

# Hollywood Intellectual Property

## *Opportunities for the Browser Games Industry*

Philip Reisberger  
Chief Games Officer  
August 2011, GDC Europe



# Facts

## The Company

<b>Founded</b>	2002
<b>Number of Employees</b>	800+



### Key Titles

DarkOrbit, Seafight, Farmerama  
Battlestar Galactica Online,  
The Mummy Online,  
Skyrama

### Locations

Hamburg, Germany  
Berlin, Germany  
San Francisco, USA  
Malta  
Sao Paulo, Brazil



# Figures

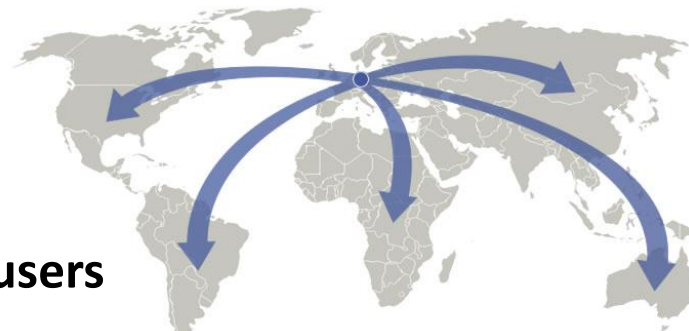
## The Figures

30 languages

70 active games

More than **200 million users**

**250,000+** new registrations per day



### Winner

- Mashable Best Online Game 2010
- Best Community Support 2011
- Best Gaming Portal 2010, 2011
- Best Browser Game 2010, 2011
- International Business Award 2010
- Deloitte Rising Stars 2009
- Best Gaming Website USA 2009
- MTV Games Award 2009
- ...

250,000



...over **250,000** babies are born every day in the world.  
Bigpoint adds more than **250,000** new players every day too...

# Hollywood IPs

1

**Establishing an IP  
Success Factors**

2

**Benefits of Licensing  
Market Differences**

3

**Focus:  
Battlestar Galactica Online**

4

**Learnings**

# 1. Establishing IP

# BIGPOINT'S GAME PORTFOLIO

Diversity and high quality offer millions of players fun & entertainment

## CORE GAMES



More than **50 MILLION** users have registered for **DARKORBIT** since it went online in 2006 and has millions of active monthly users

**SEAFIGHT**. More than **50 SEA CHARTS** with different environments. Over **100 SHIP DESIGNS** and **30.000 GUILDS** to cruise the seas

## „AAA“ GAMES



**BATTLESTAR GALACTICA ONLINE** was the **MOST SUCCESSFUL** launch of a game in Bigpoint history with over **1 MILLION** player after **4 WEEKS**

## CASUAL GAMES



In just under one year, **30 MILLION** users moved to the country to start their own online farms at **FARMERAMA**



# ESTABLISHING IP

Fun gaming experience for casual gamer in a catchy way



*MOTIVATING & REWARD DRIVEN  
GAMEPLAY*



*INTUITIVE GAMEPLAY*

*INSPIRED ANIMATED  
WORLDS*

*WEEKLY  
SPECIAL  
EVENTS*

*FRIENDLY  
COMMUNITY*

*CREATIVE  
DECORATIONS &  
FUNNY ANIMALS*



*AMAZING GRAPHICS  
AND AUTHENTIC  
SOUNDS*

*INDIVIDUAL  
CREATED  
QUESTS*

*MILLIONS OF PLAYERS FROM  
OVER 20 COUNTRIES IN ONE  
WORLD*

*INDIVIDUAL  
CUSTOMIZATION AND  
EXPANSION*

*SOPHISTICATED TRADING SYSTEM*

## RAMA SERIES

- Umbrella brand for Bigpoint's casual games
- **FUN** gaming experience
- In just under one year, 30 million users in Farmerama

## STRATEGY

- **BIG REACH** of potential user through the distribution network
- **HIGH PENETRATION** with tv promotion & performance marketing
- **QUALITY** branding affect

## GOAL

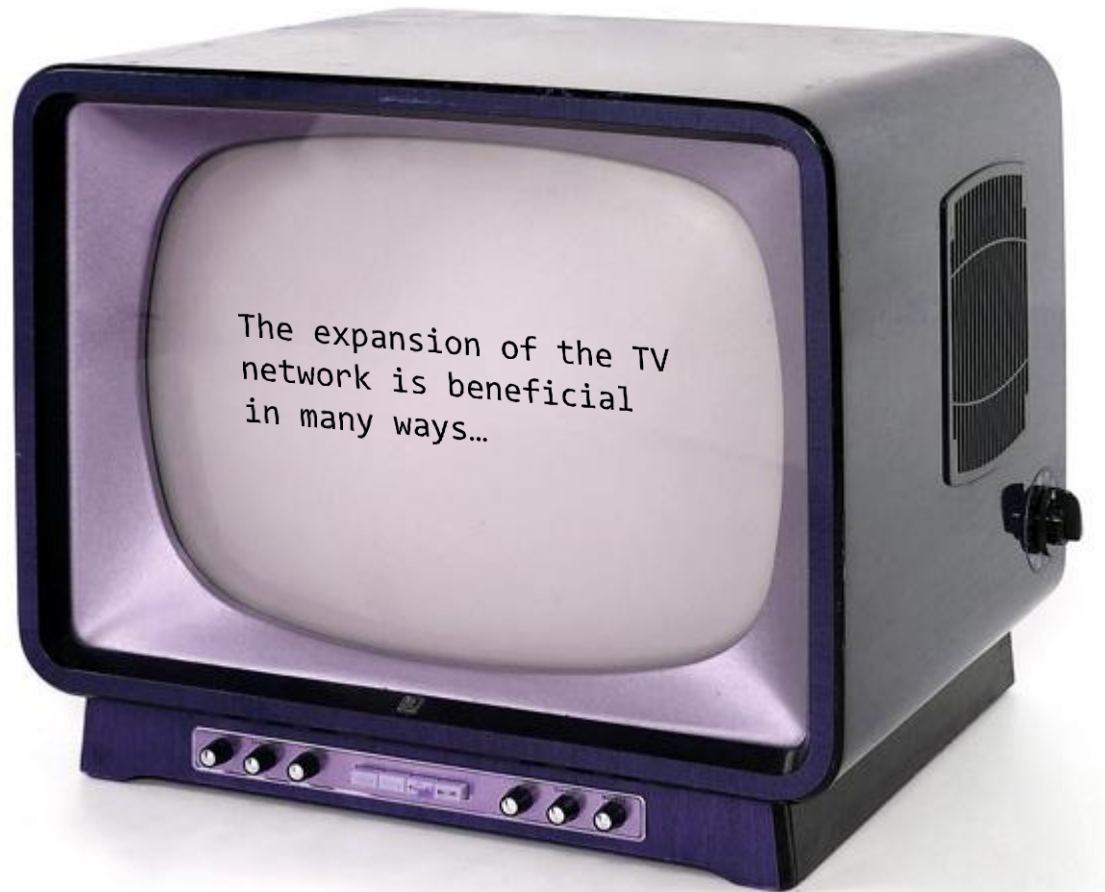
- **NEW REVENUE** streams
- **NEW MERCHANDISING** possibilities
- Theatrical (film) exploitation
- **GROWING** brand **AWARENESS**



# Success Factors

# MEDIA PARTNER NETWORK

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# DIVERSE GAME PORTFOLIO





## F2P BUSINESS MODEL

If bus fare cost an additional 10¢ - Immediately...



