

Resistance is futile: Social will assimilate Mobile

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Founder & CEO, Applifier



SMARTPHONE & TABLET GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE

SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9

2012

Why did you



?



TINY WINGS





iPhone

Apple reinvented the phone





Lemonade
50¢ each
☺ ☺ ☺

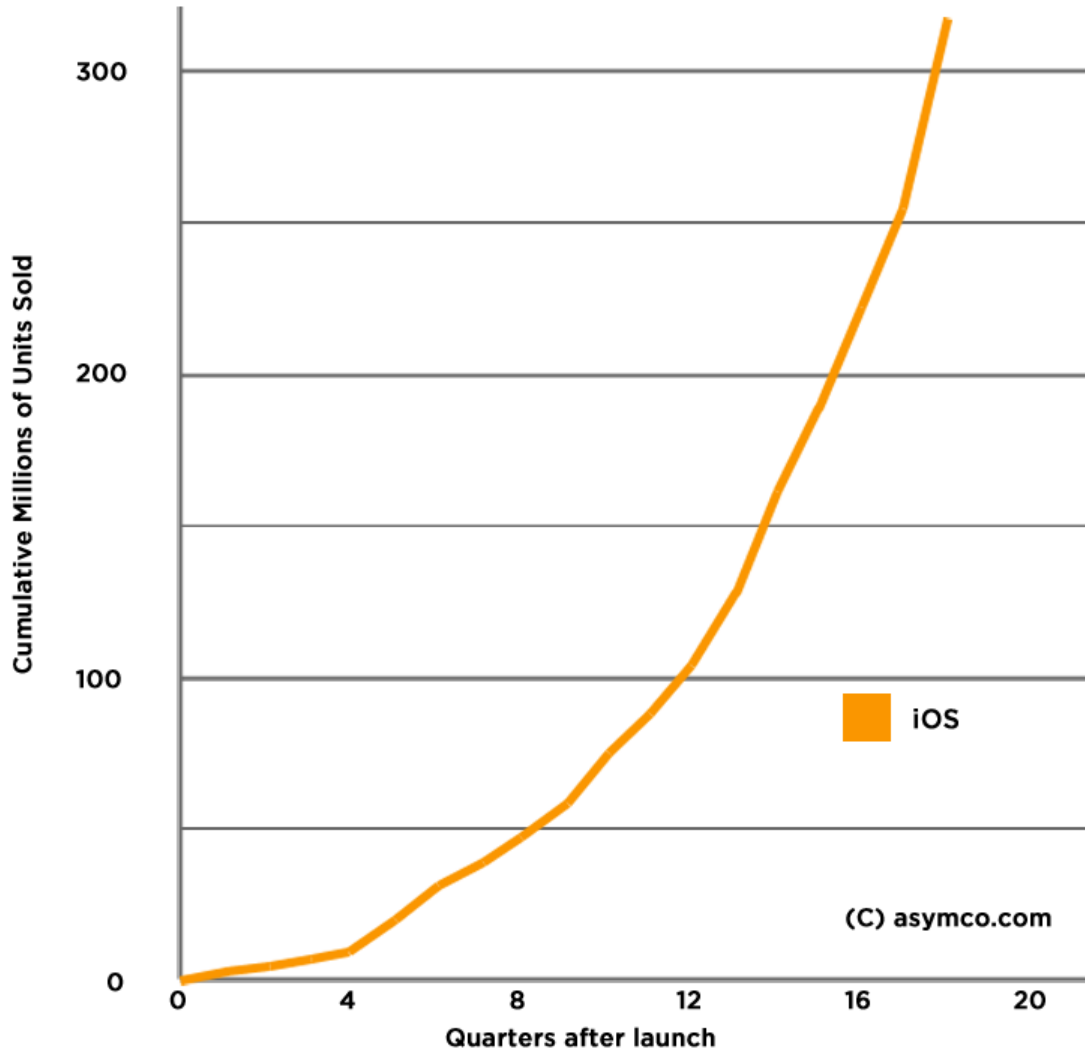


Lemonade
\$50 each
★ ★ ★



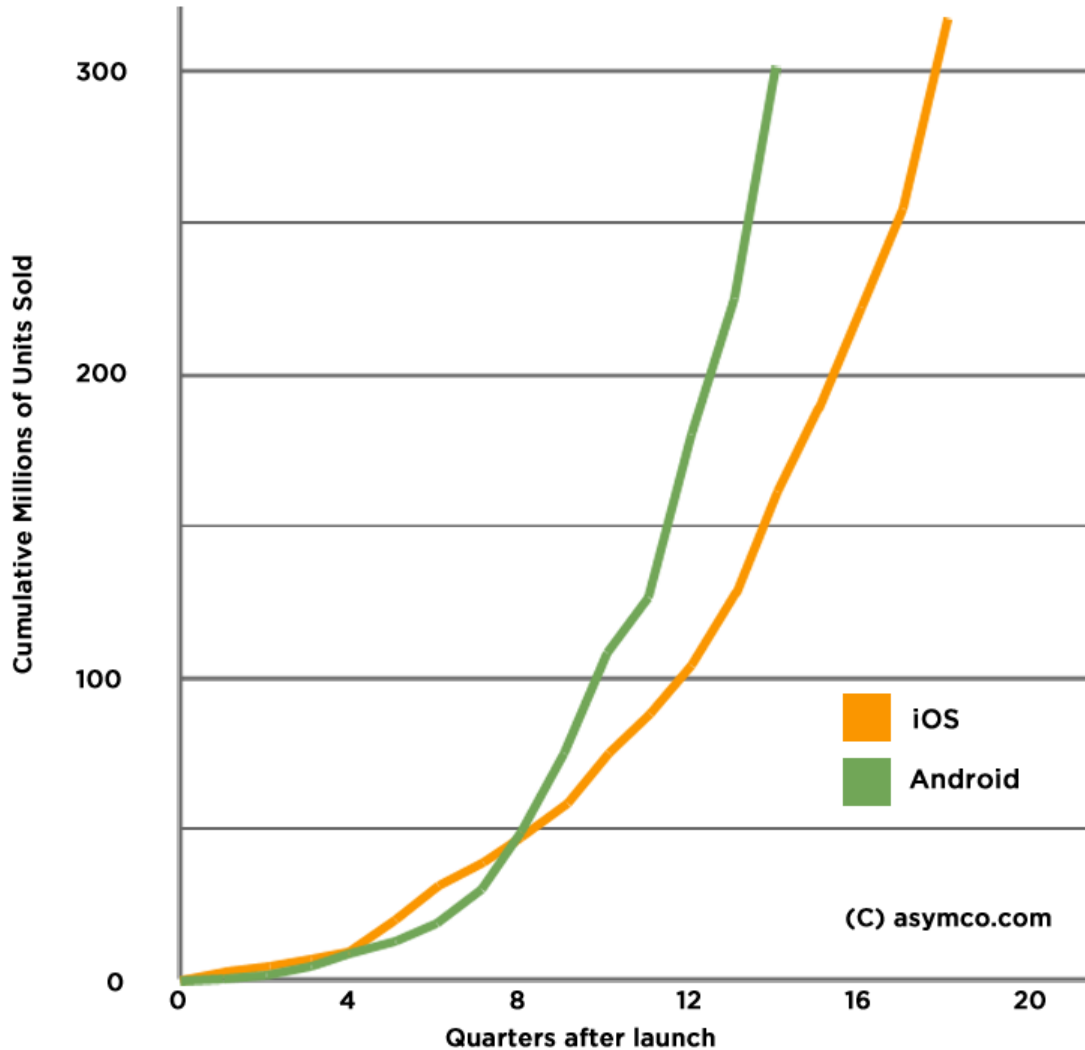


**~320 million
iOS units sold**



Data from Feb 2012

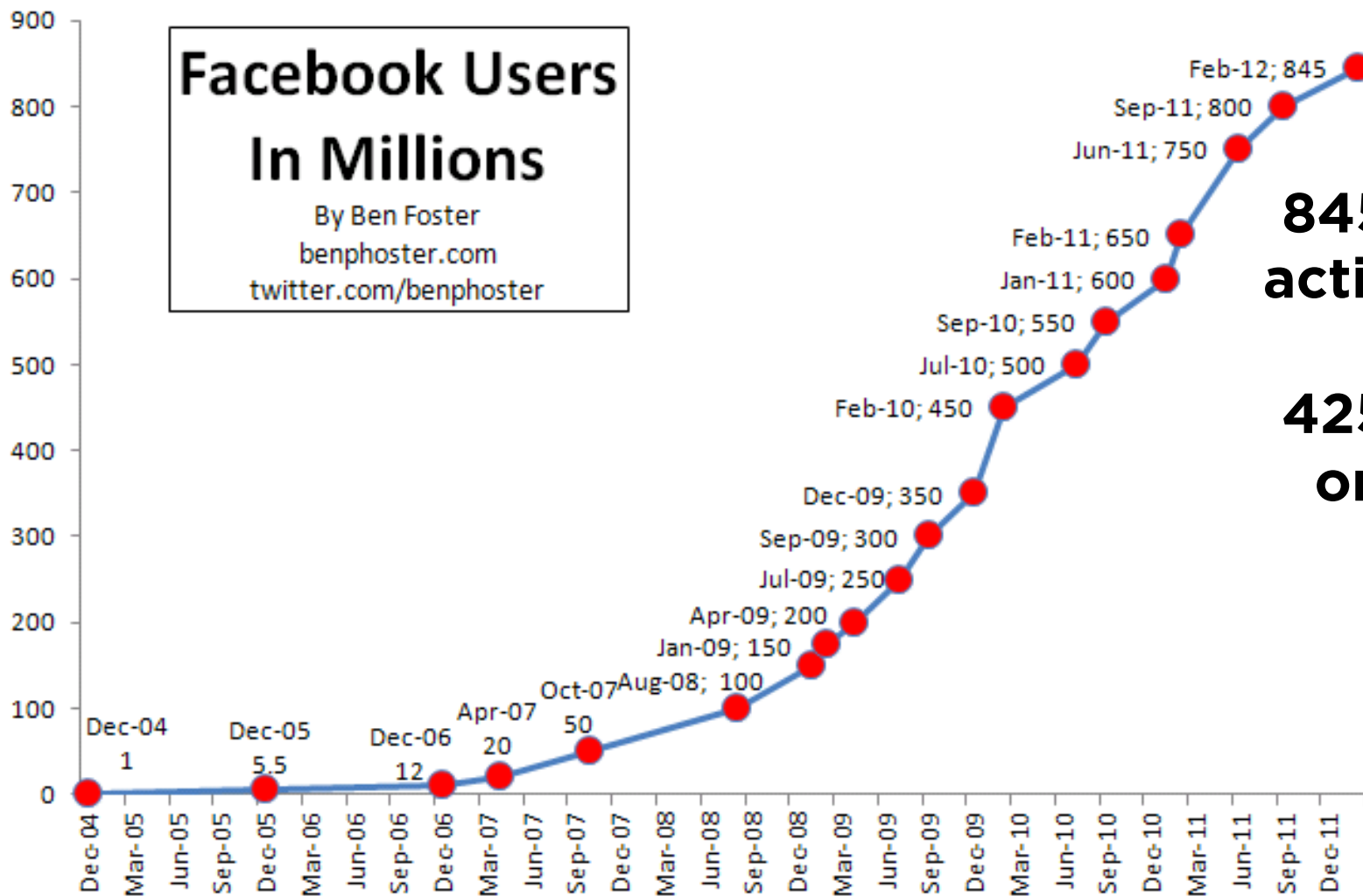
**300 million
Android units
sold**



Data from Feb 2012

Facebook Users In Millions

By Ben Foster
benphoster.com
twitter.com/benphoster



