

# How Do Games Go Viral? (Making Games for YouTube)

**Keenan Mosimann**

YouTuber, Game Designer, Student



GAME DEVELOPERS CONFERENCE NEXT  
FEATURING APP DEVELOPERS CONFERENCE  
LOS ANGELES CONVENTION CENTER, LOS ANGELES, CA  
MARCH 14-15, 2014



# Agenda

- Why should I care?
- Personal Background
- Targeting YouTube:
  - Understanding the Medium
  - Designing for the Medium
- What about streaming?
- Working with Creators
- Q&A





# Gaming on YouTube is BIG.

- Top 50 viewed games:

- ~120B Total views.
- 95% of these earned.

- 99% Correlation:

- Between pre and post launch YouTube views.

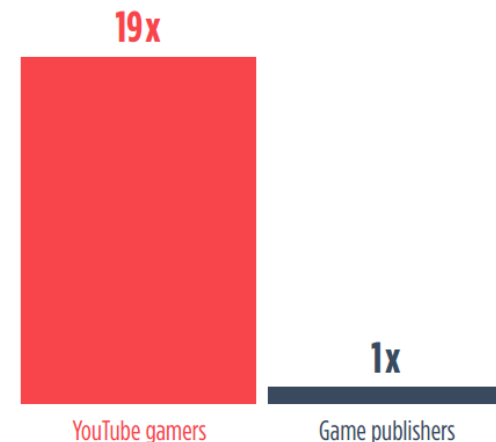
- Huge Market:

- PewdiePie has over 27M subscribers.

## YOUTUBE ADVERTISING <sup>5</sup>

2013	\$5.6	billion
2012	\$3.7	billion
2011	\$2.0	billion
2010	\$1.0	billion
2009	\$450	million

## NUMBER OF VIEWS GENERATED

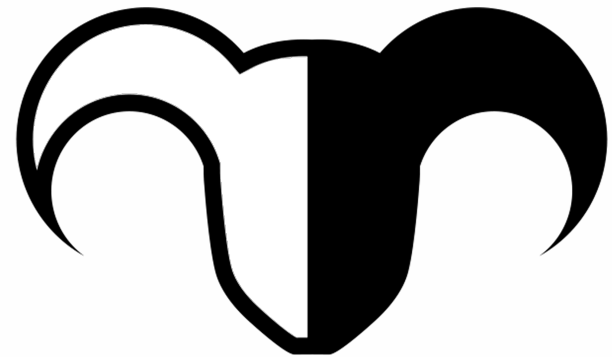


(Full report available at:  
<https://www.octoly.com/>)



# Personal Background

- Producing YouTube content since 2008.
- Partnered with Maker Studios since 2011.
- Enrolled in USC's IMGD Program in 2013.
- Marketing Consultant and developer since 2014.



[www.YouTube.com/Criken2](http://www.YouTube.com/Criken2)

Subscribers: 500,000+  
Total Views: 130,000,000+





# Targeting YouTube:





# Understanding the Medium (Personalization)

- YouTubers are entertainers:
  - Your game is their platform.
  - Brand integrity is important.
- Individual niches:
  - Each channel is different.





# Understanding the Medium (Formula and Trends)

- Different channels,  
different content fit:
  - Viewer retention and regularity is key.
  - Tentpole vs Multi-Part.
  - Difficult to target "all".



## Dark Souls II

by GameGrumps • 16 videos • 476,599 views

Ross and Arin are really good at Dark Souls II.