# BIGPOINT'S UNIQUE SELLING PROPOSITION



## 3 SUCCESS FACTORS

### 1| DISTRIBUTION NETWORK

In house **PERFORMANCE BASED MARKETING** on a **HIGH** PROFESSIONAL LEVEL (SEO, SEM, DRTV)

More than **1000** MEDIA PARTNER (e.g. Yahoo, MTV, TF1, Mail.ru).

### 2| DIVERSITY OF GAMES

OVER **70** ONLINE GAMES

**DIVERSE PORTFOLIO:** Core, Triple A and Casual Games. mini games to complex long-term multiplayer games

**DIVERSE PLATFORMS** (social, mobile, browser)

### 3| BUSINESS MODELL F2P

Virtual goods are a means to **SPEED UP** the

**GAME SUCCESS**

**ROUSE** consumer **NEEDS**, create **DEMAND**, have a **HIGH CONVERSION** and **SUCCESSFULL CUSTOMER LIFE CYCLE**

Extended maturity through

**EFFECTIVE STRATEGIES** in **PRODUCT LIFE CYCLE**

**BIGPOINT 'S GROWING COMMUNITY AND ECONOMIC SUCCESS IS BASED ON ATTRACTIVE CONTENT, SUCCESSFUL MONETIZATION AND AN EXTENSIVE HIGH-PROFILE DISTRIBUTION NETWORK**

## 2. Benefits of Licensing



## UNIQUE SELLING POINT

The background of the slide is a dark, textured field filled with a complex network of interconnected nodes and lines. The nodes are small, glowing dots in various colors including purple, blue, yellow, and white, while the lines are thin, light-colored threads connecting them. This creates a sense of a vast, dynamic digital or social network.

Viral effect **benefit** the game

**Higher** conversion

**Reduced** churn rate

## ATTRACTION & INTERACTION

emotional  
resonance  
in-depth  
knowledge



Possibility  
for fans to  
interact  
with ...  
**HER**



**Establishing and building an**

**ongoing connection**

to our community

**Draw people in**

**Encourage** them to continue playing

# The magic marketing pill

What is the correct dosage, with the least side effects, and the best schedule to make it work?

HOW CAN I MAKE MY BUSINESS  
SUCCESSFUL? I NEED THE **MAGIC  
MARKETING PILL!**

*Should I cut  
back on print  
advertising?*



WHAT'S  
THE RIGHT  
SOCIAL  
MEDIA TO  
DO FIRST?

How can I attract  
commitment?

How do I find the time to  
understand all the latest  
technology?

# Film Start

**RESORT  
TO  
EXISTING  
MARKETING  
CHANNELS  
FROM  
THE  
FILM  
START**





# UNIQUENESS OFFERS PROTECTION

Well-  
understood  
brand

Cloning  
becomes  
much less  
worthwhile  
for  
competitors  
who rely on  
"copycats"







## BIG STUDIOS & BIG IPs

- **NBCUniversal**  
Battlestar Galactica Online  
The Mummy Online  
Universal Monsters
- **+ others (tba)**

## BIG Advantage

- **HOLLYWOOD BLOCKBUSTER** and TV series already have a **WIDE AUDIENCE, A LOYAL FAN BASE** and **A STRONG BRAND** on which we can build on for our marketing campaigns.
- Only in combination with the right **BUSINESS MODELL (F2P)** and the **DISTRIBUTION NETWORK** Bigpoint has, an IP opens the possibility for **BIG (INTERNATIONAL) SUCCESS**
- **BIGPOINT** already profited from the expansion of the TV network in many ways: reduced costs for customer acquisition and churn rate, viral effect, networking,



*BIG Studios*

*BIG IPs*



## **2. Market Differences**

**BIG in EUROPE and the USA**

# Europe & USA – Misconceptions



**Americans think this is  
TYPICAL EUROPEAN!**

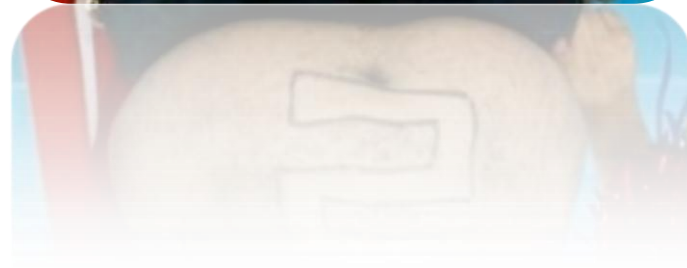




# Europe & USA – Misconceptions



**Europeans  
think this is a  
typical American!**



## Europe & USA – Misconceptions

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**Americans  
think this is a  
typical German!**

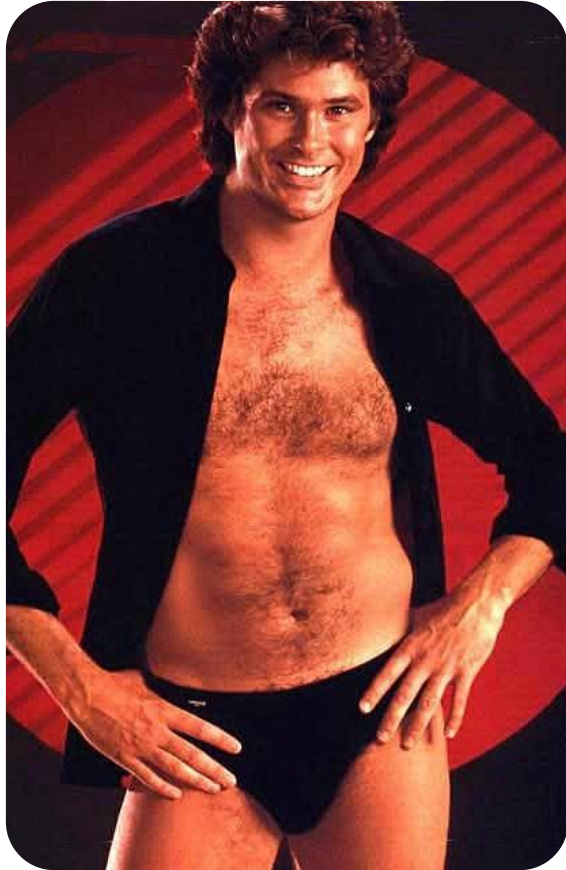


**Europeans  
think this is an  
American Idol?**



## Europe & USA – Misconceptions

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**Americans  
think this is a  
typical German Idol!**

# Big in Europe first

## EUROPE IS THE MOST DIFFICULT AND CLUSTERED MARKET

- Population: 803,850,858 (including Russia and Turkey)
- Percent of World Population: 11.9%
- Internet Users: 425,773,571  
User Growth 2000-2009: 305.1%
- 30-40 major languages
- Complex and diverse cultures
- Euro, Pound, Krone, Zlotzy, Rouble ...