**845 million
active users**

**425 million
on mobile**



Lemonade
50¢ each
☺ ☺ ☺



Lemonade
\$50 each
★ ★ ★

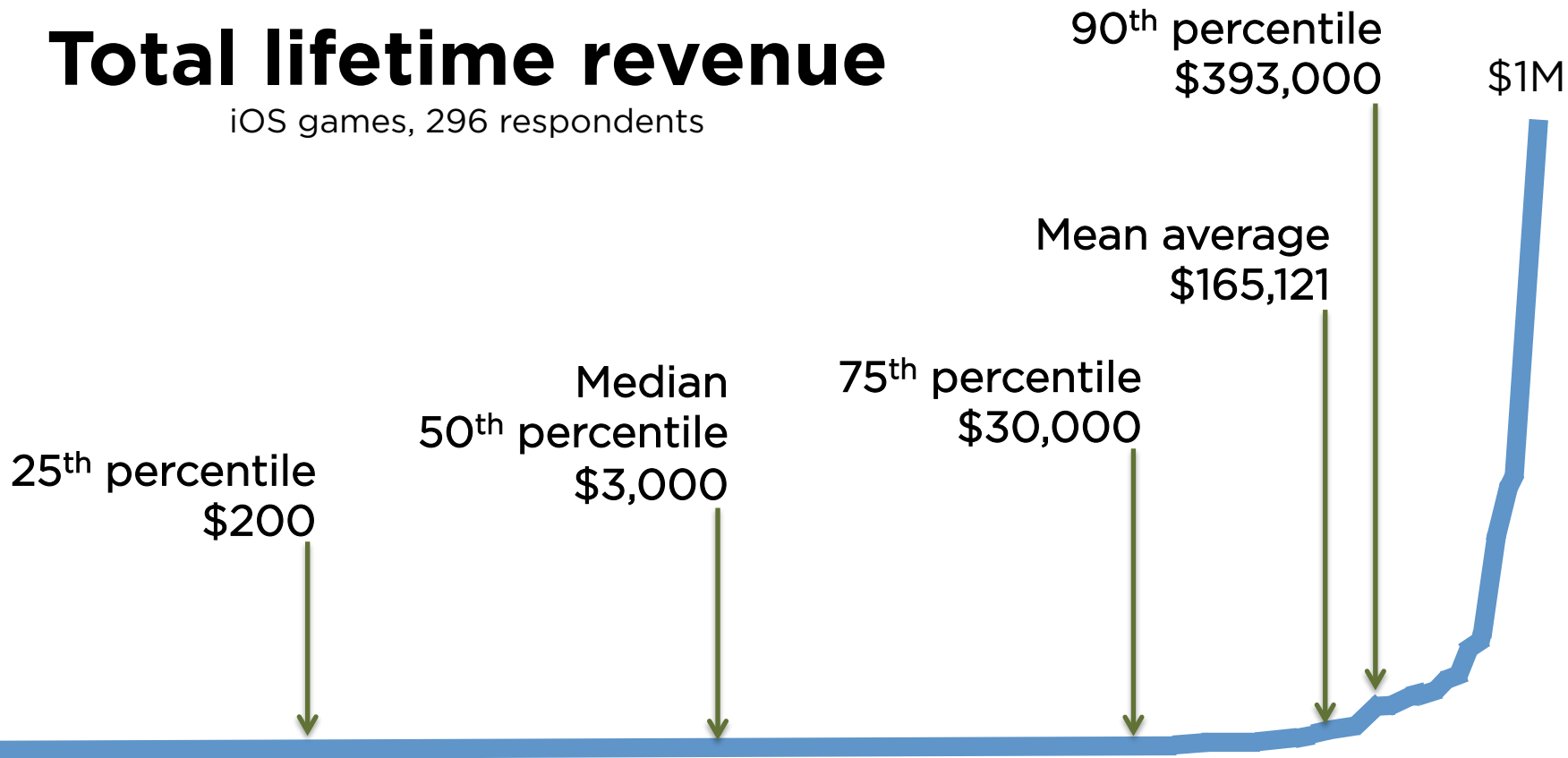


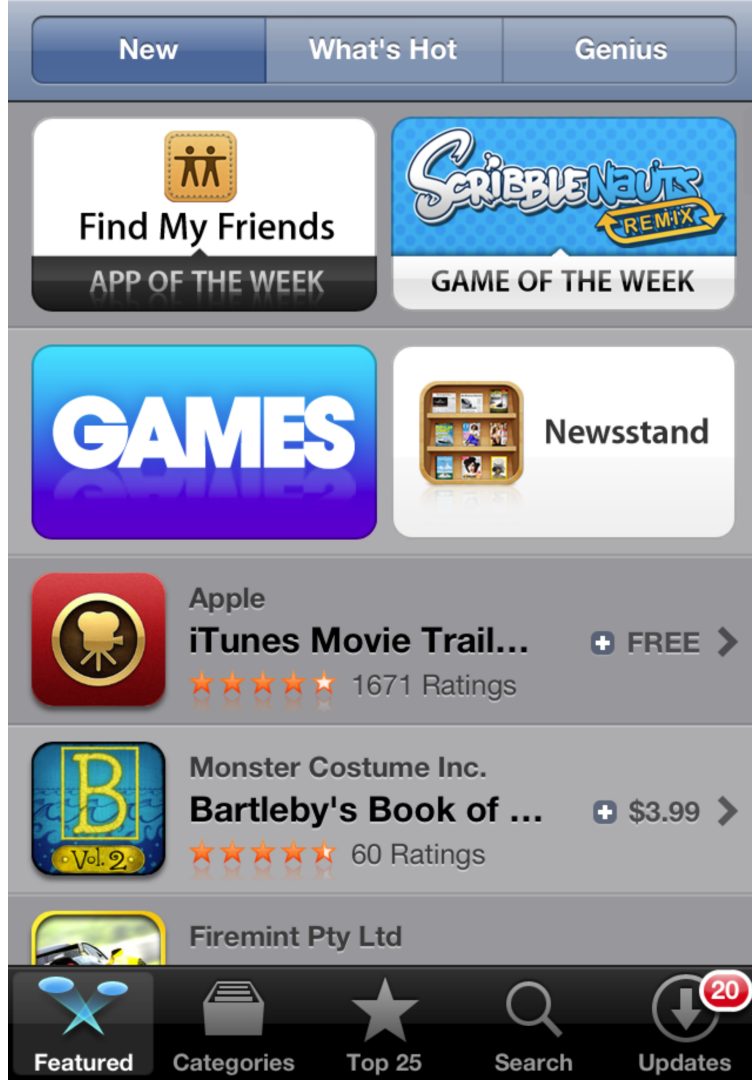


you vs.
500,000
other apps

Total lifetime revenue

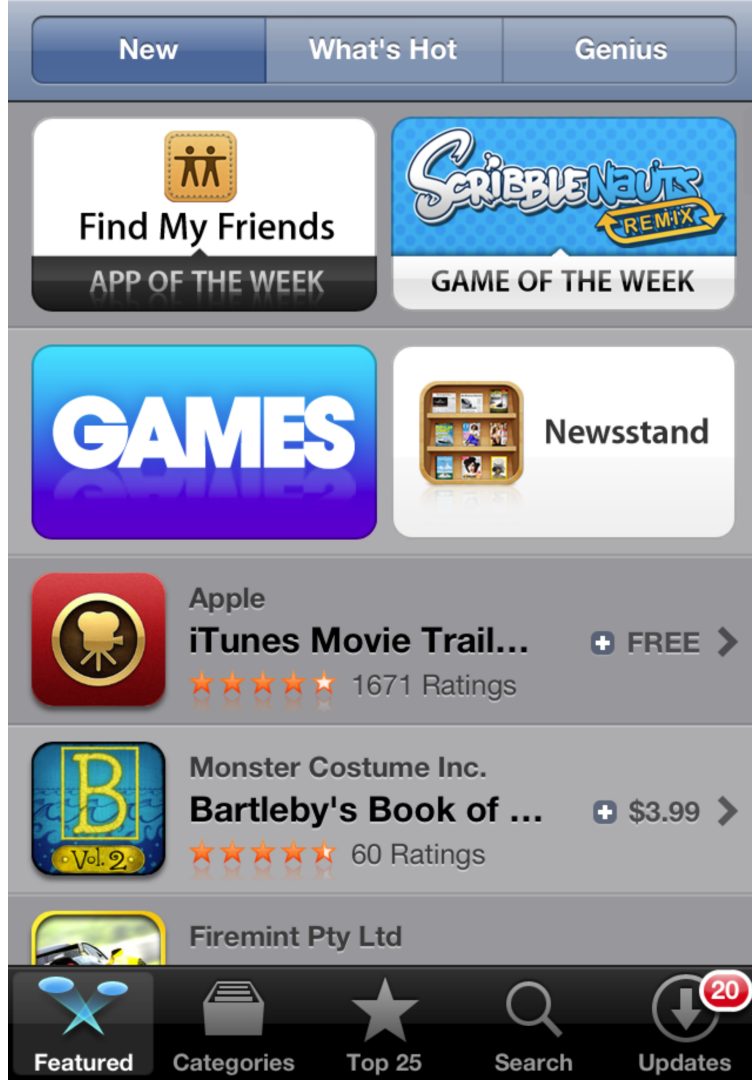
iOS games, 296 respondents







**Users have
no discovery
problems**





**Devs have
HUGE discovery
problem**

Back

Offers

Install and OPEN one of the apps below to
receive Coins



**Pretty Pet Salon Seasons-
US (Free)**
Earn 2 Coins






































**Movies by Flixster, with
Rotten Tomatoes... (Free)**
Earn 1 Coins



Top Free iPhone Apps

Sort By: **Bestsellers**

1.  **Ski On Neon**
Games
