

GDC China

2010 游戏开发者大会 · 中国

Game Developers Conference™ China 2010

December 5-7, 2010

Shanghai International Convention Center | Shanghai, China

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**We make the games
that we are proud of!**



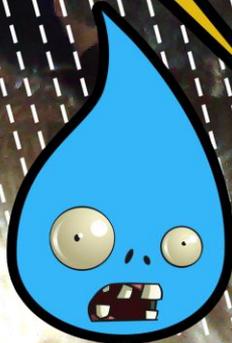
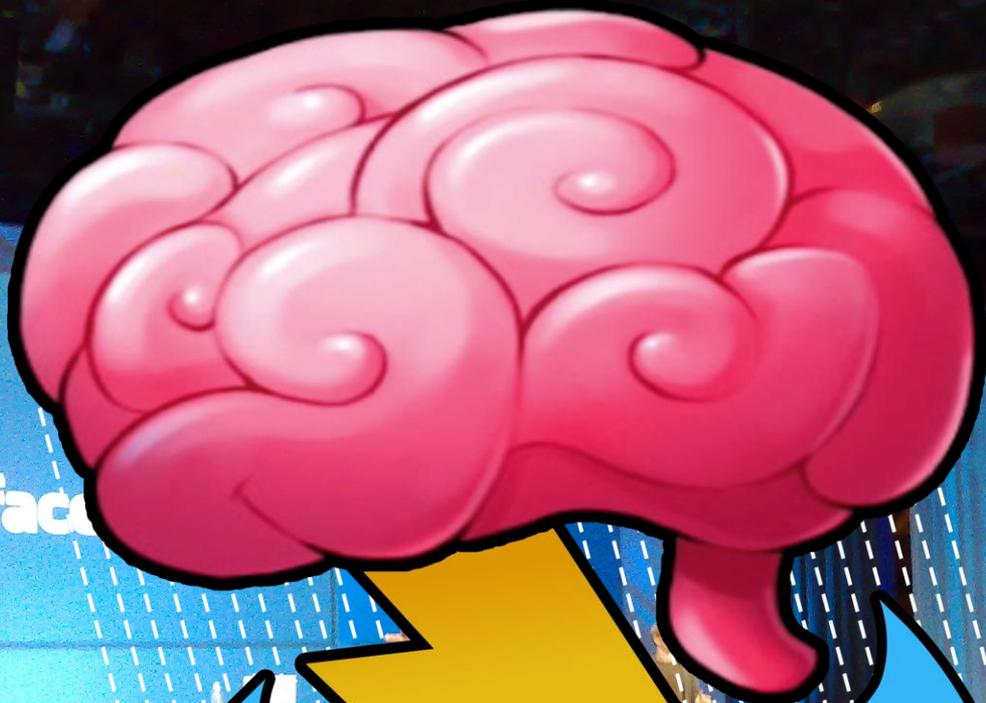
**Hoho~ it's so
much fun here!**

**We make the games
that we are proud of!**

facebook



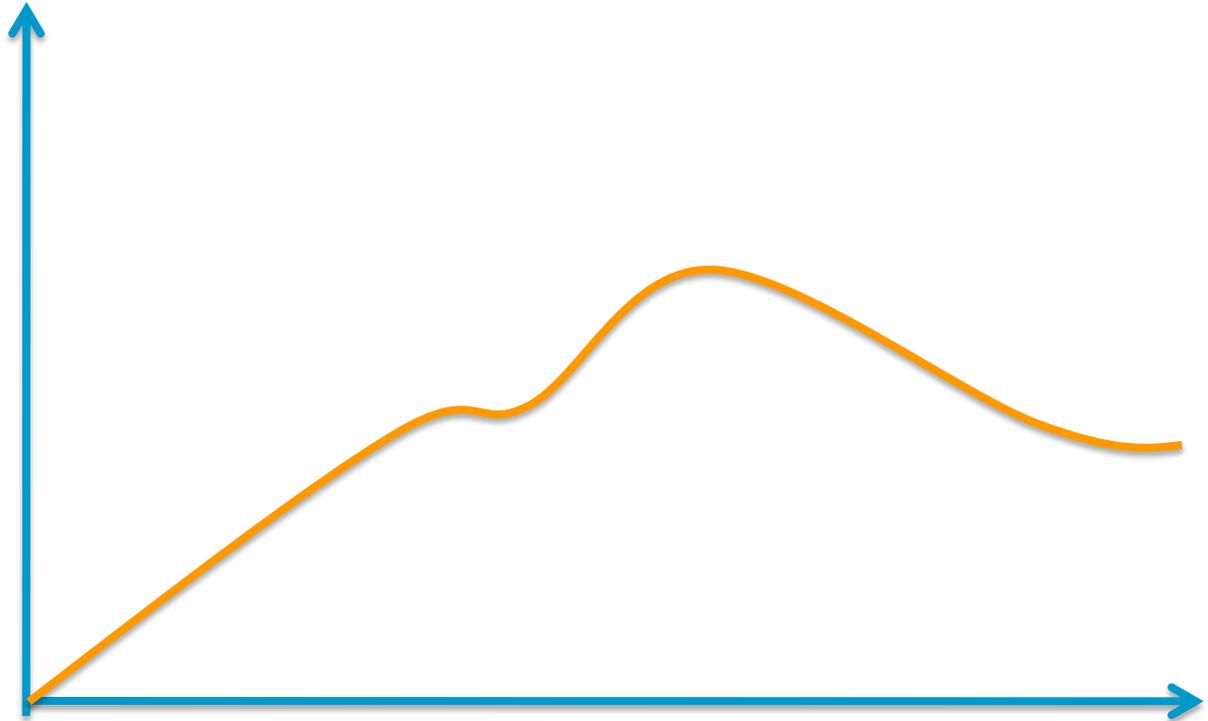
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face