# GER & USA



**USA**

**Population: 300,000,000**  
**Active Internet Population:**  
**277,000,000**  
**145,000,000 ACTIVE gamers**  
**47% spends money on games**



**GERMANY**

**Population: 82,000,000**  
**Active Internet Population:**  
**62,000,000**  
**36,000,000 ACTIVE gamers**  
**66% spends money on games**

# Money spent on games (GER)

## Estimate 2011



**4,600,000,000 € / total**



200	Social networks
370	Casual websites
350	Mobile devices
470	MMO games
1,540	Console games
1,060	PC/Mac boxed
580	PC/Mac download

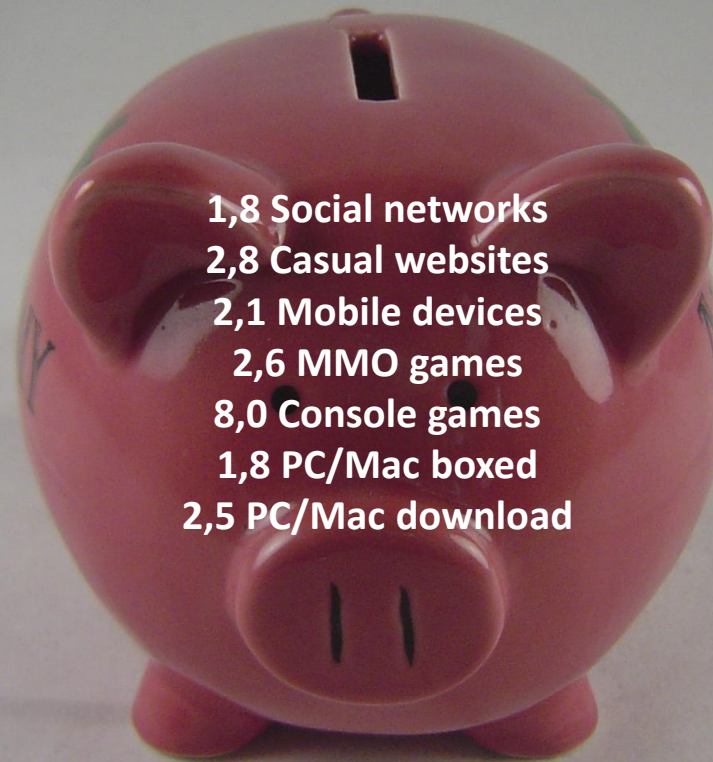


# Money spent on games (USA)

Estimate 2011



**\$ 21,600,000,000 / total**



1,8 Social networks  
2,8 Casual websites  
2,1 Mobile devices  
2,6 MMO games  
8,0 Console games  
1,8 PC/Mac boxed  
2,5 PC/Mac download

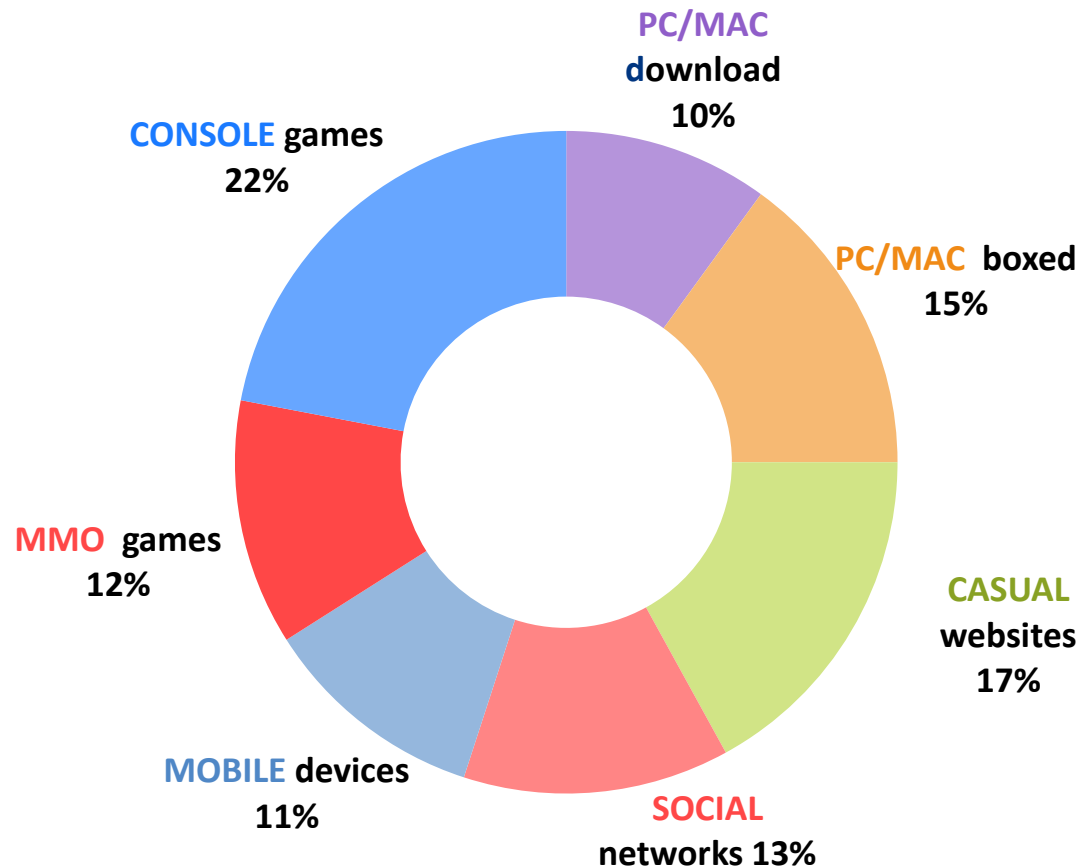


# TIME SPENT ON GAMES

Total and by "platform" in hours per day (Germany)



**53%**  
**OF GAME**  
**TIME**  
**SPENT ON**  
**MOBILE**  
**AND**  
**ONLINE**  
**GAMING**



# TIME SPENT ON GAMES

Total and by "platform" in hours per day (USA)