Updated Jan 25, 2012
Game Center
FREE
2.  **Contract Killer: Zo...**
Games
Updated Feb 04, 2012
Game Center
FREE
3.  **Temple Run**
Games
Updated Dec 03, 2011
Game Center
FREE
4.  **Tiny Pets™**
Games
Updated Jan 18, 2012
FREE
5.  **Social Girl**
Games
Updated Feb
Game Center
FREE
6.  **Fluff Friends Rescu...**
Games
Updated Jan 30, 2012
FREE
7.  **iMob 2**
Games
Released Jan 26, 2012
Game Center
FREE
8.  **Scramble With Frien...**
Games
Updated Jan 12, 2012
FREE
9.  **Fatify**
Entertainment
Updated Feb 04, 2012
FREE
10.  **Pet Town**
Games
Released Jan 19, 2012
FREE
11.  **Where's My Water? ...**
Games
Released Dec 20, 2011
Game Center
FREE
12.  **Crime City**
Games
Updated Jan 21, 2012
Game Center
FREE
13.  **VIP POKER**
Games
Updated Jun 02, 2011
FREE
14.  **Hanging With Frien...**
Games
Updated Dec 14, 2011
FREE
15.  **Rock The Vegas for iPh...**
Games
Released Jan 30, 2012
Game Center
FREE
16.  **Top Girl**
Games
Updated Jan
Game Center
FREE
17.  **Pinterest**
Social Networking
Updated Jan 28, 2012
FREE
18.  **Sweet Shop**
Games
Updated Jan 20, 2012
Game Center
FREE
19.  **Tom's Love Letters**
Entertainment
Released Jan 28, 2012
FREE
20.  **Spirit Force**
Games
Updated Jan 24, 2012
Game Center
FREE
21.  **Facebook**
Social Networking
Updated Dec 18, 2011
FREE
22.  **Voxer Walkie-Talkie ...**
Social Networking
Updated Feb 03, 2012
FREE
23.  **Dot Lock Protection...**
Utilities
Released Jan 24, 2012
FREE
24.  **Infinity Quest**
Games
Released Nov 24, 2011
Game Center
FREE
25.  **Pandora Radio**
Music
Updated Jan 19, 2012
FREE
26.  **Instagram**
Photo & Video
Updated Jan 31, 2012
FREE
27.  **Zombie Farm**
Games
Updated Jan 20, 2012
Game Center
FREE
28.  **The Streetz**
Games
Updated Dec 08, 2011
FREE
29.  **Morphs**
Games
Updated Jan 19, 2012
Game Center
FREE
30.  **Hamlet!**
Games
Released Feb 02, 2012
Game Center
FREE
31.  **Tank Hero Lite**
Games
Updated Dec 01, 2011
FREE
32.  **Words With Friends...**
Games
Updated Dec 20, 2011
FREE
33.  **Jetpack Joyride**
Games
Updated Dec 14, 2011
Game Center
FREE
34.  **SimSimi**
Entertainment
Updated Jan 28, 2012
FREE
35.  **Bling My Screen™**
Lifestyle
Updated Jan 24, 2012
FREE

