a MUD game, including descriptions of a path, a flower garden, and a cliff, along with a command prompt and a response.

```
Telnet british-legends.com
*~
Path.
You are standing on a path which leads off a road to the north, to a cottage
south of you. To the west and east are separate gardens.
*~
Flower garden.
You are in a well-kept garden. There is an unexpectedly sweet smell here and
you notice lots of flowers. To the east across a path there is more garden.
*~
Cliff.
You are standing on the edge of a cliff surrounded by forest to the north and
a river to the south. A chill wind blows up the unclimbable and unscaled
heights. At the base of the cliff you can just make out the shapes of jagged
rocks.
*~
As you approach the edge of the cliff the rock starts to crumble. Hurriedly
you retreat as you feel the ground begin to give way under your feet!
*leap
You are splattered over a very large area, or at least most of you
is. The rest of your remains are, even now, being eaten by the seagulls
(especially your eyes). If you'd have looked properly before you leaped you
might have decided not to jump!
Persona updated.
Would you like to play again?
:
```

History

First commercial successes

- Games from the US

- Ultima Online (May 1999)
- Everquest (November 2002 for Ubi)

➔ No critical mass on their own in Europe

History

- **First european successes**
 - US licensed games
 - GOA.com (T4C in 2000; Dark Age of Camelot in 2002)
 - European developed 3d games
 - EVE (2003)
 - Anarchy Online (2001)
 - European browser games
 - Runescape (2001)
 - Ogame (2002)
 - Seafight (2006)
 - Dofus (2004)
 - Travian (2004)

History

- Getting large scale
 - Asian MMO licenses
 - Metin 2 (2006/2007)
 - Flyff (2006/2007)
 - Rappelz (2008)
 - Browser games expansion
 - Gameforge
 - Bigpoint
 - Ankama
 - Jagex
 - American Pay-to-play
 - NCsoft Europe (Guild Wars 2005)
 - Blizzard (WOW 2005)

History

- Near now
 - Social games explosion (2008)