# 29%

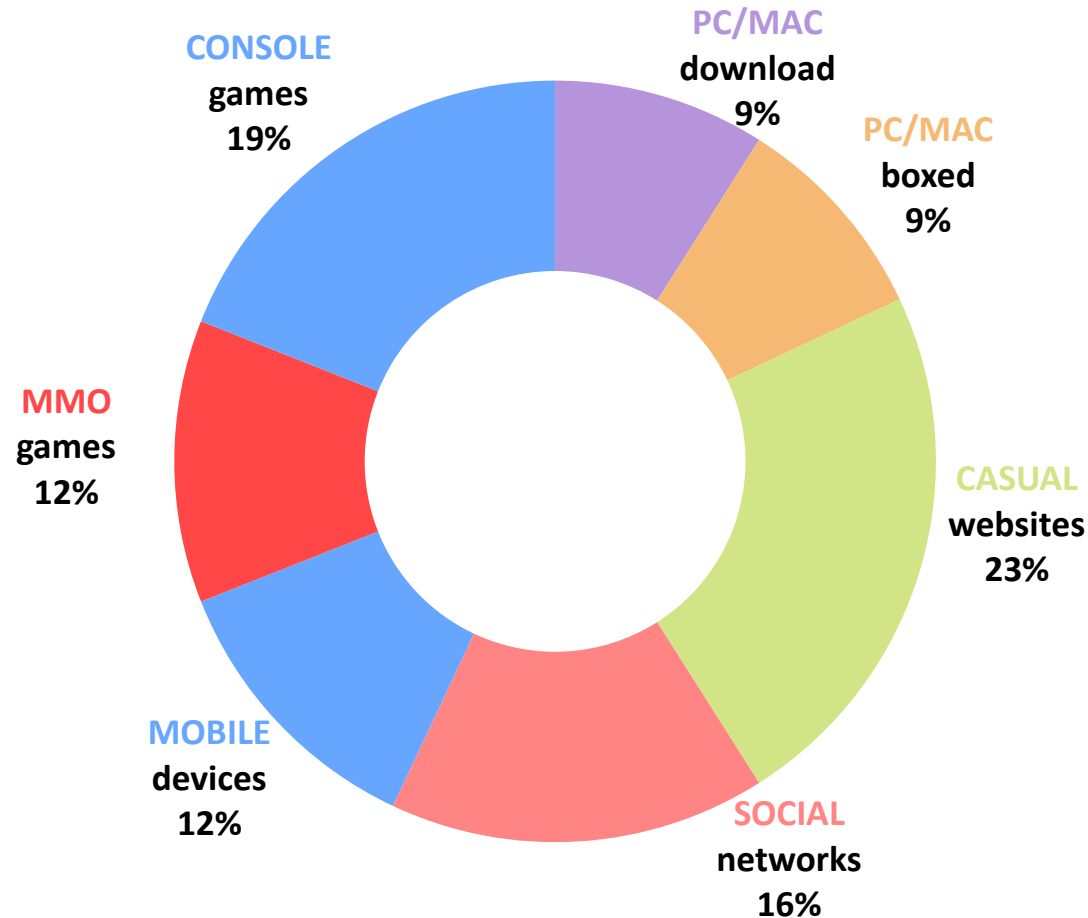
OF INTERNET

# TIME

SPENT ON

# ONLINE

# GAMING



IF ALL GAMERS CHOSE TO BUILD INSTEAD OF PLAYING  
GAMES...



Total hours  
47,000,000  
per day

7

EMPIRE STATE BUILDINGS

EVERY DAY

**IF ALL GAMERS CHOSE TO BUILD INSTEAD OF  
PLAYING GAMES...**

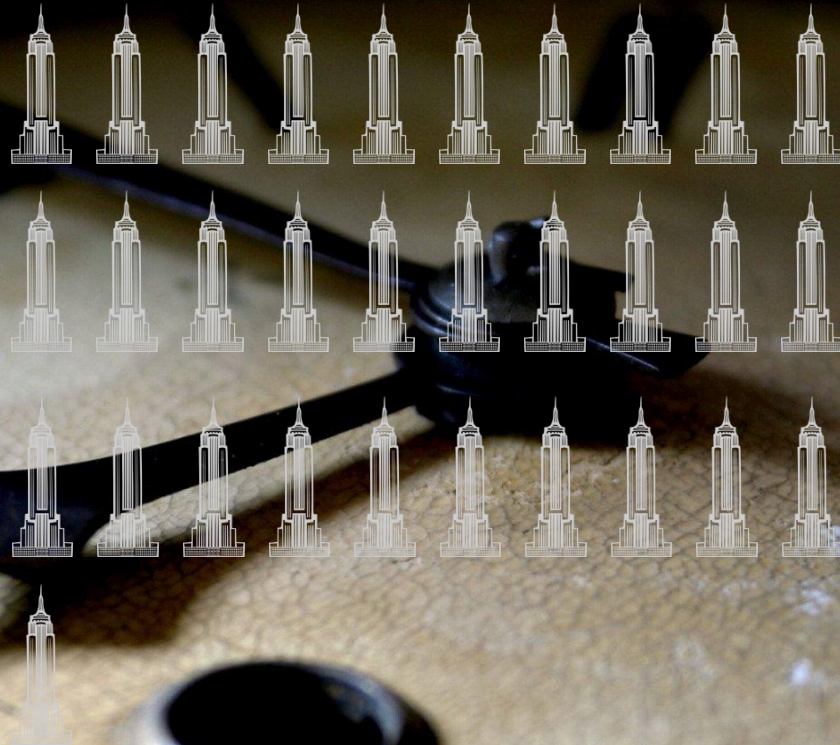


**Total hours  
215,000,000  
per day**

**31**

**EMPIRE STATE BUILDINGS**

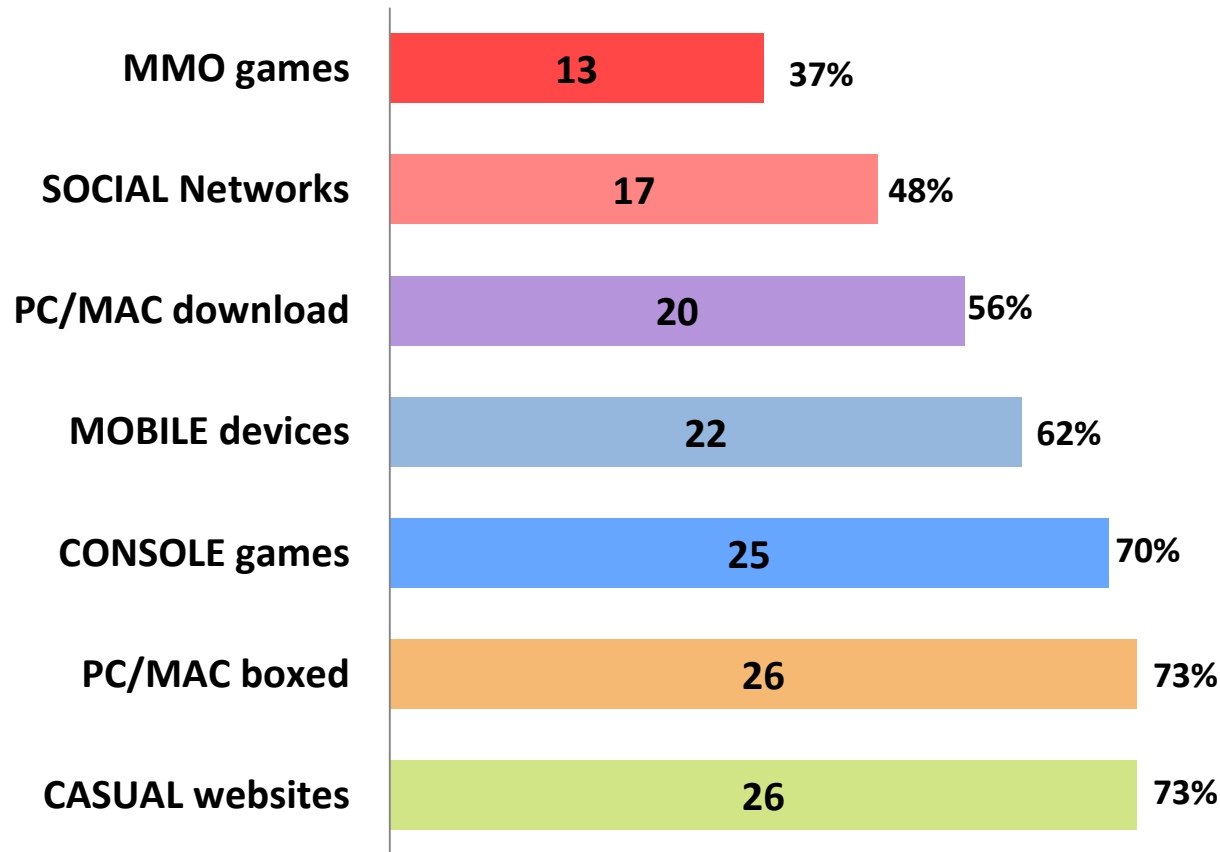
**EVERY DAY**





# GAMERS PER „PLATFORM“

Absolute and relative multi-platform behaviour (Germany)