A rectangular sign with a thick red border. The background is white. The words "BAD IDEA" are painted in large, bold, red, blocky capital letters on the top line. The words "THEATER" are painted in the same style on the bottom line. Red paint is dripping down from the bottom of each letter in both words. The bottom of the sign features a jagged, flame-like border made of red paint. The sign is mounted on a wooden surface with metal brackets.

**BAD IDEA
THEATER**







DrawSomething



turn
27



you are watching Charlie C. guess
"monopoly"

1

stats



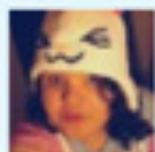
Keith T.

ready
your move

play

turn
3

stats



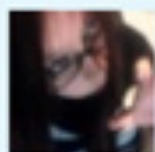
Rebecca A.

ready
your move

play

turn
2

stats



Erica G.

ready
your move

play

turn
2

stats



Roderick Z.

ready
your move

play

turn
4



ready

SKIP



correct!

M O N O P O L Y



CheerGirl 254

TxFan 292

TxFan played QUID for 19 points



March 29, 5:33 PM

CheerGirl: What are you doing tonight?

TxFan: Was thinking about watching a movie. You?

CheerGirl: We are having a party at our house!

TxFan: What time?

CheerGirl: 7:30 should do

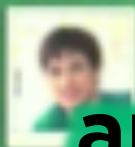
CheerGirl: Some people will be here earlier!