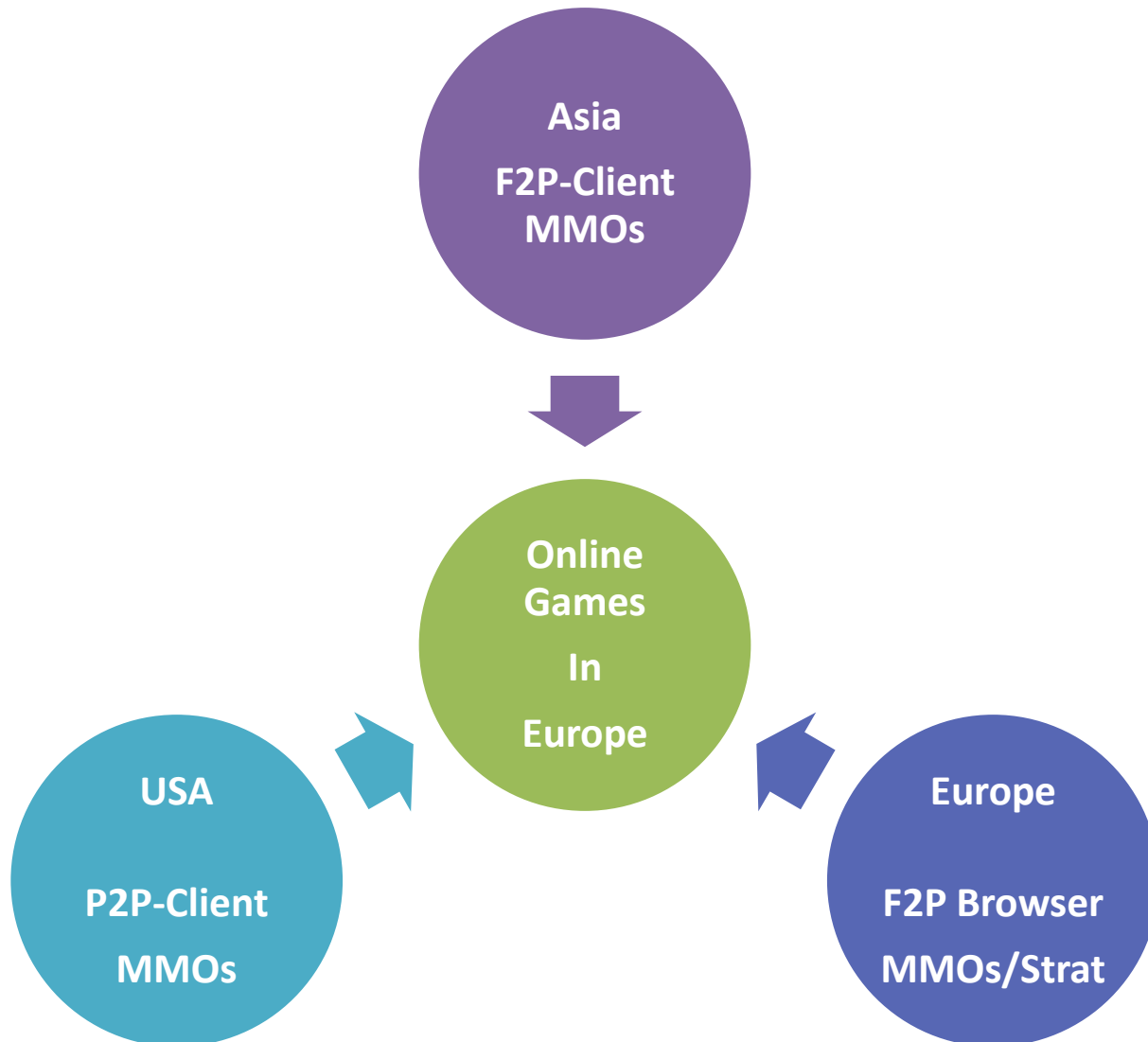


History

Online games in Europe were built on:

- Free-to-play browser games from Europe
- Pay-to-play from the USA
- Free-to-play client games from Asia

History



PART TWO – STATE OF THE MARKET

State of the Market



- Still very fragmented
- Still growing
- A lot of competition on the main territories : Germany, France, Spain, Poland

- F2P dominant for a long time
- Browser based success : Bigpoint, Jagex, lots of German actors
- Client-based : apart from Dofus, mainly licensed Korean titles (now Chinese titles)
- Social games and action games are growing the fastest
- Client games have higher ARPUs but EU gamers resistant to downloading clients
- Most publishers focus on non-English speaking markets

Germany



	Title	Publisher	Est MAU
1	League of Legends	Riot Games	500k
2	WoW	Blizzard	400k
3	Runes of Magic	Frogster	130k

Population - 82M

Home PC equipment

84% of the households

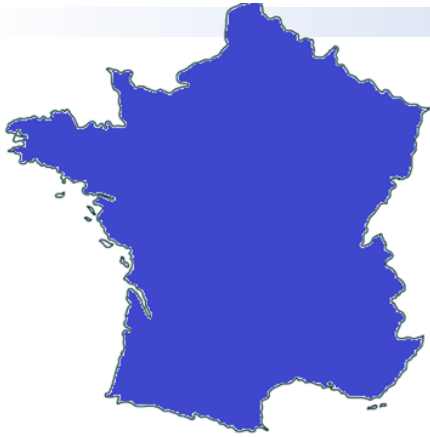
Broadband Connections

65% of the households



	Title	Publisher	Est MAU
1	Farmerama	Bigpoint	1.2M
2	Comunio	Comunio	450k
3	Habbo	Sulake	400k

France



	Title	Publisher	Est MAU
1	Dofus	Ankama	1.8 M
2	World of Warcraft	Blizzard	170k
3	League of Legends	Riot Games	160k

	Title	Publisher	Est MAU
1	Habbo	Sulake	900k
2	Equideow	Owlient/Ubisoft	350k
3	Travian	Traviangames	340k



Population - 63M

Home PC equipment
69% of the households

Broadband connections
58% of the households

United Kingdom



	Title	Publisher	Est MAU
1	League of Legends	Riot Games	120k
2	World of Warcraft	Blizzard	100k
3	World of tanks	Wargaming	90k

	Title	Publisher	Est MAU
1	Moshi Monsters	Mind Candy	1.5 M
2	Club Penguin	Disney	900k
3	Bin Weevils	Bin Weevils	800k



Population - 62M

Home PC equipment
81% of the households

Broadband connections
70% of the households



Italy



Population - 60M



	Title	Publisher	Est MAU
1	League of Legends	Riot Games	40k
2	World of Warcraft	Blizzard	30k
3	Combat Arms	Nexon	20k

Home PC equipment
61% of the households



Broadband connections
39% of the households

	Title	Publisher	Est MAU
1	Travian	Traviangames	250k
2	Farmerama	Bigpoint	170k
3	Hattrick	Hattrick	150k

Spain



Population - 46M

Home PC equipment
66% of the households

Broadband connections
51% of the households



	Title	Publisher	Est MAU
1	Dofus	Ankama	600k
2	League of Legends	Riot Games	150k
3	World of Warcraft	Blizzard	70k

	Title	Publisher	Est MAU
1	Comunio	Comunio	600k
2	Habbo	Sulake	400k
3	Club Penguin	Disney	300k