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DAUs – Type A

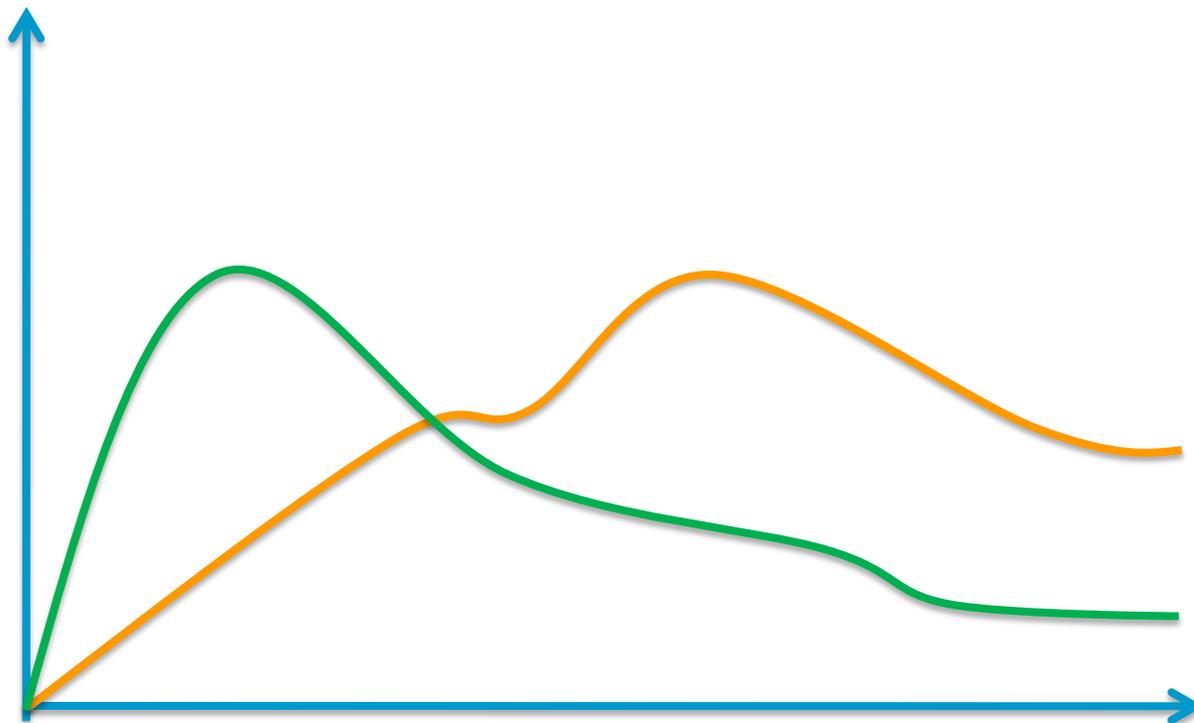


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DAUs – Type B



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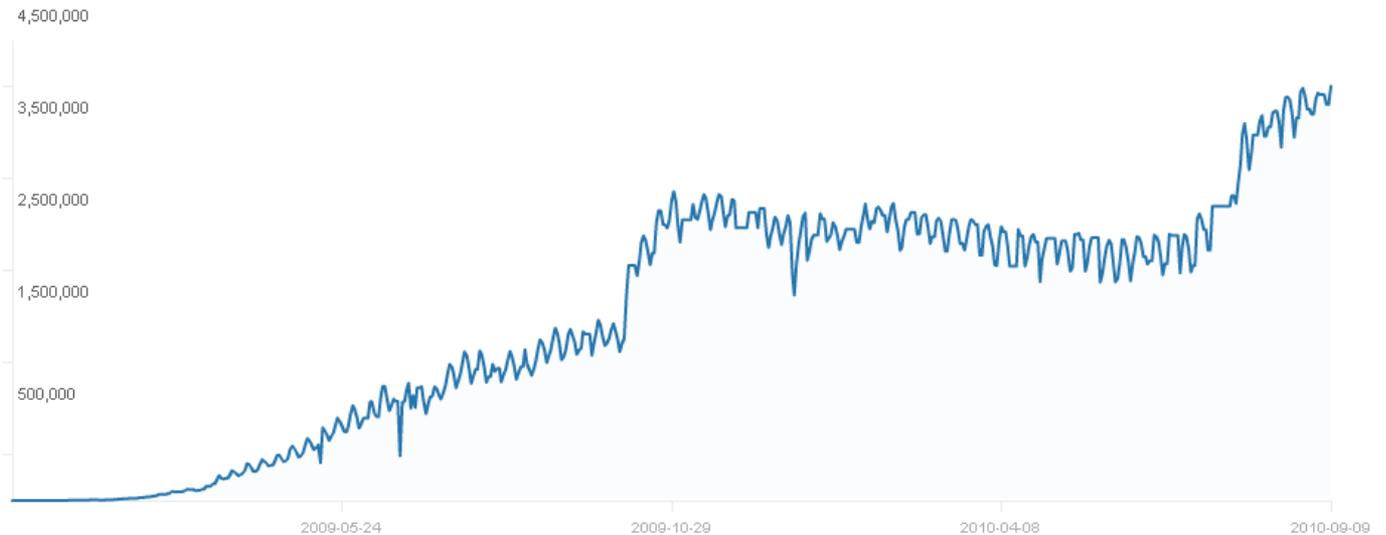
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DAUs – Bejeweled Blitz