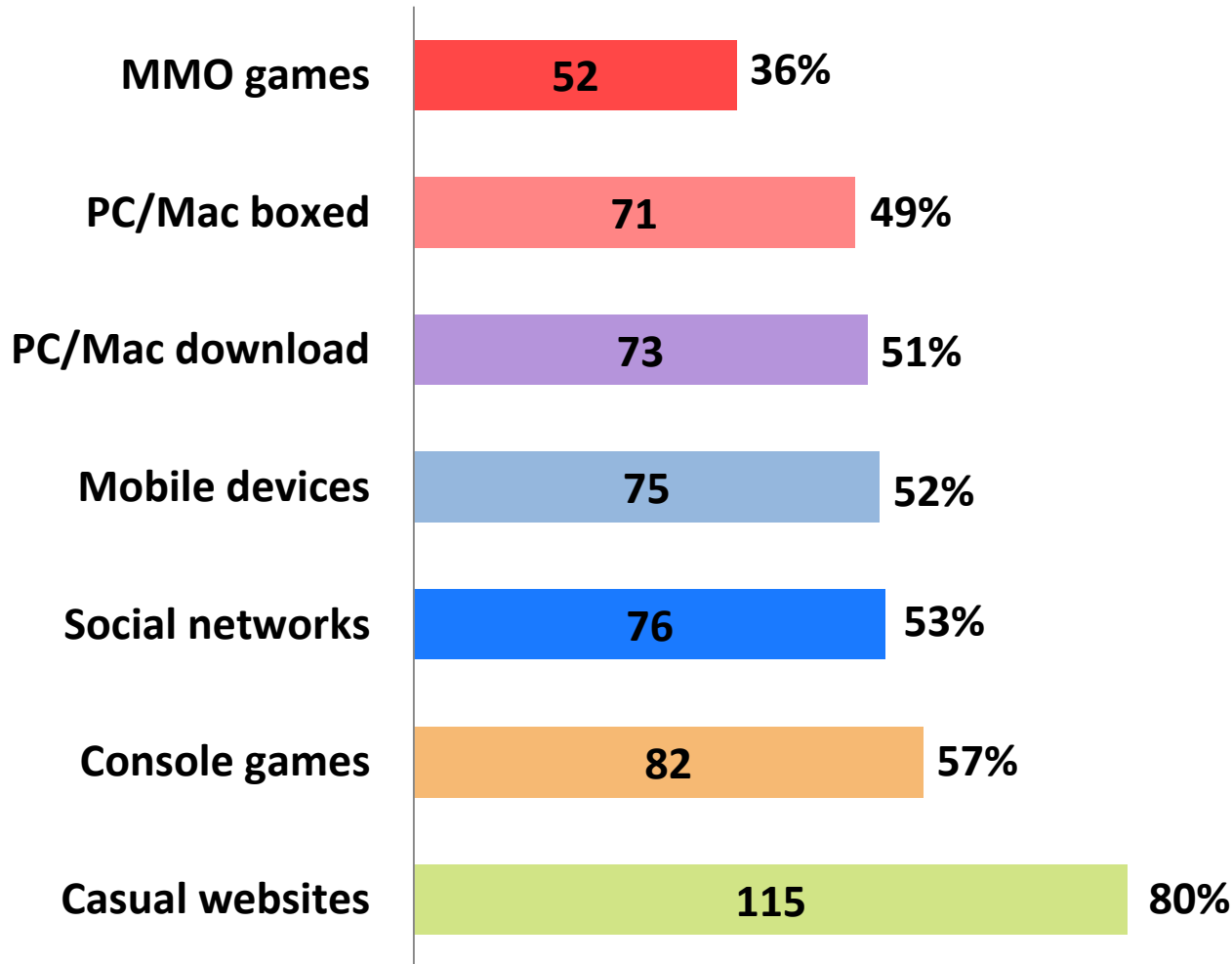
**71%**

**OF XBOX 360  
PLAYERS**

**ALSO  
Play on  
Casual  
Websites**

# GAMERS PER „PLATFORM“

Absolute and relative multi-platform behaviour (USA)



# 70%

OF PLAYSTATION 3  
PLAYERS

# ALSO

# PLAY

# MMO

# GAMES

# BIGPOINT HAS A LOT GROWTH POTENTIAL IN EUROPE AND USA

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OR?



## EUROPE

- Europe prefers **strategy** games (online); USA leans towards **action**-oriented genres (consoles).
- Europe leads **micro transaction** market trend; USA has traditionally preferred **subscriptions** and retail sales.
- USA leads the way with social networking; Europe opts for “independent” gameplay.
- USA publishers typically deal with one language; Europe understands localization challenges – and opportunities.

## USA

- Local expertise in Bigpoint’s San Francisco Office
- Games for the US market are based on successful hit games in Europe but modified to fit the demands of a different audience
- Implementation of social features and integration on Facebook for casual and core games alike
- Break into a new market with the extension of well-known IP and action oriented 3D MMOs

### **3. A possible process for IP driven games**

**Example: Battlestar Galactica Online**

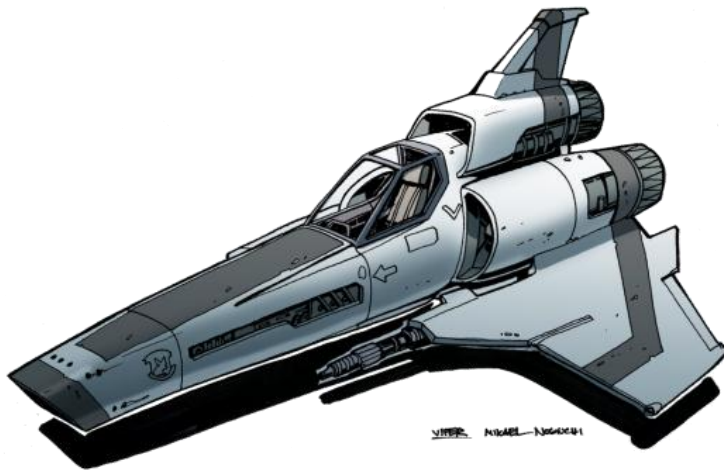
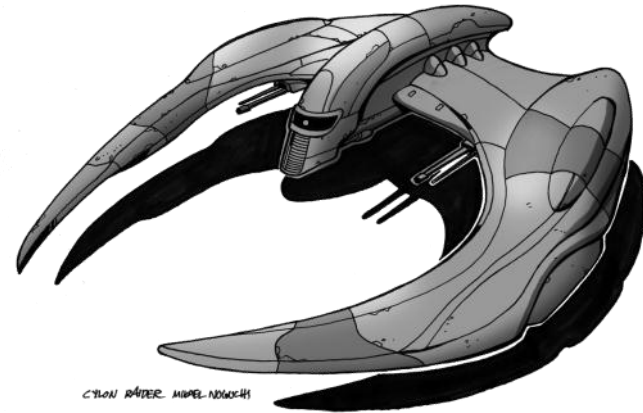