» 7 Friends «



Misspelled my naim

Last Played: Angry Birds



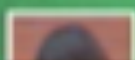
I will be

Last Played: Angry Birds

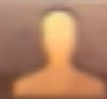


Perz fresh

Last Played: Fruit Ninja



On my second bag of chips



Me



Friends



Games

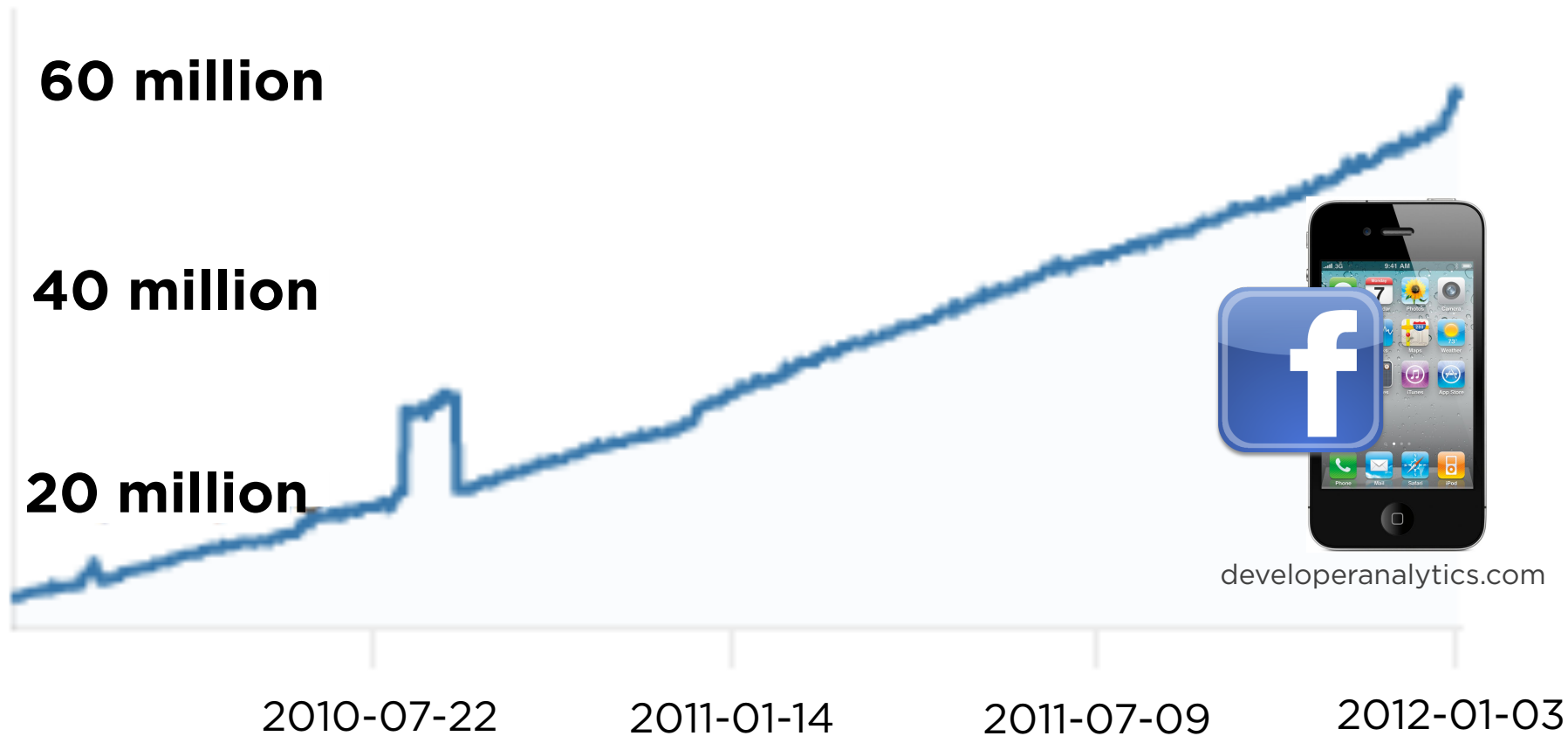


Requests

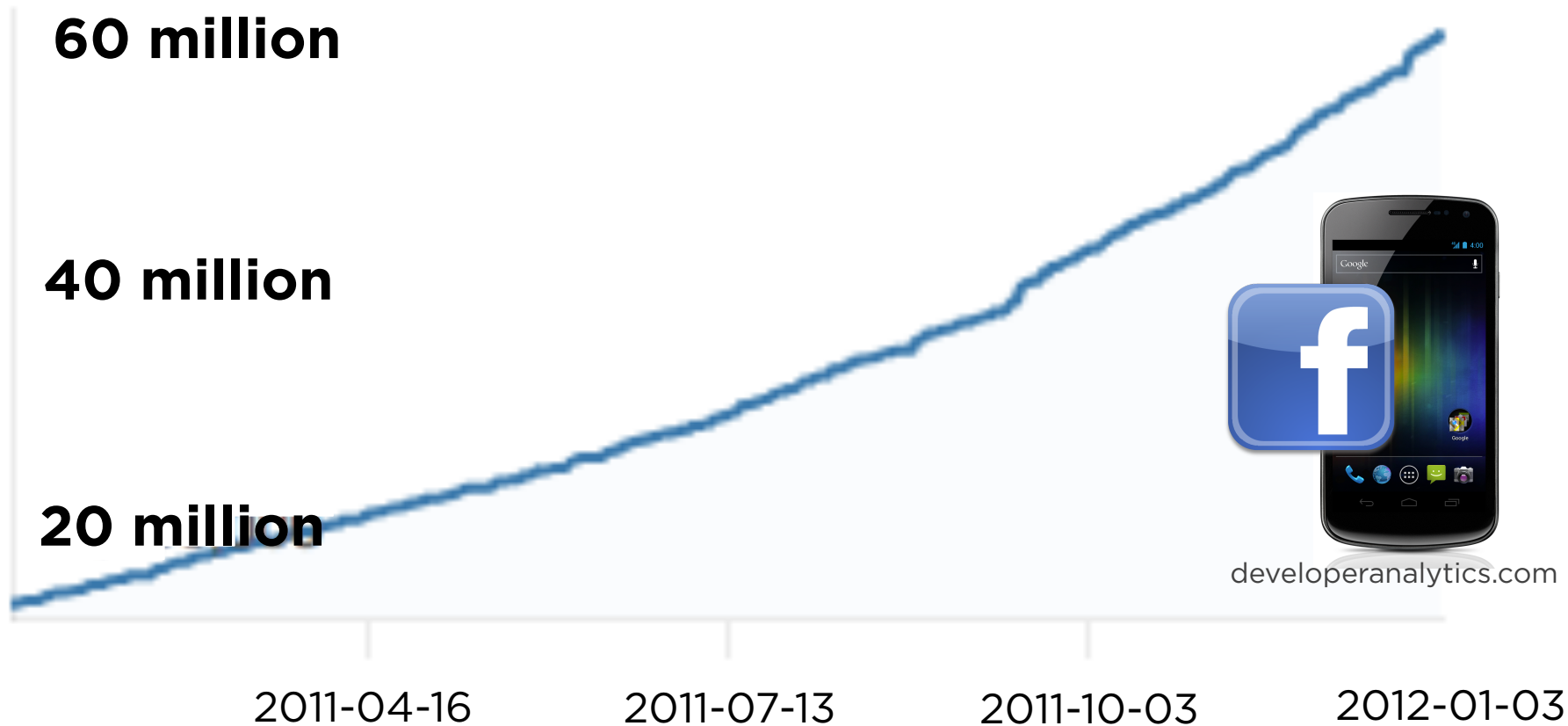
7 Friends
and he's probably
a heavy user.