Unique Active Users

View: **Daily** | Weekly | Monthly



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How to Succeed in Social without Selling your Soul

Cao Long
Executive Producer
PopCap Shanghai Studio

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50,000,000



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Ten years of Bejeweled



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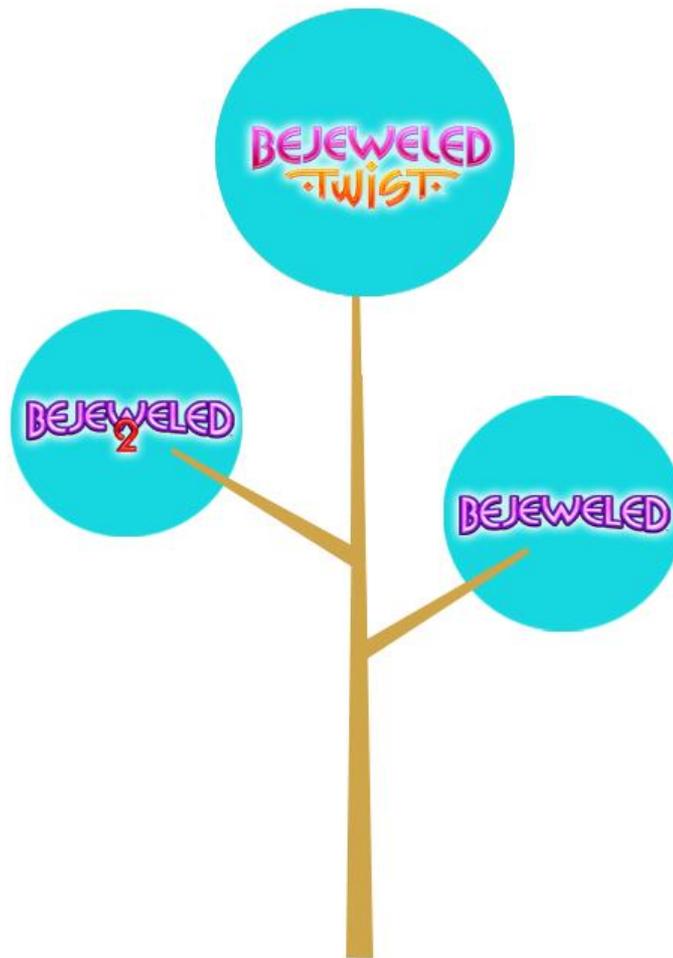
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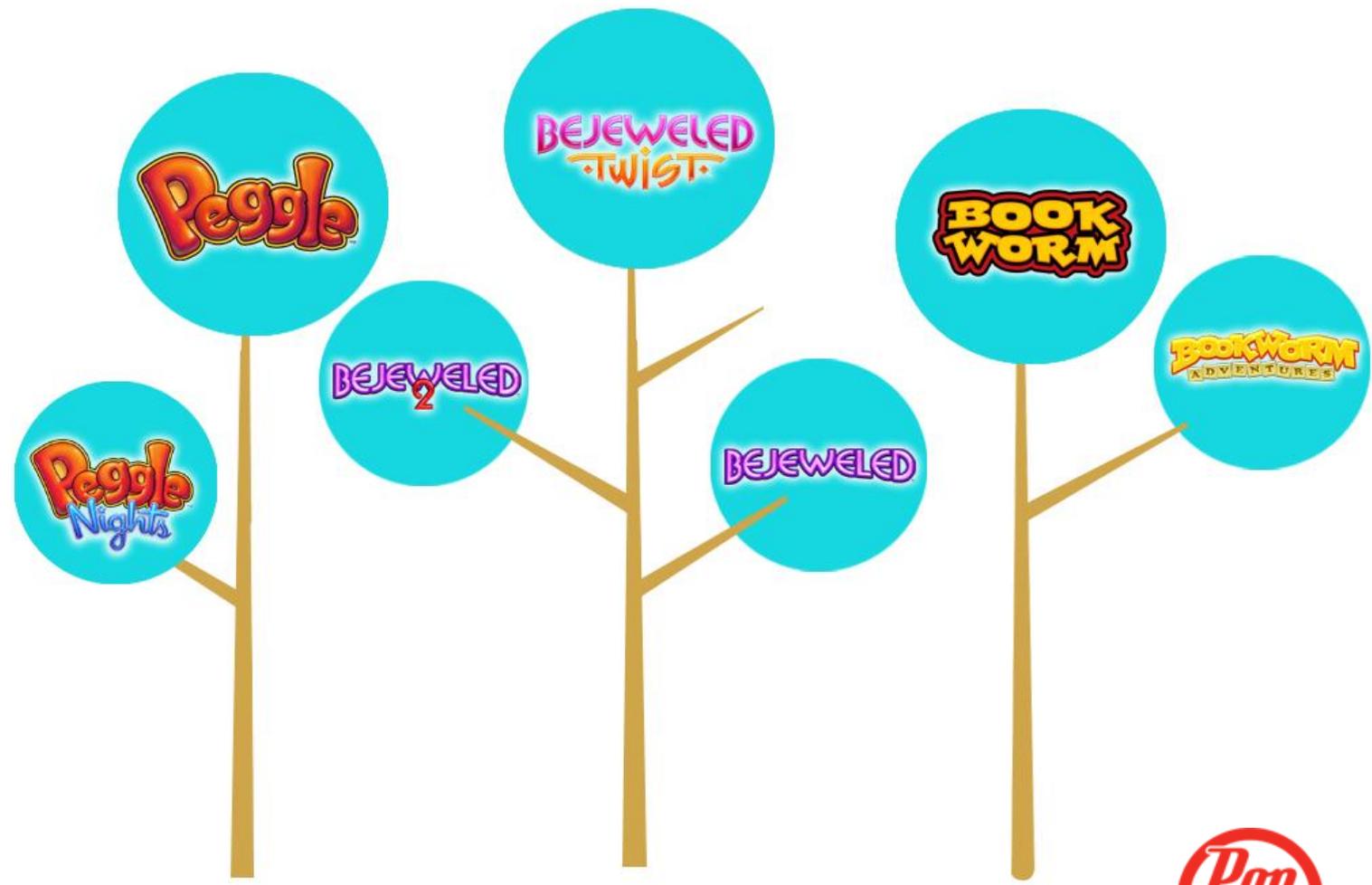
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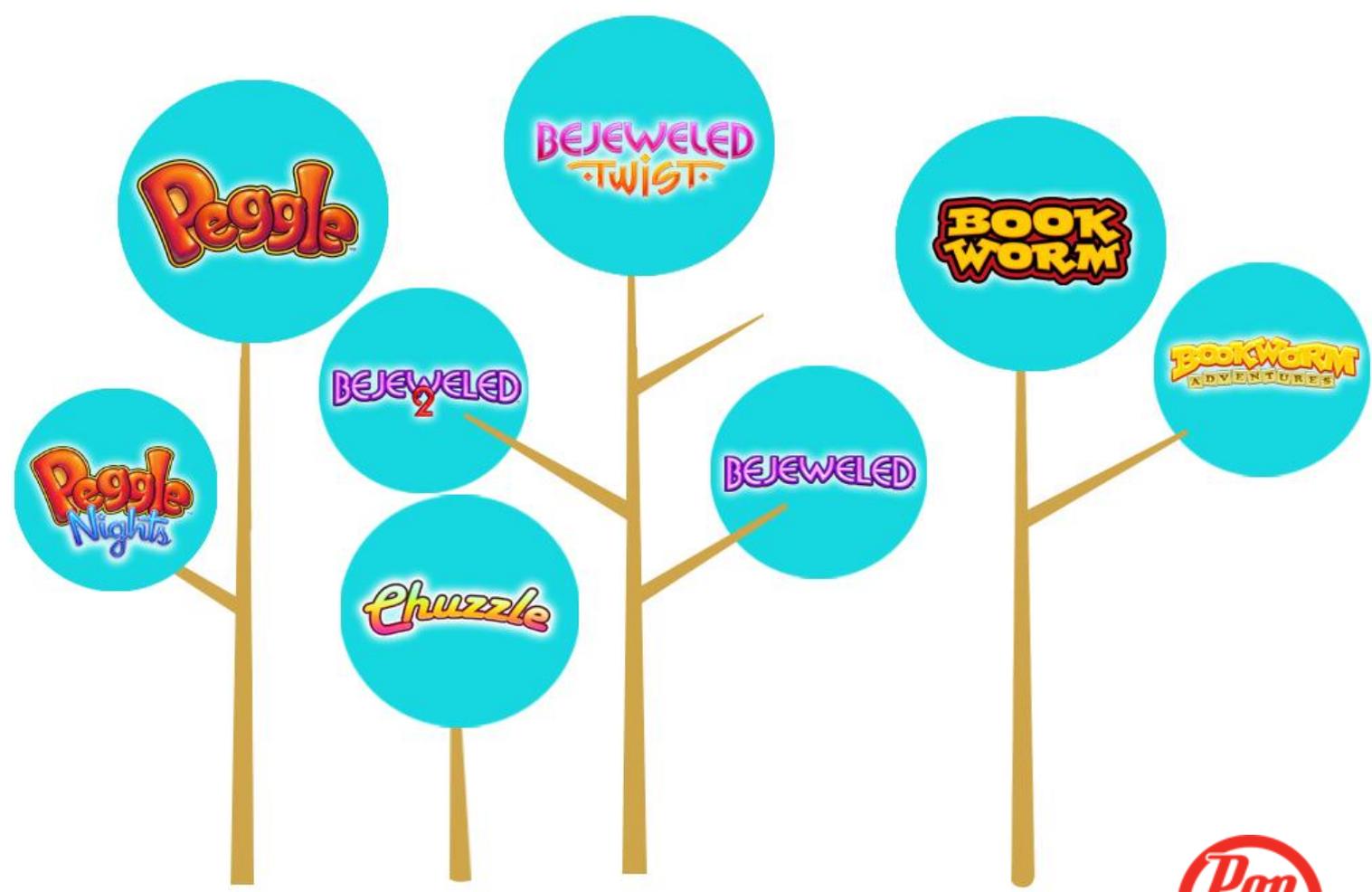
