How to Pick Your Next Game Platform

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At first, it was simple…

Then it got slightly harder...

Today the choices seem endless

Consoles

Online

Social

Mobile

New platforms emerge every day

- Kakao Games
- LINE
- Facebook
- Etc.

New hardware platforms too…

- Ouya
- Bluestacks
- Nvidia Shield
- etc.

How should a developer decide?

Some factors to consider:

1. Reach
2. Long Term Outlook
3. Monetization
4. Platform Features
5. Necessary Investment
6. Business Terms

#1: Reach

- Number of total users
- Number of predicted users
- Users in your targeted region
- How easy is discovery?
- Does it support virality?
- How expensive is UA?

#2: Long Term Outlook

- Growth in your targeted markets
- Can it fend off competition?
- What is its long-term vision?
- Who is the management team?
- What are developers saying?

#3: Monetization

- Revenue upside vs. downside
- How does it monetize? IAP?
- Does it support your strategy?
- What's its payment infrastructure?
- Does it support monetization in the regions your players live?
- Are the platforms plans global? And if so, how long until world domination?
- Does it have enough user data, (e.g., credit cards numbers) to monetize with minimal friction?

#4: Platform Features

- Does the platform offer developers any unique features to enrich the game experience?

- Or simply iterative?

- Do genre or style of game matter and is it a fit with your team & portfolio?

- Will your players experience with your games change? If so, how to ensure that the change is positive?

- What size screen(s) does it support?

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#5: Necessary Investment

- Can you repurpose existing content?
- How many dev resources will it take?
- What dev tools does it support?
- Are you already using those tools?
- How flexible are the APIs?
- How does the new platform affect development costs?

Image: DynamicQuest

#6: Business Terms

- What are your obligations?
- Does it require exclusivity?
- Does the deal make short term sense?
- Will it make long term sense?
- What are your liabilities?
- How is the upside shared?
- How is the downside shared?
- Will it affect any of your existing partnerships or interfere with any potential partnerships?

Which platform will create the next billion dollar game?