▶ Play all

◀ Share

+ Save



1 Dark Souls II: Candle People - PART 1 - Steam Train



2 Dark Souls II: Character Creation - PART 2 - Steam Train



3 Dark Souls II: The Secret First Boss - PART 3 - Steam Train



4 Dark Souls II: How to Play Dark Souls - PART 4 - Steam Train



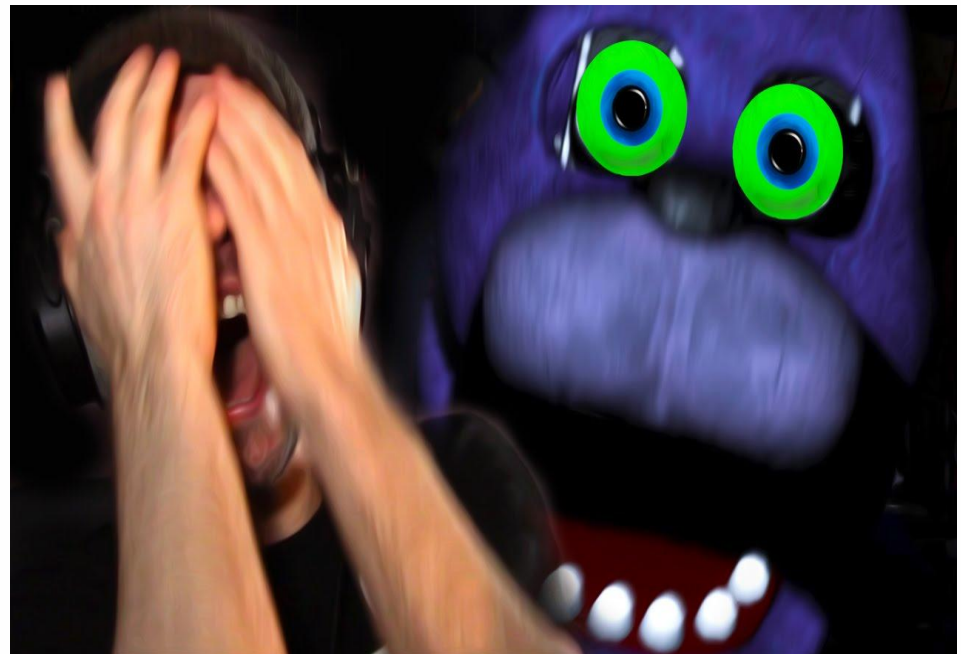
5 Dark Souls II: Touch the Blood - PART 5 - Steam Train





# Designing for the Medium (The Player's Viewer)

- Elicit a reaction:
  - 'Third person' perspective.
  - Gives the creators something to play off.
  - More memorable.







# Designing for the Medium (Case #1)



- Plays with expectation.
- Unconventional.
- Randomly generated.
- Simple premise.



**WARNING: SCARIEST GAME IN YEARS | Five Nights at Freddy's - Part 1**  
by Markipler · 3 weeks ago · 5,346,431 views  
No other game has given me a greater feeling of dread than this one. Five Nights at Freddy's is incredibly unique and takes an ...  
[OFFICIAL] [HD]



**five nights at freddy's**  
by Pyrocynical · 8 hours ago · 12,582 views  
REDDIT LINK -> <http://bit.ly/1pXJHm8> Follow me on Twitter -> <http://bit.ly/1ieEHjF>  
Facebook page -> <http://on.fb.me/1nTWep3> ...  
[NEW] [HD]



**Play Pals #8 - Five Nights At Freddy's**  
by Rooster Teeth · 3 weeks ago · 952,741 views  
Michael and Gavin are back with more Play Pals! This week they immerse themselves in the world of 'Five Nights At Freddy's'.  
[HD]



**Five Nights at Freddy's PARODY by Brandon Rogers**  
by Brandon Rogers · 20 hours ago · 4,113 views  
A security guard has an enjoyable night-watch shift, until he runs out of power...  
FACEBOOK: ...  
[NEW] [HD]



**Five Nights At Freddy's - Noche 2 - Cada Noche Empeora esto T\_T - en Español by Xoda**  
by Xodaaaa · 1 day ago · 57,769 views  
Aplicacion para que no te pierdas ningun video Firefox / Chrome !  
<http://myapp.wips.com/xoda-entertainment-extension> Sigueme ...  
[NEW] [HD]



**Five Nights at Freddy's: STOP TWITCHING - PART 4 - Steam Train**  
by GameGrumps · 1 week ago · 469,894 views  
Defend the cupcake! Your conductors are: Arin the Bandit:  
<http://www.YouTube.com/Egoraptor> Suzy the Outlaw: <http://www.>  
[HD]



**Renegade for Life: Five Nights at Freddy's**  
by TFS Gaming · 3 days ago · 50,927 views  
Like what you see? Subscribe: <http://bit.ly/U7fLXJ> Check out our website:  
<http://teamfourstar.com> Follow us on Twitter: ...  
[NEW] [HD]



**ARE YOU SERIOUS!? [FIVE NIGHTS AT FREDDY'S] [NIGHT 04] [AGAIN]**  
by DashieGames · 2 days ago · 180,963 views  
FIVE NIGHTS at FREDDY'S ANIMATION! <https://www.youtube.com/watch?v=mRcSHY6xw>  
[NEW] [HD]



# Designing for the Medium (Happy Accidents)

- Crowdsourced stories:
  - Hidden gems give the creator ownership.
  - Community adds new meaning to content.
  - Humor is huge.