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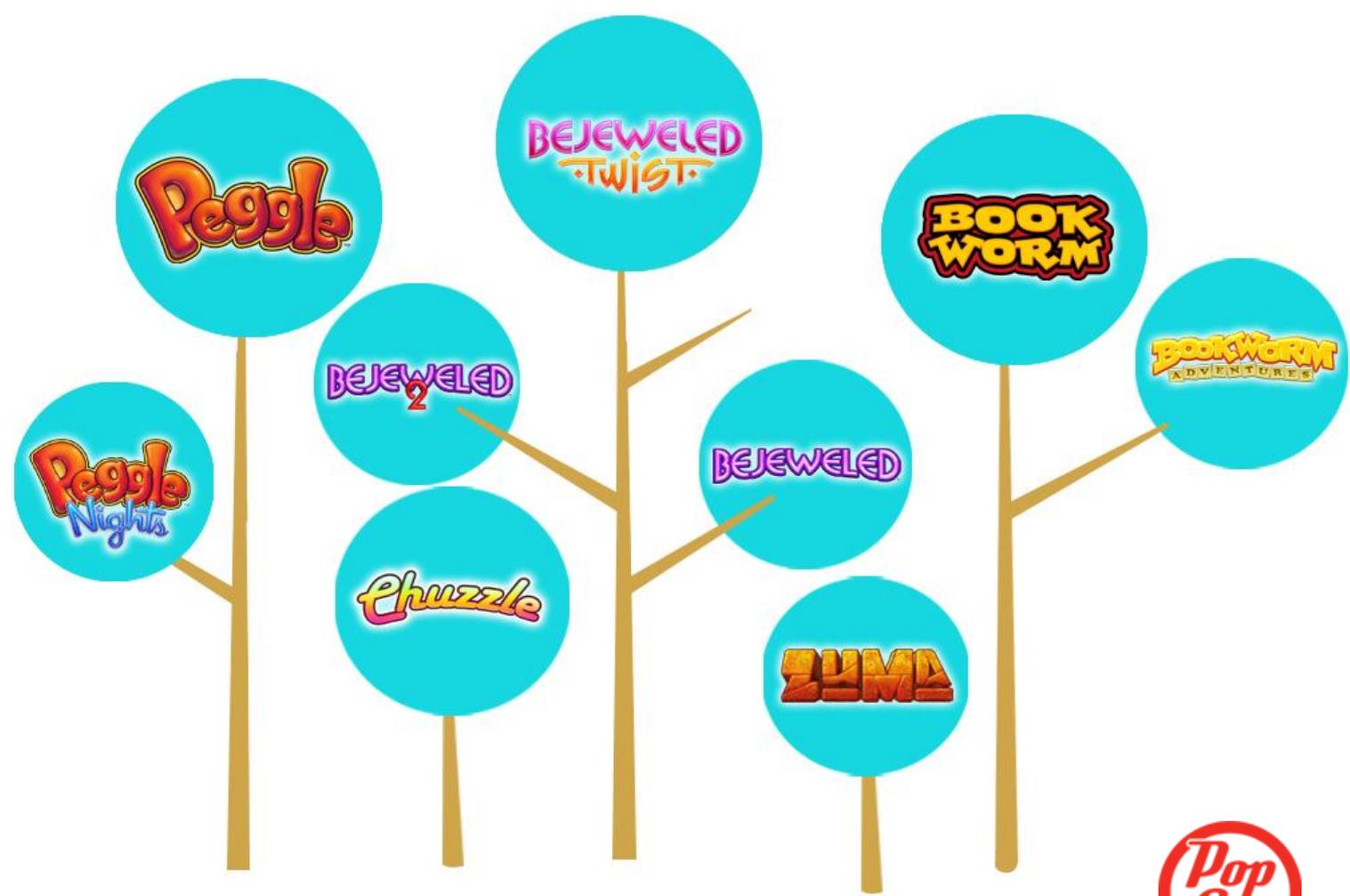
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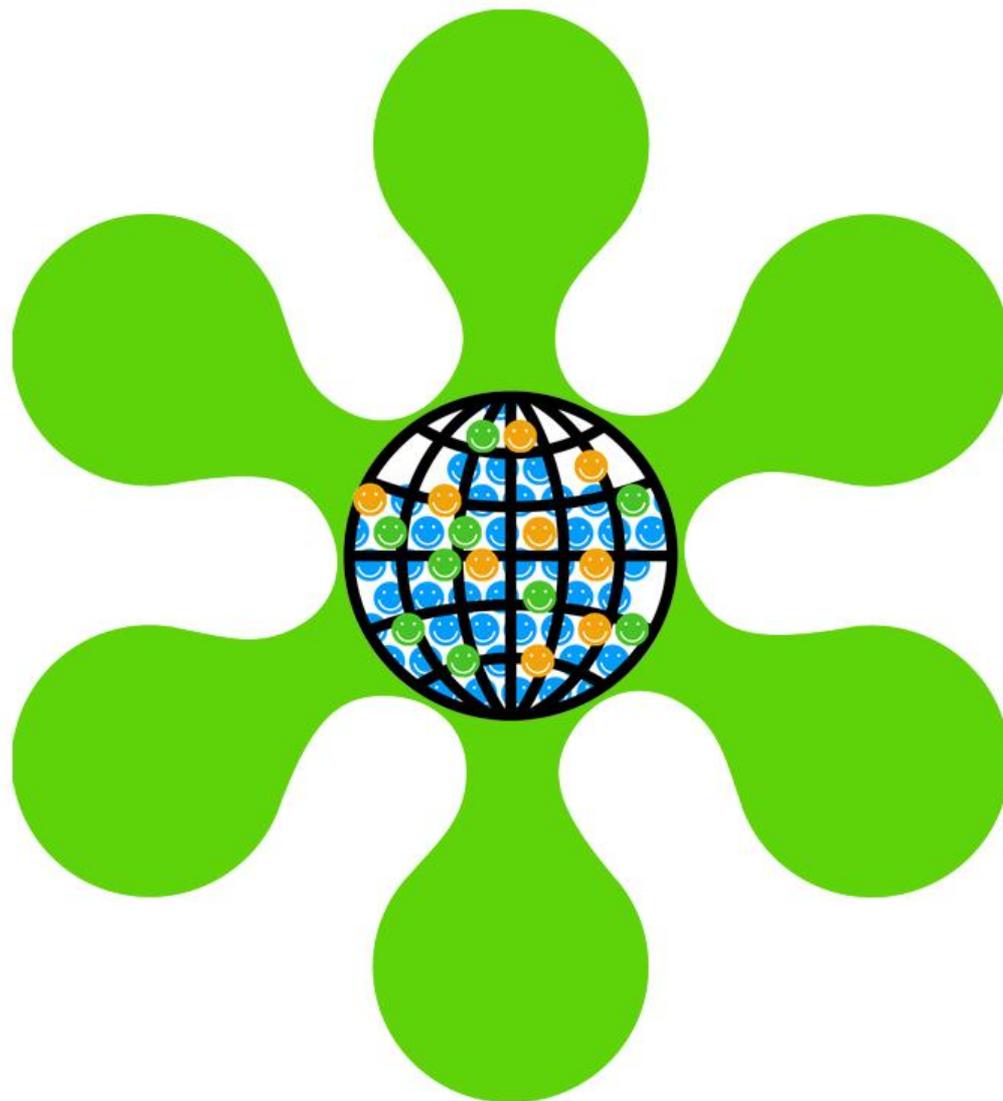
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Formula for Success: Make Great Games.

