

How Ski Safari Became A Chinese Hit

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Some Golden Rules

Free 2 Play Is King... No Exceptions

Distribution volume on Apple Free vs Paid is 100x larger
Most Chinese Android App Stores don't even support Paid Downloads

Mobile Games Need Live Ops in Order to Sustain

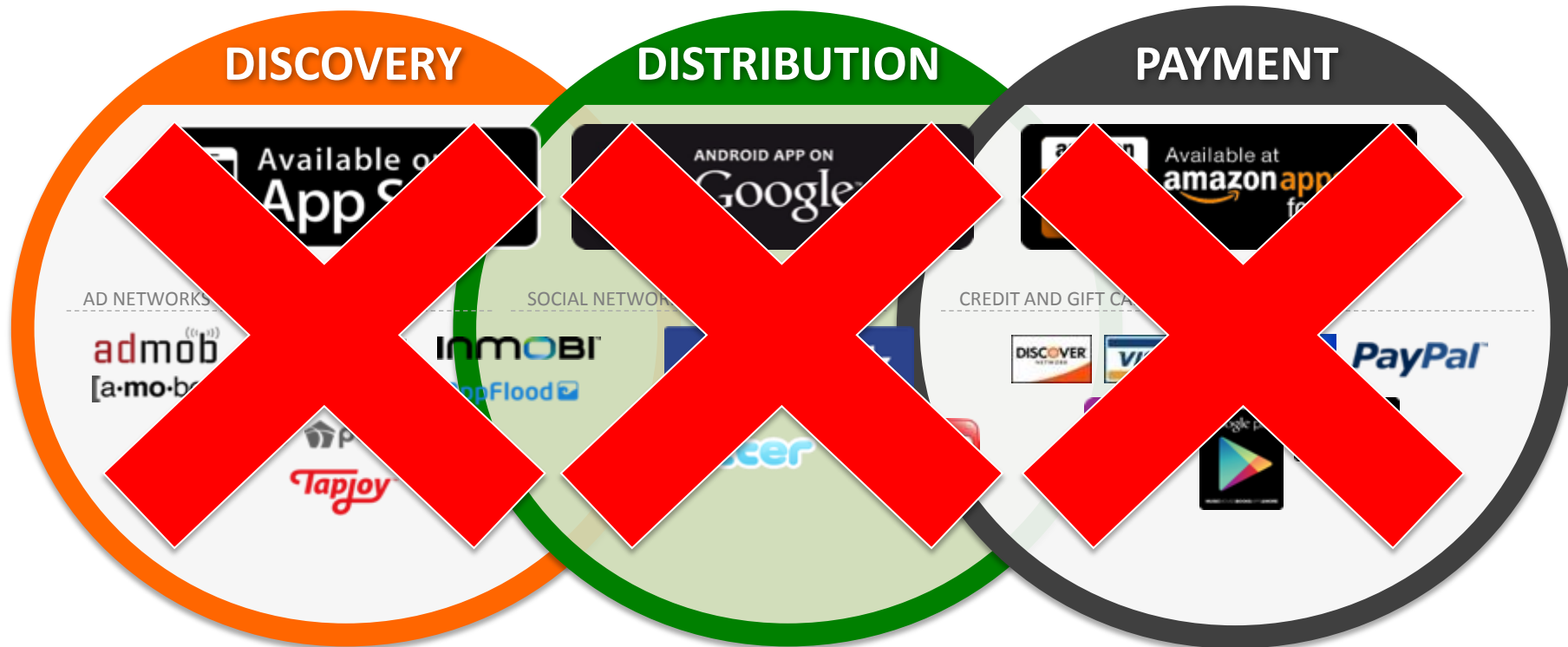
Even Single Player Casual Games

Don't Translate...
Culturalize

Good Monetization
=
Good Distribution

Metrics that Matter
Retention
Conversion
Monetization

Why China is Difficult For Western Developers



Welcome to China!!!

Introducing Ski Safari and Defiant Development



Self-Published By Defiant Development

An Indie Game Studio HQ Down-Under in Brisbane Australia

Core Production Team of 2 People:

Brendan Watts & Shawn Eustace from Defiant Dev.