# Designing for the Medium (Case #2)



- Established characters
- Sharing tools built in
- Company support
- Personifies player



**Mario Kart 8 - Luigi "Death Stare" Compilation**  
by KagatoTheFinalBoss • 5 months ago • 1,652,691 views  
Fox News covers the Death Stare! Click the annotation at the end of the video to see it." A compilation of the newest trend: Luigi ...  
[HD]



**Kids React to Luigi Death Stare**  
by TheFineBros • 4 months ago • 4,967,086 views  
Support TheFineBros channel! Get FREE ANIME! <http://crunchyroll.com/FineBros> & FREE VIDEO GAMES!  
[HD] [CC]



**Luigi Ridin' Dirty - Death Stare in Mario Kart 8**  
by C2bwol • 5 months ago • 8,044,707 views  
Creative Commons — Attribution 3.0 United States Game: Mario Kart 8 owned and distributed by Nintendo Co., Ltd. Song: Ridin' ....  
[HD]



**MK: Luigi Death Stare**  
by HBrunaTV Eng. • 4 months ago • 627,781 views  
So I made a quick MK animation. Feel free to subscribe! Follow me on Facebook: <http://www.facebook.com/hbrunav> Songs: ...  
[HD]



**Luigi Death Stare @ Anime Expo 2014**  
by D Piddy • 3 months ago • 1,571,571 views  
Luigi rides his kart into Anime Expo. D-Piddy as Luigi  
<https://www.facebook.com/deadpool.vs> [https://twitter.com/\\_dpiddy](https://twitter.com/_dpiddy) ...  
[HD]



**Luigi Death Stare Ultimate Compilation - Mario Kart 8**  
by Kat Gunn • 5 months ago • 175,911 views  
If you want to play games or stay updated, follow the links below :D  
<http://www.twitch.tv/katgunn> ...  
[HD]



**Luigi's "Ridin' Dirty Death Stare" By Hitman in Mario Kart 8 | HD 1080p 60FPS**  
by i0Hitman • 4 months ago • 128,104 views  
Check out my Luigi's "Ridin' Dirty Death Stare" video! Music: Chamillionaire - Ridin' Dirty.  
[HD]



# Designing for the Medium (The Gift That Keeps Giving)

- Emergent gameplay:
  - Fodder for multiple videos.
  - Room for creative input.
  - Audience discovers *with* the player.







# Designing for the Medium (Case #3)



- No explicit narrative.
- One life survival.
- Player interaction centric.
- Moral decision making.



**THE FLYING BASE! - Arma 2: DayZ Mod - Ep.49**  
by FRANKIEonPCin1080p • 1 month ago • 1,195,287 views  
Sometimes bases fly! Thanks for nearly 2 million subscribers! Playing on CCG Servers with SadaPlays!  
[HD]



**HOSTAGE! - DayZ Standalone - Ep.8**  
by FRANKIEonPCin1080p • 5 months ago • 1,519,924 views  
Watch out for the Barefoot Bandits! Facebook <-> <https://www.facebook.com/Frankieonpcin1080p?ref=ts> Twitter ...  
[HD]



**GETTING KIDNAPPED & TORTURED!!!! - (DayZ)**  
by TheSyndicateProject III • 7 months ago • 4,273,646 views  
SHIT GOT WEIRD! REAL QUICK! If you Enjoyed the Video & want to see more DayZ leave a LIKE! - Meeting Mr.Moon ...  
[HD]



**BATTLE OF THE BRIDGE! - Arma 2: DayZ Mod - Ep.48**  
by FRANKIEonPCin1080p • 2 months ago • 1,609,199 views  
There's a war going on down there! Playing on CCG Taviana 1 Server! <-> <http://customcombatgaming.com> Playing with ...  
[HD]



**KARMAS A B\*TCH! - (DayZ)**  
by TheSyndicateProject III • 6 months ago • 1,478,850 views  
Whilst playing in DayZ I got attacked by bandits, handcuffed and a bag placed over my head! I pigeon called for help to the night ...  
[HD]



**DayZ Standalone - Dual Survival | Day Z Stand Alone Live (DayZ Stand Alone Gameplay)**  
by Team Epiphany III • 5 days ago • 23,094 views  
DayZ Standalone - Dual Survival | Day Z Stand Alone Live (DayZ Stand Alone Gameplay)  
DayZ Standalone - Dual Survival | Day Z ...  
[NEW] [HD]