Everything else will follow.

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A Riemann surface $S \rightarrow T$
 $\Delta u =$

- 1) degree $F \neq 0$, then $F(u) = 0$ has a sol
- 2) $F_1 \sim F_2$, then $dg F_1 = dg F_2$

Fun

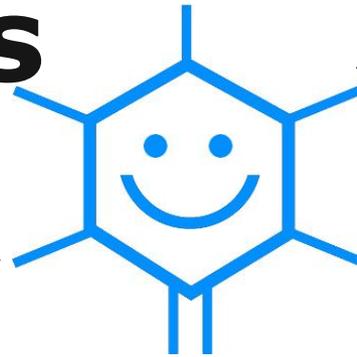
Timeless

Accessible

Quality

Rewarding

Irresistible



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BEJEWELLED *BLITZ*

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Back to winter 2008...

The screenshot shows a Facebook page for the game 'Bejeweled Blitz BETA'. At the top, the Facebook navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Noah Maas', 'Settings', 'Logout', and a search bar. The game's interface features a 'PLAY' button, 'CONTEST RULES', and 'MORE POPCAP GAMES'. The main title 'BEJEWELLED BLITZ BETA' is displayed in large, colorful letters. A central image shows a desert landscape with the game title overlaid. To the right, a 'LEADERBOARD' lists five players, all with a score of 23,840: Jason Kapalka, Noah Maas, John Vechey, Jon David, and T. Carl Kwob. Below the main image, the 'Team Score' is 345,235. A 'Current Tournament' section states that a team score higher than 275,000 by February 1st, 2008, would enter players into a drawing for a 'PopCap Platinum Pack'. A 'Platinum Pack' section shows five game icons and notes it is '21 of PopCap's Best Games'. At the bottom, a section titled 'Play other popular games on PopCap.com' features five game icons: Bejeweled, Jewel Quest, Chuzzle!, Inyanga's Realm, and Bejeweled 2.

facebook Home Profile Friends Inbox Noah Maas Settings Logout Search

PLAY CONTEST RULES MORE POPCAP GAMES Share With Friend Add to Profile

PopCap BEJEWELLED BLITZ BETA

BEJEWELLED BLITZ BETA

LEADERBOARD

1		Jason Kapalka	23,840
2		Noah Maas	23,840
3		John Vechey	23,840
4		Jon David	23,840
5		T. Carl Kwob	23,840

Team Score - 345,235

Current Tournament

Get a Team Score higher than 275,000 by February 1st, 2008 and you will be automatically entered into the drawing to win a PopCap Platinum Pack.

For more information please see the [Contest Rules](#).

Platinum Pack

21 of PopCap's Best Games

Play other popular games on PopCap.com

Bejeweled Jewel Quest Chuzzle! Inyanga's Realm Bejeweled 2

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And now...

The screenshot shows the Bejeweled Blitz game interface. At the top, the PopCap logo and the game title "BEJWELED BLITZ" are visible. Navigation buttons include "GIFT COINS", "INVITE FRIENDS", "MORE GAMES", and "HELP". The main game area features a 10x10 grid of colorful gems (triangles, squares, diamonds, and circles) on a checkered background. A score of 0 and a multiplier of x1 are shown in the top left. A "HIGH SCORE 81,750" is displayed on the left. A "HINT" and "MENU" button are at the bottom left. A 1:00 timer is at the bottom center. On the right, a leaderboard shows the top 4 players:

Rank	Player Name	Score
1	Martin Gannholm	426,500
2	Jason Kapalka	369,050
3	Jon David	277,300
4	Scott Rankin	257,350

Below the leaderboard are buttons for "10" (achievement), "STATS", and "JABBER". An "INVITE FRIENDS" button with a plus sign and a profile icon is at the bottom right, with the text "to play Bejeweled Blitz!".

At the bottom of the interface, a "Countdown to Prize Drawing:" timer shows 5 days, 10 hrs, 57 mins, and 44 secs. Below this, a green bar displays "Team Score: 1,710,600". Text above the bar says "Win one of ten 1,000,000 Coin prize packs!". At the bottom left, it says "You are registered to win!". At the bottom right, there is a "Contest Info" link and a graphic of three gold coins.