Poland



	Title	Publisher	Est MAU
1	League of Legends	Riot Games	270k
2	Metin2	Gameforge	100k
3	World of Tanks	Wargaming	70k

	Title	Publisher	Est MAU
1	Farmerama	Bigpoint	750k
2	Stardoll	Stardoll	400k
3	Moviestar Planet		350k



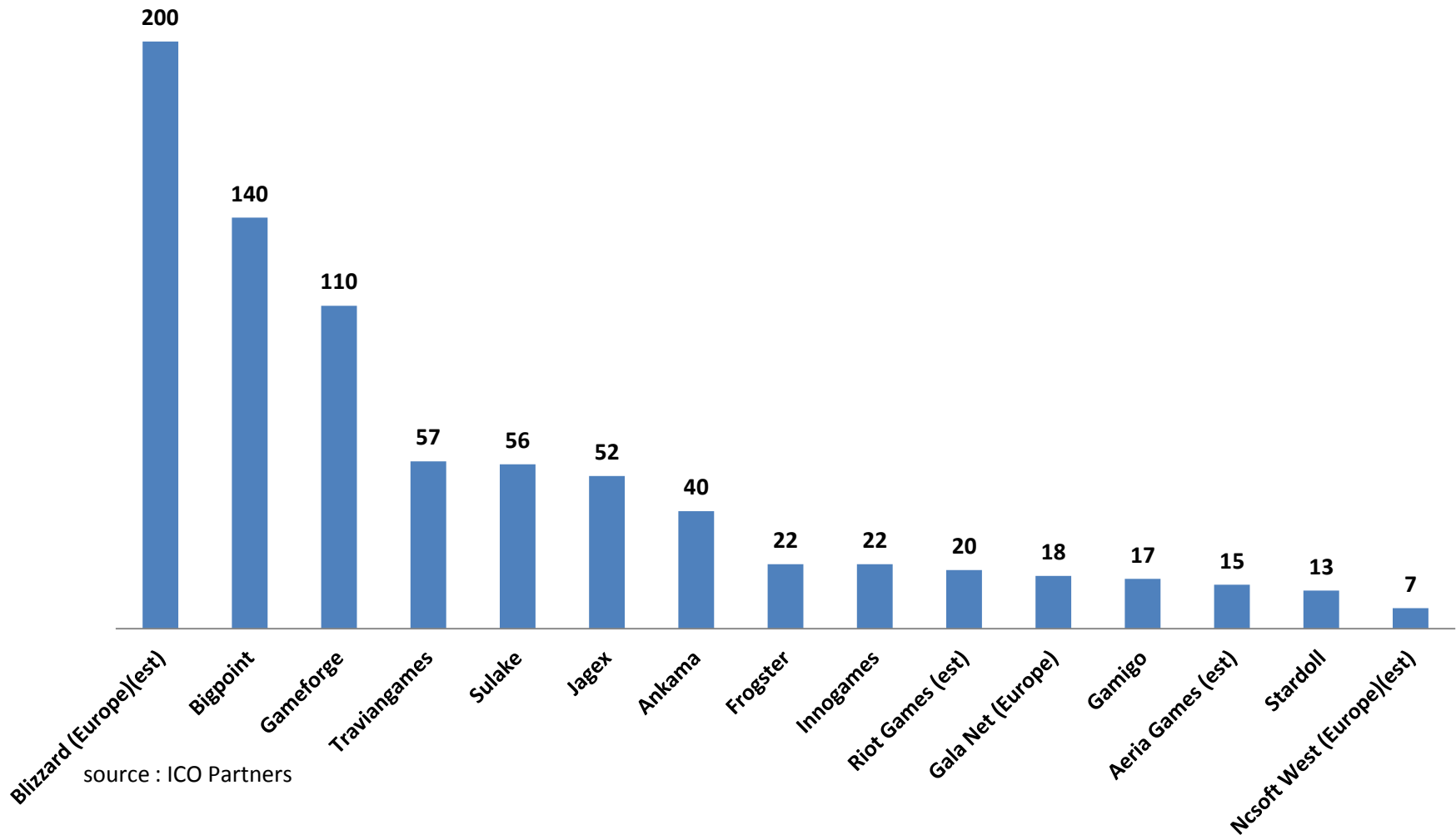
Population - 38M

Home PC equipment
66% of the households

Broadband connections
51% of the households

Important companies

Online games companies Europe revenues - million €



PART THREE – TRENDS

Trends

Trend #1

- Blurring territories specifics



Trends

Trend #2

- Browser games production value increase



Trends

Trend #3

- F2P production value global increase



Trends

Trend #4

- MMO loss of traction



Trends

Trend #5