**GLADIATOR ARENA (DayZ Standalone)**  
by GoldGloveTV III • 1 week ago • 92,815 views  
Enjoy the video? Be sure to subscribe: [http://youtube.com/subscription\\_center?add\\_user=GoldGloveTV](http://youtube.com/subscription_center?add_user=GoldGloveTV) Bunnit: ...  
[HD]



**DayZ - Darude! (DayZ Standalone Funny Moments with The Crew!)**  
by speedyw03 III • 23 hours ago • 223,753 views  
DayZ with The Crew! Like the video if you enjoyed! Thanks! Deluxe 4's Channel: <http://www.youtube.com/user/TheDeluxe4> ...  
[NEW] [HD]



# Designing for the Medium (Contextual Independence)

- Easy shareability:
  - Minimal preliminary info.
  - Visually engrossing.
  - Bite sized entertainment.
  - Tech supports sharing.





# Designing for the Medium (Case #4)



(~30B Youtube Views)

- Survival / Creative.
- Easily moddable.
- Available everywhere.
- Collaborative environment.



Minecraft Wipeout - TOTAL WIPEOUT (PARKOUR)! - Minecraft w/ Ali-A!

by MoreAliA III • 3 months ago • 3,255,770 views  
Minecraft mods - Incredibly SUPER POWERS! :D My first Minecraft mod review - Hit "LIKE" for more! - NEW Prison Escape #3 ...

[HD]



Minecraft Mods: Think's Lab - Think Gets Sick!

by Thinknoodles III • 2 weeks ago • 607,086 views  
Subscribe & become a Noodler today! & http://bit.ly/NoodleOn & => Next (Sugar Rush) : http://youtu.be/TqkqpuUm4 => Think's ...

[HD]



Minecraft | SPONGEBOB MOD! (I Saved Bikini Bottom!) | Mod Showcase

by TheDiamondMinecart III • 6 months ago • 7,733,123 views  
"HOW MANY LIKES CAN WE GET?!" -> Subscribe and Join TeamTDM! : http://bit.ly/TxtGm8 -> Follow Me on Twitter ...

[HD]



FIVE NIGHTS AT FREDDY'S | INSANE Jumpscare! | Minecraft

by TheDiamondMinecart III • 1 month ago • 3,314,787 views  
"HOW MANY LIKES CAN WE GET?!" -> Subscribe and Join TeamTDM! : http://bit.ly/TxtGm8 -> Follow Me on Twitter ...

[HD]



Minecraft Xbox - Cookie Kingdom - Survival Games

by stampylonghead III • 5 months ago • 4,609,144 views  
Welcome to a special round of hunger games to celebrate Big B Statz getting 200K subscribers on his channel. Map builder ...

[HD]



Mario vs Minecraft

by andrewmfllms • 2 months ago • 5,811,901 views  
TWITTER: http://twitter.com/andrewmfllms FACEBOOK: http://www.facebook.com/andrewmfllms Mario and Minecraft Steve don't ...

[HD]



Minecraft | EXTREME PARKOUR MOD! (Smart Moving Parkour Film!) | Mod Showcase

by TheDiamondMinecart III • 6 months ago • 5,014,934 views  
"HOW MANY LIKES CAN WE GET?!" -> Subscribe and Join TeamTDM! : http://bit.ly/TxtGm8 -> Follow Me on Twitter ...

[HD]





# What About Livestreaming?



- Empathy-based
- Longer retention rate
- Slower paced
- Fan interaction
- E-sport hotspot
- Persistent communities
- Shared struggle





# Working with Creators

## (How to Contact)

Where do you most often find the games you play and record for YouTube?

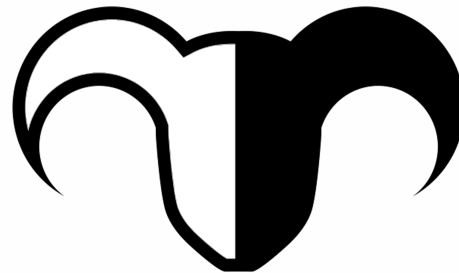


(Survey by Mike Rose on Gamasutra)



# Thanks for listening!

## Q&A



@CrikMaster



[Criken@Criken.com](mailto:Criken@Criken.com)



[www.YouTube.com/Criken2](http://www.YouTube.com/Criken2)



[www.linkedin.com/in/KeenanMos](http://www.linkedin.com/in/KeenanMos)