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Step 1: Make a New Game

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Elements of Blitz

PopCap BEJWELED BLITZ

EARN COINS BOOKMARK INVITE FRIENDS MORE GAMES HELP

4,250 x1

HIGH SCORE 0

HINT MENU

0:20

46		William Bonn...	163,200		
47		Michael Aren...	153,450		
48		Brian Fiete	148,250		
49		Andrew Ross	141,900		
50		Jason Kapalk...	No score this week		

INVITE FRIENDS

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Elements of Blitz

PopCap BEJWELED BLITZ EARN COINS BOOKMARK INVITE FRIENDS MORE GAMES HELP

4,250 x1

Multiplier Gem

HIGH SCORE 0

HINT MENU

0:20

46		William Bonn...	163,200		
47		Michael Aren...	153,450		
48		Brian Fiete	148,250		
49		Andrew Ross	141,900		
50		Jason Kapalk...	No score this week		

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Elements of Blitz

PopCap BEJWELED BLITZ EARN COINS BOOKMARK INVITE FRIENDS MORE GAMES HELP

4,250 x1

Hint Button

HINT MENU 0:20

46		William Bonn... 163,200	
47		Michael Aren... 153,450	
48		Brian Fiete 148,250	
49		Andrew Ross 141,900	
50		Jason Kapalk... No score this week	

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Step 2: Iterate (this never stops)

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Elements of Blitz

PopCap BEJWELED BLITZ

EARN COINS BOOKMARK INVITE FRIENDS MORE GAMES HELP

4,250 x1

2 ? 3

HIGH SCORE 0

HINT MENU

0:20

Scramble Boost

46		William Bonn...	163,200		
47		Michael Aren...	153,450		
48		Brian Fiete	148,250		
49		Andrew Ross	141,900		
50		Jason Kapalk...	No score this week		

INVITE FRIENDS

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Biz model: Boosts



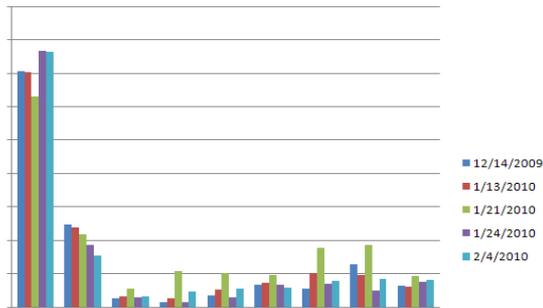
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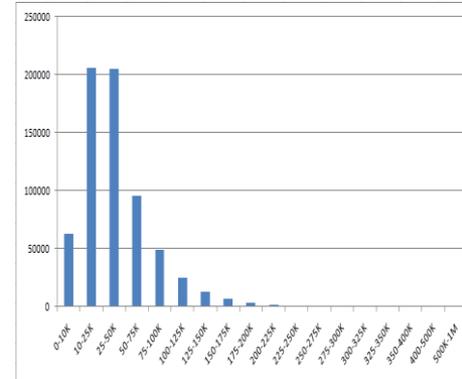
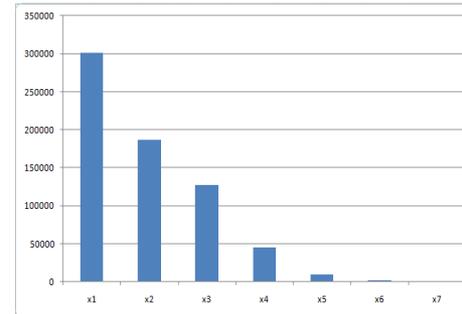


Step 3: Learn to Operate

	iPhone		Flash	
	Average	Max	Average	Max
Score:	91,841	228,500	75,215	323,500
Multiplier:	2.34	5	2.20	5
	Average	Max	Average	Max
Gems Cleared:	198	320	170	372
Flame Gems:	3.59	8	2.84	8
Laser Gems:	0.71	6	0.68	7
Rainbow Gems:	0.19	2	0.12	1
Blazing Speed Explosions:	1.06	12	0.80	9
# of Moves:	43.6	57	33.8	55
# of Good Moves:	37.6	51	32.1	52
# of Matches:	53.6	80	46.3	83
Highest Speed Chain:	26.40	50	16.44	48
Points from Speed Bonus:	26,432	46,400	28,883	128,700
% of Points from Speed Bonus:	28.78%	N/A	38.40%	N/A
Points from Last Hurrah:	6,835	37,200	8,279	121,000
% of Points from Last Hurrah:	7.44%	N/A	11.01%	N/A



Total games recorded:	763,372
Completed games:	672,030 88.03%
Restarted games:	91,342 11.97%
Average time to restart (sec):	29.59
Score:	42,999
Multiplier:	1.93
Gems Cleared:	127
Flame Gems:	2.50
Laser Gems:	0.40
Hypercubes:	0.18
Blazing Speed Explosions:	0.78
# of Moves:	25.2
# of Good Moves:	23.5
# of Matches:	34.6
Highest Speed Chain:	8.15
Points from Speed Bonus:	11,821
% of Points from Speed Bonus:	27.49%
Points from Last Hurrah:	5,633
% of Points from Last Hurrah:	13.10%



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Marketing/Ad Budget



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Marketing/Ad Budget



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No tricks

Say you like me



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TechWeb

Do you want to play with friends like this?

PopCap BEJWELED BLITZ™

GIFT COINS INVITE FRIENDS MORE GAMES HELP

0 x1

HIGH SCORE 81,750

HINT MENU

0:07

1		Martin Gannholm 426,500
2		Jason Kapalka 369,050
3		Jon David 277,300
4		Scott Rankin 257,350

10 STATS JABBER

+ INVITE FRIENDS to play Bejeweled Blitz!

Countdown to Prize Drawing: 5 days 12 hrs 6 mins 14 secs

Win one of ten 1,000,000 Coin prize packs!