Launched World Wide On 28th Feb, 2012

On Apple App Store as a Premium App

#1 PAID APP

In Australia

GAME OF THE WEEK

In US, Canada, Australia, Mexico
and New Zealand

2012: 35,000 Downloads in China as Premium Game

Step #1: Beefing Up Free-2-Play



**Ski Safari
International
Version**

More Vanity
More Consumables
More Levels



Laying The Foundations For Free2Play

Foundation Culturalization, More Than Just Translation



International
Version



Chinese
Edition



AD SDK

Federating Over a Dozen Major
Chinese Ad Networks



SNS SDK

The Most Comprehensive Mobile
SNS SDK in China

750M



420M



500M



570M



Localizing Language, Virality & Monetization

Case Study – Yodo1's Impact on China Monetization



**EDITOR'S
CHOICE
FEATURE**

On App Store, 14th Dec, 2012

#1

28th Dec, 2012

Stays in #1 Spot for 2 weeks

FREE APPS

20X
\$1,351/Day

Average 62,000 Downloads / Day
Over 3.5 Months

60%+ of \$ from Ad Supported Revenue

Sustaining burst promotions

With Each Minor App Version Update

6,500,000 Downloads on iOS over 3 ½ Mths From Launch

Case Study – Yodo1's Impact on China Monetization



	Total Revenue	Ad Revenue %	Avg. Daily D/L
iOS	50%	70%	30K+
Android	50%	0%	80K+

60X
\$4,200/Day

First Yodo1 Designed and Produced Expansion Pack

New Map, Creatures, Avatars, Consumables Targeted to Chinese Gamers

Launched on Apple App Store and Top 10 Chinese Android App Stores

8,000,000 Downloads Reached on iOS 6 Months From Initial Launch

Android Version Tracking well with 7,500,000 in First 3.5 Months

Total of **15,500,000 Users** In China as Of 21st June, 2013

Case Study – Yodo1's Impact on China Monetization



	Total Revenue	New Users Per Day
iOS	15%	225,000 And Growing
Android	85%	

210X
\$14,500/Day

Second Yodo1 Designed and Produced Expansion Pack

New Map Designed Based Off Popular “Journey to the West” Chinese Mythology

Expanded Android Distribution to 100's of 2nd/3rd Tier App Stores

Monthly Promotions with Carriers and Tier App Stores

Android Now Driving 85% of “Net” Revenue via 100% IAP



Windows Phone version launched New Years Eve 2013. 500k downloads so far...

70,000,000+

Users Now

40,000,000 New Users

In Past 6 Months

Deconstructing The China Android Market Pre-2014



Carrier Billing is King

Frictionless Payment Method With One-Click Billing

30+ Million

New Devices Shipped / Month

Over 400 App Stores

But Not All App Stores Are Born Equal:

- Top 25 drives 70%+ Volume
- Carrier App Stores Convert Best For Casual Games
- Tier 1 App Stores Can Drive Massive Volume
- Mid-Hard Core Games Require Custom Billing

Optimize

For the Following Metrics in This Order:

- Retention (1-7 Day)
- F2P Conversion
- ARPPU

Distribute, Analyze, Optimize, Sustain...

2014 - How China's Mobile Gaming Market is Evolving

Disruptions to Mobile Games Payment Processing



Disruptions to Game Discovery & Distribution



Changes in Device & Platform Market Share



The Rise of "Casual Social" gaming



China Will Reinvent Itself (Again) in 2014... 😊

What's Next For Ski Safari In China...



**SKI
SAFARI**

Cross-Overs and Social....



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And Lots More Social...