# Battlestar Galactica Online

## Product Details

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<b>Title:</b>	Battlestar Galactica Online
<b>Genre:</b>	Sci-Fi Action MMO
<b>Technology:</b>	Unity 3D, browser based
<b>Platform:</b>	PC/Mac browsers
<b>Developer:</b>	Bigpoint
<b>Licensors:</b>	NBCUniversal & SyFy
<b>Languages:</b>	EFIGS
<b>Territories:</b>	Global



### Key Facts

- State of the art 3D visuals, playable in the browser
- Action-packed tactical space combat with huge range of offensive and defensive systems
- Story-based missions, delving into new aspects of the show's universe.
- Play as either Cylons or Humans battling for resources across dozens of star systems
- Multiple ships to command, with a huge variety of upgrades and customization choices

# Battlestar Galactica Online

## Development goals

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Utilize the state of the art Unity 3D technology to create a browser based free to play game that is

- **TRUE** to the lore of the franchise
- **ACCESSIBLE** to both core gamers and fans
- **EASY** to get into and to learn how to master
- **PROVIDES** action based **PvP** combat that is visually spectacular and engaging even to console gamers
- **SUPPORTS** social community features and well as coop game-play for a maximum viral effect (Facebook, Twitter, YouTube, ...).

# Battlestar Galactica Online

Primary Target Group: Sci-Fi enthusiast & space combat gamers



The screenshot shows a top-down view of a large, orange and grey battlestar in the foreground, firing blue energy beams. In the background, two enemy ships are visible: an 'EVOLVED WRAITH' with red health bars and a 'VETERAN RHINO' with blue health bars. The interface includes a top status bar with 'EVOLVED WRAITH 3' and 'TAU ALTAAR OUTPOST PROGRESS: 0.0%', a top right toolbar with various icons, and a bottom left radar and control panel. A 'FULL' fuel gauge is also visible.

**GENDER:**  
Male 90-95% / Female 5-10%

**AGE:**  
16-39

**CATEGORY PREFERENCE:**  
RTS, RPG, SIM

**PLATFORM PREFERENCE:**  
PC, X360

**PLAYING HABITS:**  
high, up to 5 games a month

**DEGREE OF EDUCATION:**  
advanced, technical and science skills above average

**DISPOSABLE INCOME:**  
average to high



# Battlestar Galactica Online

## Secondary Target Group: Action MMO players

### **GENDER:**

Male 95% / Female 5%

### **AGE:**

12-36 (playing frequency decreasing with age and life stile)

### **CATEGORY PREFERENCE:**

RPG, FPS, 3D Action

### **PLATFORM PREFERENCE:**

PC, X360, PS3

### **MEDIA CONSUMPTION:**

Online magazines, social networks, blogs, DVD, TV.

### **PLAYING HABITS:**

Average to high, up to 5 games a month.

### **DEGREE OF EDUCATION:**

Average

### **DISPOSABLE INCOME:**

Average



# Battlestar Galactica Online

## Positioning



### PRIMARY TARGET GROUP: SCI-FI ENTHUSIASTS GAMERS

- True to Battlestar Galactica IP
- Lore expansion experience
- Consistent Design

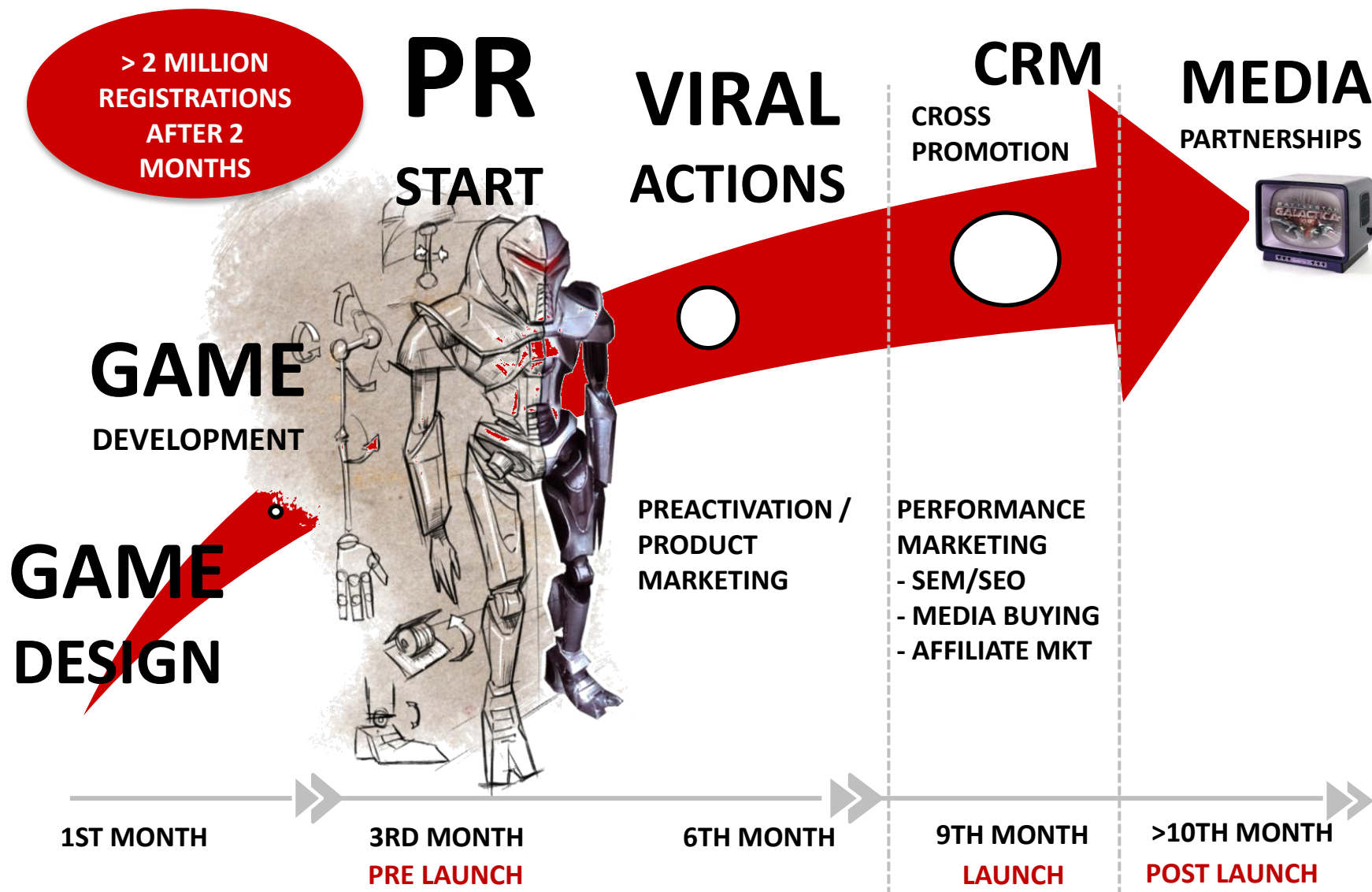
### SECONDARY TARGET GROUP: ACTION MMO PLAYERS