Team Score: 1,710,600

You are registered to win! [Contest Info](#)

Team Score: 1,710,600

[Contest Info](#)

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To come back for this?

The screenshot shows the 'Bejeweled Blitz' game interface. At the top, there's a 'PopCap' logo and the game title 'BEJWELED BLITZ'. Navigation buttons include 'GIFT COINS', 'INVITE FRIENDS', 'MORE GAMES', and 'HELP'. The central feature is the 'DAILY SPIN' wheel, which is currently showing three gem symbols: a blue diamond, a green emerald, and an orange sapphire. To the left of the wheel are five coin packs with values: 1,000,000 (blue diamonds), 250,000 (red rubies), 100,000 (green emeralds), 50,000 (yellow diamonds), and 25,000 (orange sapphires). To the right are five more coin packs: 10,000 (purple triangles), 5,000 (white circles), 2,500 (blue diamonds), 1,000 (blue diamonds), and 500 (orange sapphires). Below the wheel are three buttons: 'SPIN TO WIN!', 'SPIN!', and an empty button. On the right side, there's a leaderboard with four entries:

Rank	Player Name	Score
1	Martin Gannholm	426,500
2	Jason Kapalka	369,050
3	Jon David	277,300
4	Scott Rankin	257,350

Below the leaderboard are buttons for '10' (a star icon), 'STATS', and 'JABBER'. At the bottom right, there's an 'INVITE FRIENDS to play Bejeweled Blitz!' button with a plus sign icon.

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Countdown to Prize Drawing: 5 days 12 hrs 6 mins 14 secs

Win one of ten 1,000,000 Coin prize packs!

Team Score: 1,710,600

You are registered to win!

Contest Info

Countdown to Prize Drawing: 5 days 12 hrs 6 mins 14 secs

Team Score: 1,710,600

Contest Info

To share this?

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YOU WON A STAR MEDAL!

75K

Include a video replay with this post?
 Enable 1-click sharing?

CANCEL SHARE

2 Jason Kapalka 369,050

LEVEL 4 LEVEL 4 LEVEL 3 LEVEL 3 LEVEL 2

7 Appraiser 75,050 points to go

YOU VS FRIEND

Week	You	Friend
1	190K	190K
2	190K	190K
3	190K	190K
4	190K	190K
5	190K	190K

LAST 5 WEEKS

INVITE FRIENDS to play Bejeweled Blitz!

Get this?

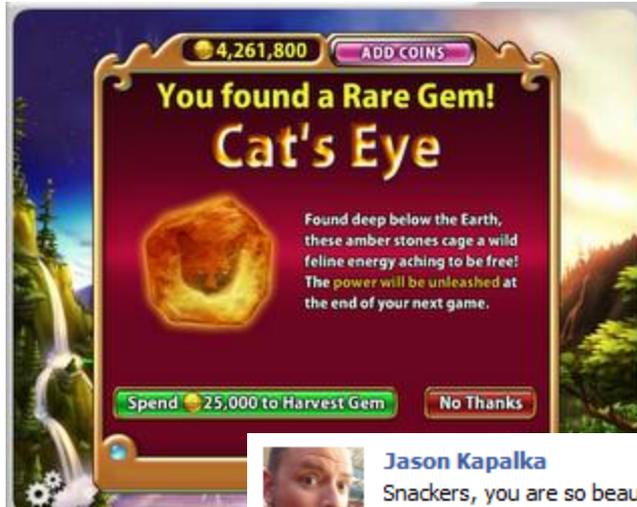


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And this?



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Jason Kapalka

Snackers, you are so beautiful, to me.



I found a rare Cat's Eye gem and want to share some of its power with you!

I just got a score of 369,050 using this powerful Rare Gem. It left behind crystals for the first 5 friends who dick this post. Will you harvest its power?

12 hours ago via Bejeweled Blitz · Like · Comment · Harvest your gem

15 hours ago via Bejeweled Blitz · Like · Comment · Harvest your gem



PopCap's Golden Rule

- ④ **Make games that are fun to play.**

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PopCap's Golden Rule

- ④ **Make games that are fun to play.**
- ④ Not that are excuses for viral spam.

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PopCap's Golden Rule

- 
- ④ **Make games that are fun to play.**
 - ④ Not that are excuses for viral spam.
 - ④ Not built around monetization tricks.

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- ④ Not that are excuses for viral spam.
- ④ Not built around monetization tricks.
- ④ Not designed to irritate or shame.

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- ④ **Make games that are fun to play.**
- ④ Not that are excuses for viral spam.
- ④ Not built around monetization tricks.
- ④ Not designed to irritate or shame.
- ④ Not assemblies or copies of past hits.

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- ④ Make games that are fun to play.
- ④ **If you find a game fun, so will other people (probably).**

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- ④ **If people have fun with a game, viral mechanics are a natural outgrowth.**

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PopCap's Golden Rule

- ④ Make games that are fun to play.
- ④ If you find a game fun, so will other people (probably).
- ④ If people have fun with a game, viral mechanics are a natural outgrowth.
- ④ **If people enjoy a game, you'll find a way to make money from it.**

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What's next?



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ZUMA BLITZ

Reset **ZUMA** Pause

0:15 96,710 X 5

Chain x11
Next Fruit 4,000
Pineapple x2
149,230 High Score

Free Multiplier Chain Blast Last Hurrah

X2 500 1,000 750

Weekly Tournament Ends In:
06 08 53
Days Hours Mins

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MONETIZATION

VIRALITY

ENGAGEMENT



OPS TOOLS



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New legend is coming!

BEJEWWELEDTM 3

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Or, maybe later at
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