- New genres



Trends

Trend #6

- Social media integration

GUNSHINE*NET

Trends

Trend #7

- Mobile as a platform



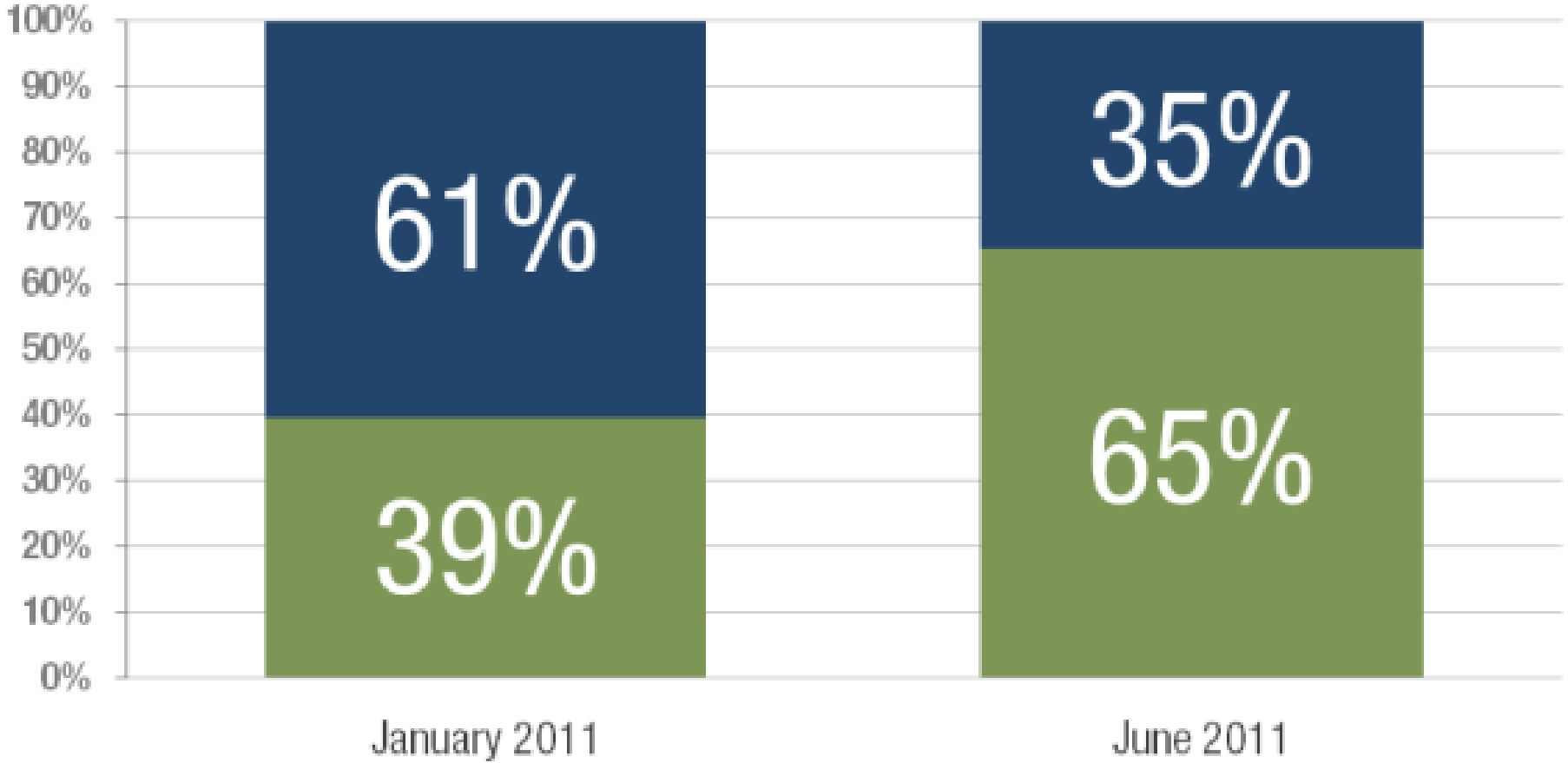
Trends

Trend #8

- F2P prevalence on mobile



Revenue Generated, U.S. App Store Top 100 Grossing Games



■ % REVENUE FROM PREMIUM GAMES

■ % REVENUE FROM FREEMIUM GAMES

Trends

Trend #9

- Platforms convergence

GUNSHINE.NET



Trends

Conclusion

- Harder market than 2 years ago
- Fatigue of MMOs and emergence of new genres favour original titles
- Focus on quality and niches
- Long term objectives ot be considered carefully when looking at either licensing or self-publishing

Q&A

Thank you!



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