- Hit game based on blockbuster IP
- State of the art visuals
- Engaging action game-play



# A possible process for IP driven games

## Example: Battlestar Galactica Online





Battlestar Galactica Online

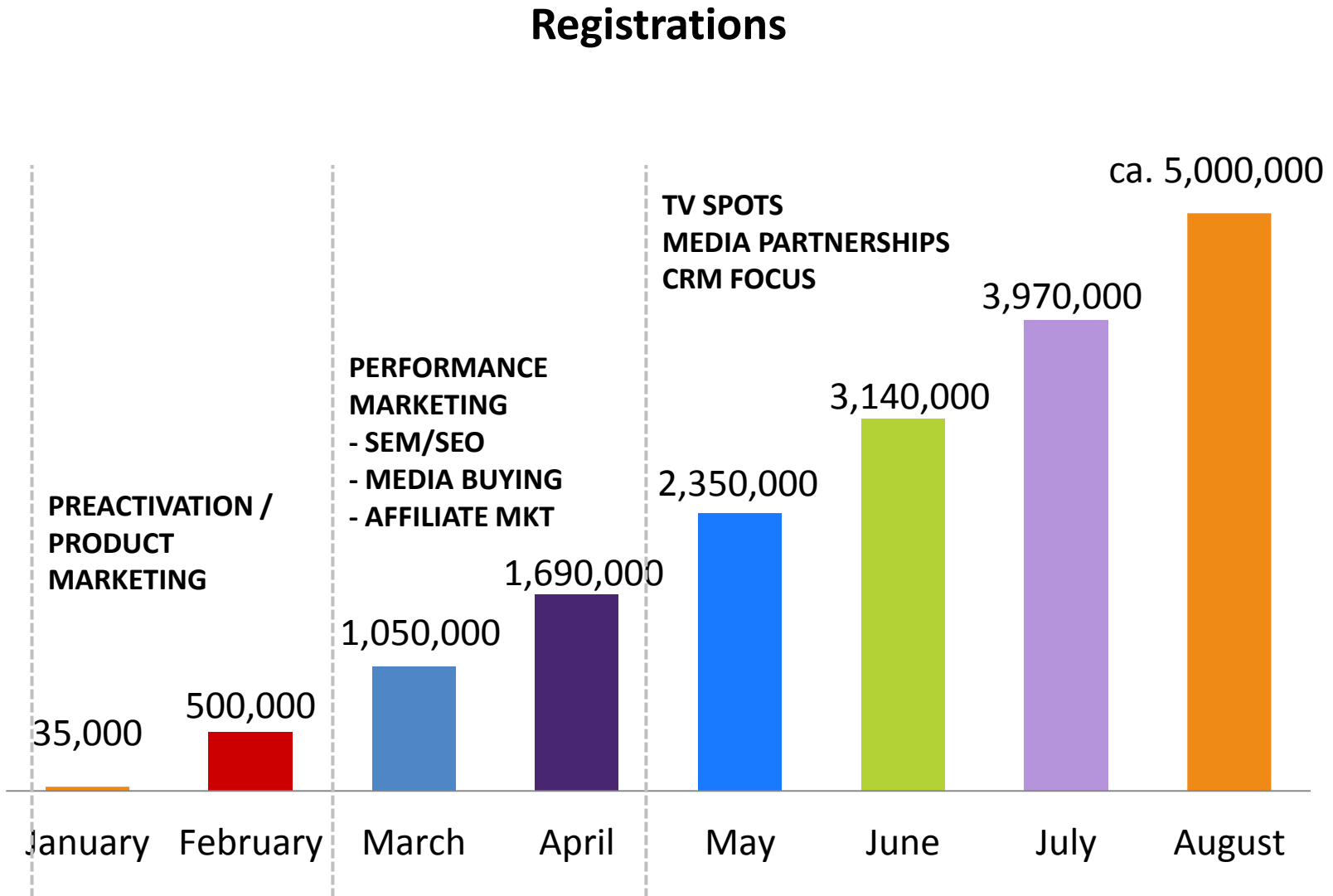
# BATTLESTAR GALACTICA ONLINE



**BIGPOINT.COM**

# Registrations

Most successful launch of a game @ Bigpoint



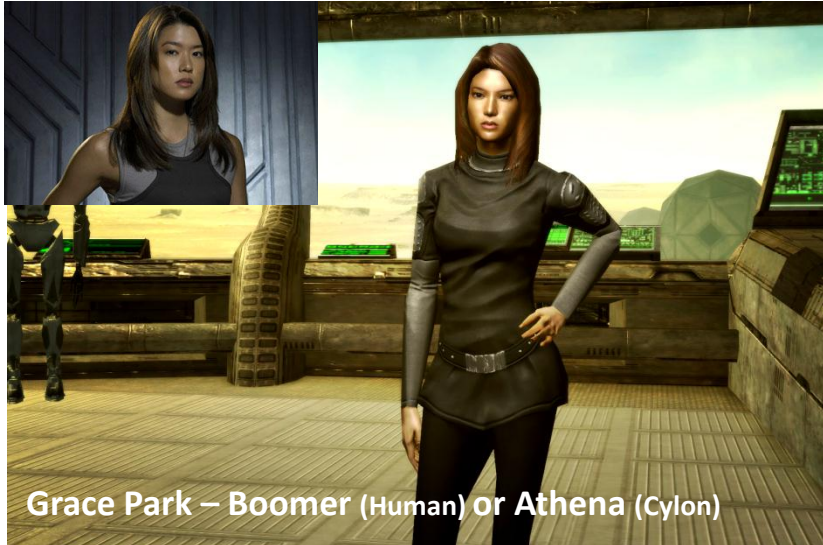


# In-Game Talent and Ships

Katee Sackhoff – Starbuck

Dean Stockwell – Brother Cavil

Jamie Bamber – Apollo



Grace Park – Boomer (Human) or Athena (Cylon)



Tricia Helfer – #6



Edward James Olmos – Admiral Adama



Aaron Douglas – Chief Tyrol

# Cylon Ships



# Cylon Banshee





# Cylon Fenrir



# Cylon Heavyraider



# Cylon Jormung





# Cylon Raider





# Colonial Ships

# Colonial Viper MKII



# Colonial Aesir





# Colonial Glaive





# Colonial Maul



# Colonial Raptor



# Colonial Gungnir



BATTLESTAR  
GALACTICA  
ONLINE



# Colonial Scythe





# Other IPs in Online Games

# Star Trek Online



# Star Wars Galaxies





# Lord of the Rings Online

**F2P** since September 2010

**Before F2P: 210k subscriptions**

THE ULTIMATE ADVENTURE



FREE TO PLAY  
[WWW.LOTRO.COM](http://WWW.LOTRO.COM)



Version of the game is subject to change without notice. All trademarks are the property of their respective owners. All rights reserved. The Lord of the Rings Online is a trademark of New Line Productions, Inc. All other trademarks are the property of their respective owners. The Lord of the Rings Online is a trademark of New Line Productions, Inc. All other trademarks are the property of their respective owners.