Compete with Friends



Live Tournaments

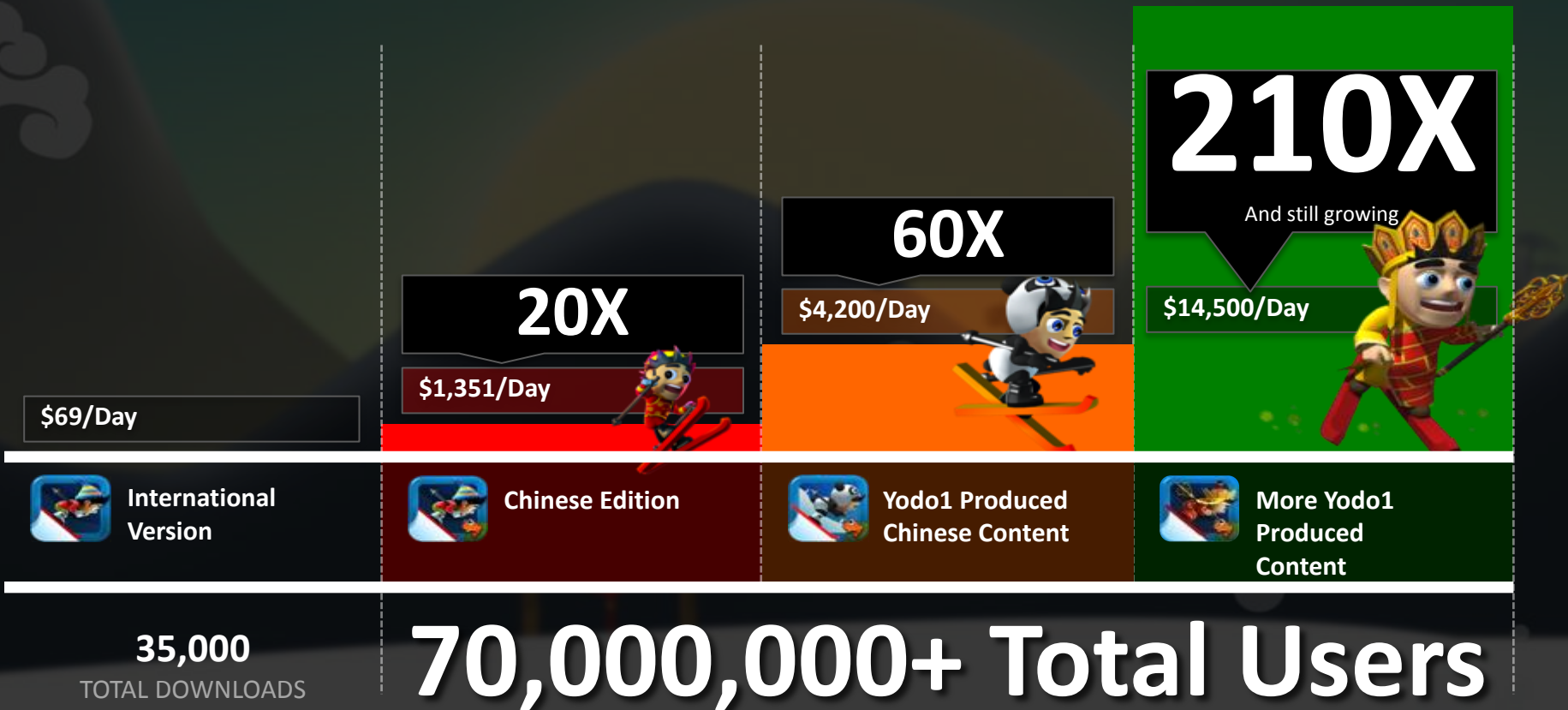


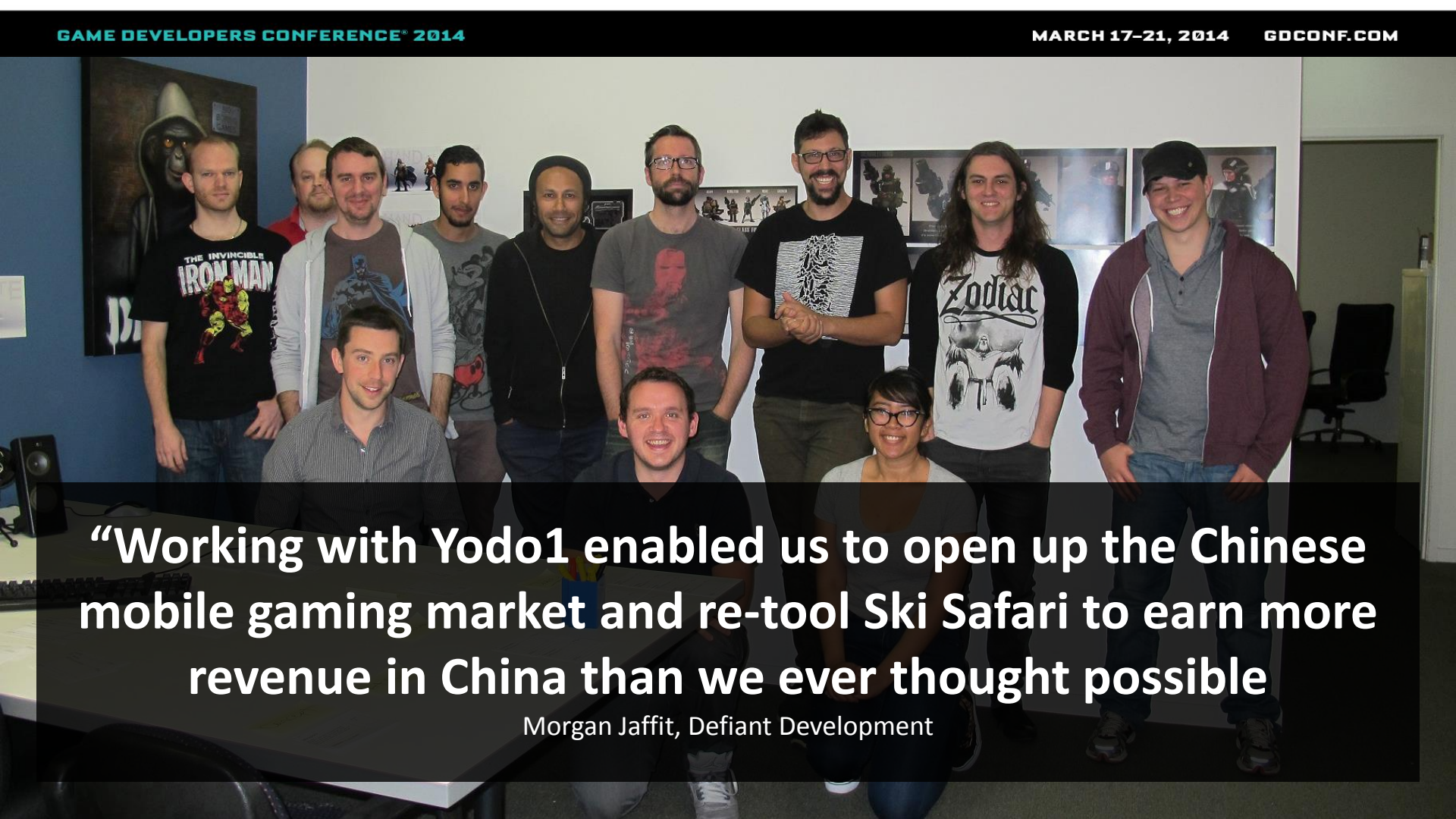
Integrated Friends' Progress in Gameplay

SKI SAFARI TOGETHER

Zero to 70 Million

- The China Journey of an Australian Mobile Game





“Working with Yodo1 enabled us to open up the Chinese mobile gaming market and re-tool Ski Safari to earn more revenue in China than we ever thought possible

Morgan Jaffit, Defiant Development



Join us for our GDC cocktail party & KT Play demo!

Tweet invite requests to **@yodo1** or talk to us after the Q&A



MONDAY 3/17 | 7:30 - 10PM

Meet Henry and his team for food and casual cocktails while asking us anything about publishing your mobile games in China.



TUESDAY 3/18 | 1-2PM

Join Spencer Liu, Kryptanium's Chief Product Officer, for an in-depth look at how Kryptanium empowers you to increase user engagement and retention.