>61 million DAILY users



>62 million DAILY users





million registered

>67

>160

>250 est.

million daily users

10-20 est.

10-15 est.

>125

friends / user

0-10 est.

0-10 est.

100-200

game features

Basic

Extensive

Basic

social features

Limited

Good

Awesome

costs

Free

Free for now
Expect 15-30% tax

Free for native
30% Credits tax on HTML5



335

assuming 5 connections / reg. user



800

million friend connections

assuming 5 connections / reg. user



37,500

assuming 150 connections / reg. user



60M users
to mobile apps / month



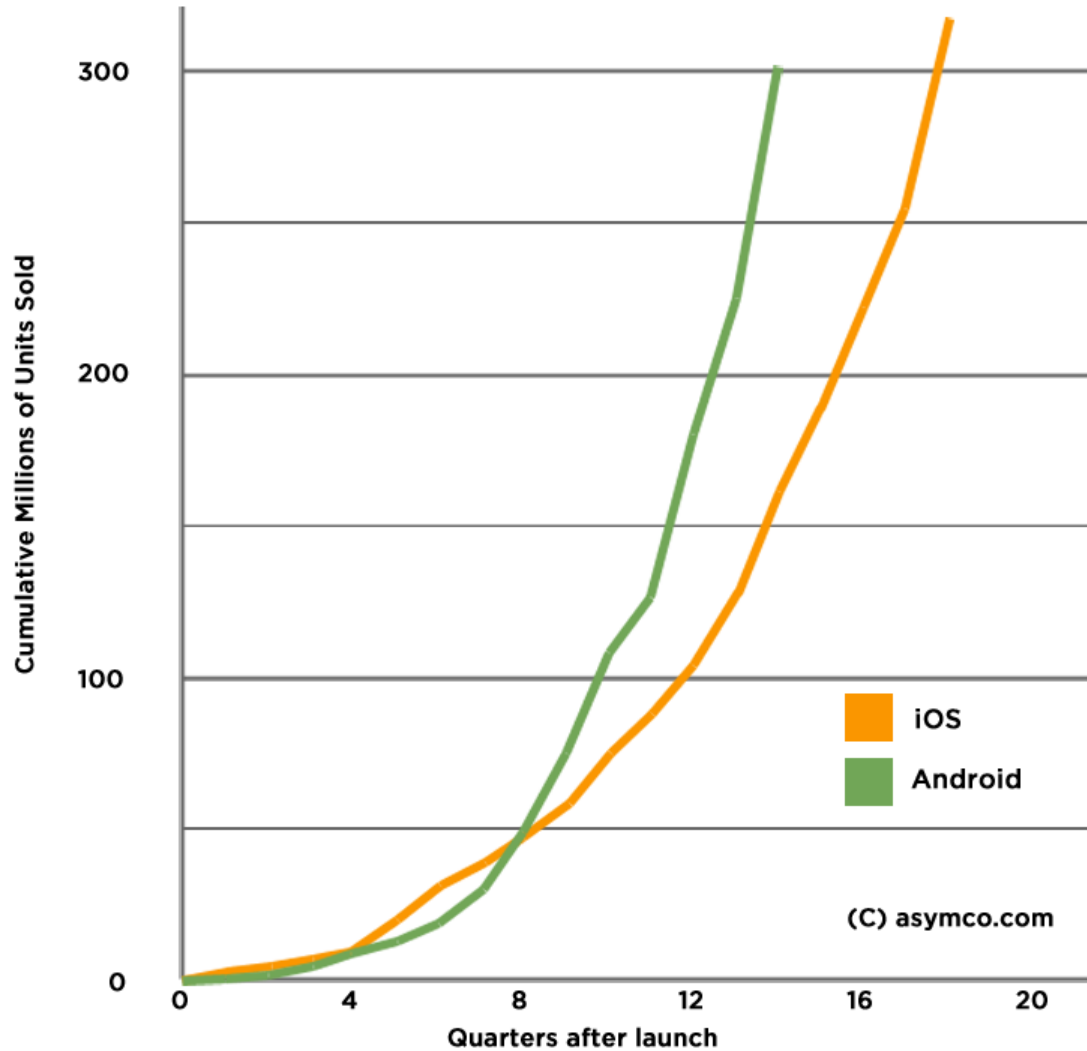
TINY WINGS



iPhone

Apple reinvented the phone





Data from Feb 2012



Thank you!

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this presentation by email.

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@jussil