**Since going F2P: revenues tripled**



# Age of Conan



Originally, subscription based  
Since **June 2011 F2P** version (limited  
access) Subscribers receive 'premium' access  
Gained **300k** new players after F2P Switch

## 4. Learnings

An IP is nothing without ...



# An IP is nothing without ...

## 1. Choose the right IP:

- local vs. global
- mass appeal
- understand the market(s)
- Do not under estimate the approval process



## 2. Do it right first time: meet the expectations of IP holder AND community

- Stay in lore
- Include talent
- Include assets  
(music, ships, story)

## 3. Understand the target group:

- Primary target group
- Secondary target group

## 4. Take your time:

- Quality approach
- Understand IP and Community



## ... the right business model (F2P)



# ... the right business model (F2P)

## 1. Understand F2P:

- 'create demand'
- offer real benefits

## 2. Analytical Creativity:

- Stay in lore
- Focus on Conversion
- Focus on Life Time, Churn
- Focus on ARPPU
- Do not try to win the content race



## 3. Listen to your Community:

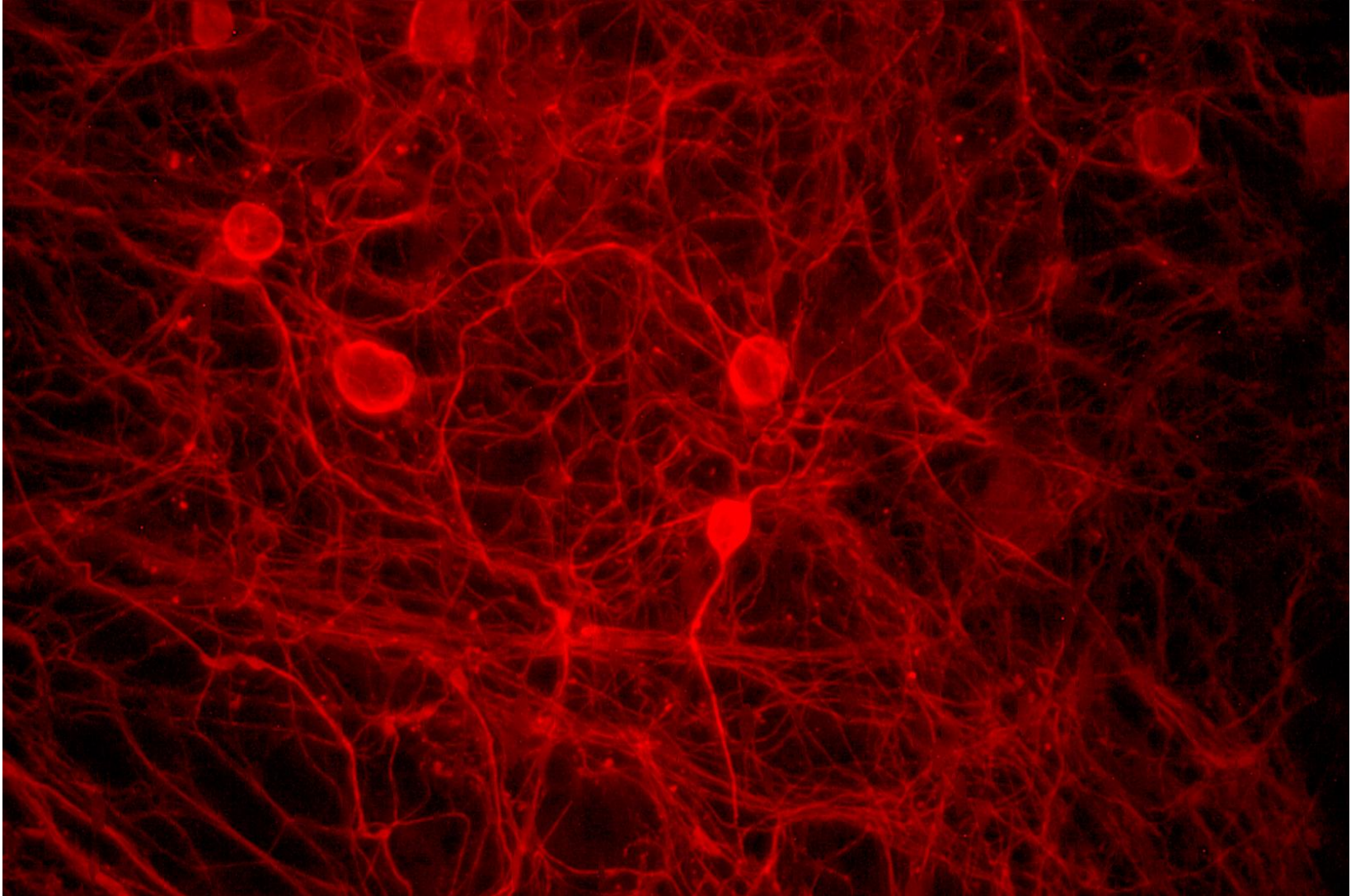
- Listen to them,
- But believe your numbers!

## 4. Learn and change:

- Reinvent yourself
- Understand user life cycle
- Understand game life cycle

... and an existing distribution network

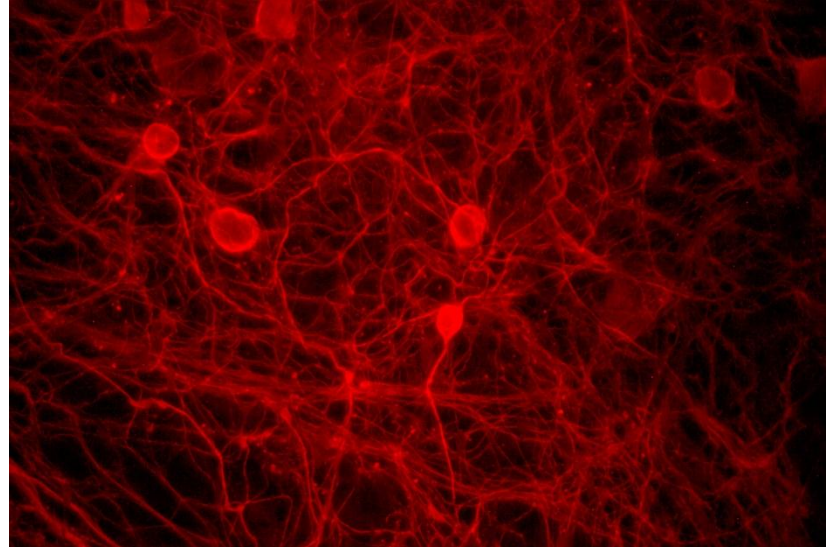
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## ... and an existing distribution network

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1. Don't believe in the viral myth...
2. Preactivate the community
3. Use performance marketing
4. Use TV partnerships and the media partner network
5. If you don't have the infrastructure: partner up with a good publisher!





**Thank You**

## Contact us

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