



Two Audiences, One Game: Shattered Planet on Mobile and Steam

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MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



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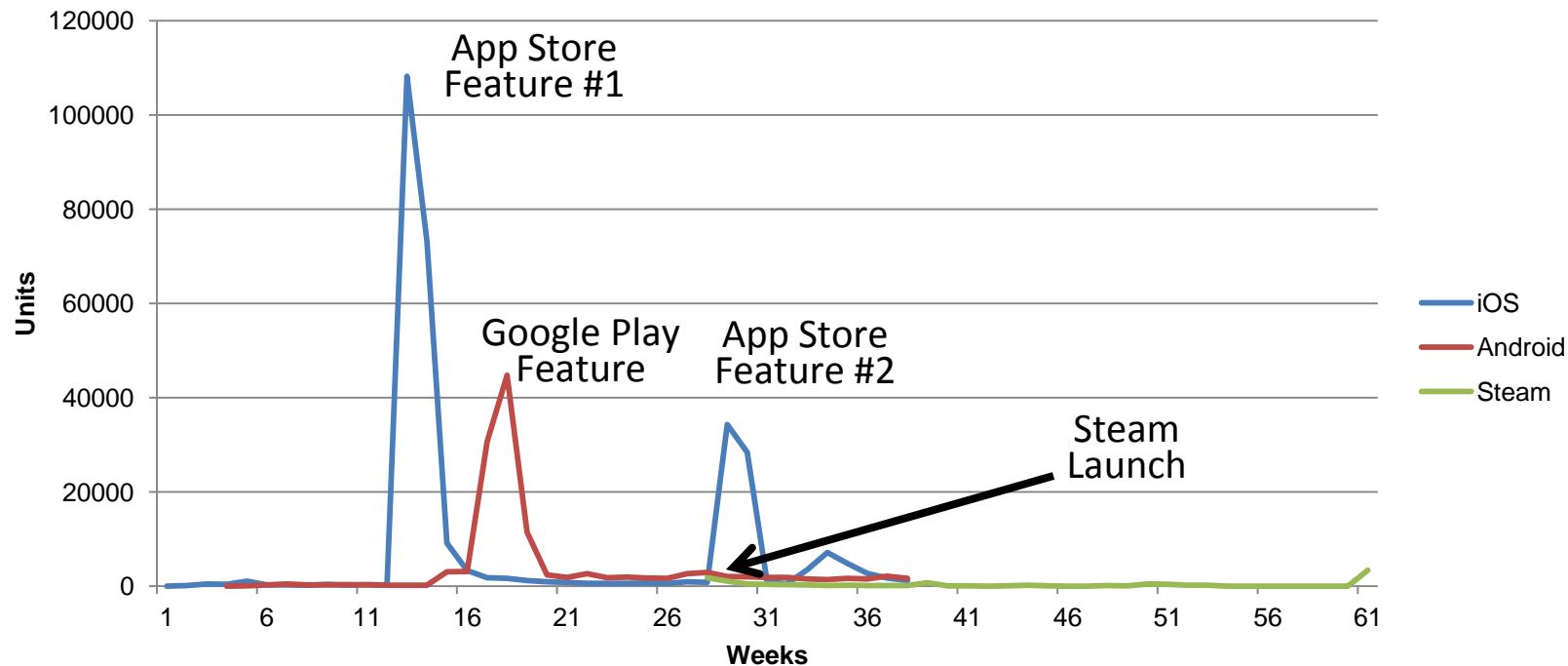


Shattered Planet

	iOS	Android	Steam
Soft Launch	Early Jan 2014	Late Jan 2014	
Global Launch	March 2014	April 2014	July 2014
Installs	294 000	135 000	10 700
Revenue	12.5%	4.2%	83%



Installs





Four Pillars

- Accessible Concept, Optional Depth
- Maximize Compatibility
- Community Transition
- Make a ~~mobile port~~ an awesome Steam game.



Accessible Concept, Optional Depth



- Simple, Tap based UI
- Short Session Length
- Permanent Stat Progression
- Different Each Time
- Tactical gameplay

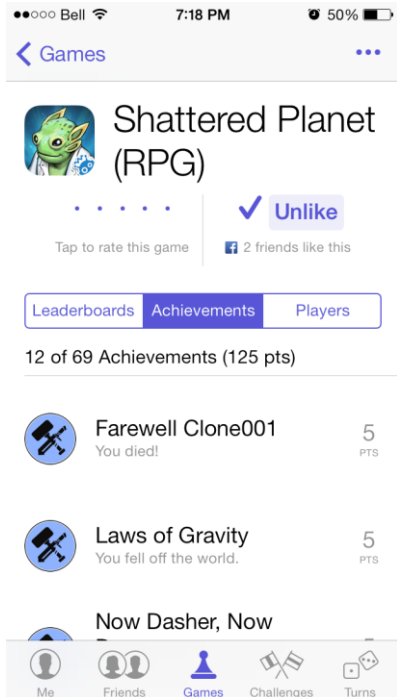


Maximize Compatibility





Maximize Compatibility





Community Transition

- Primary purpose of mobile release is community building
- Focus on retention and user experience
- Lighthanded Monetization

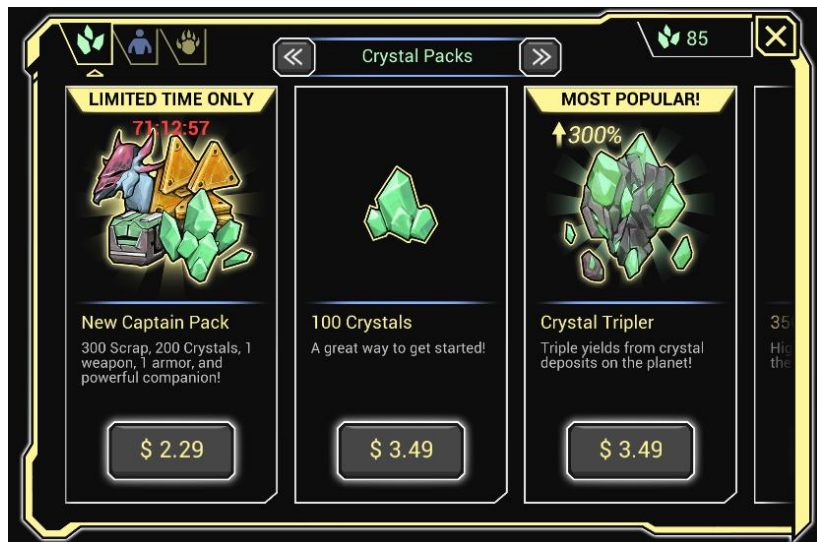


Directing Mobile Traffic to Steam





Generous, lighthanded monetization





Steam Forums



19 Jun, 2014 @ 5:16pm

In Game Store

This really irks me. Steam needs to introduce a field "In Game Store" in the game description or on the right side column where it lists game points, and REQUIRE developers to fill out "Yes or No".

Apparently this game has an in game store. Yes, it might sell for \$4.99 or whatever their price will be. Final price for a COMPLETE game will be much higher as it always is with these in game store "games".

Last edited by [redacted] 19 Jun, 2014 @ 5:17pm — See post history

Showing 1-2 of 2 comments



19 Jun, 2014 @ 8:57pm

I have this game on my phone and im addicted to it. It does have an in-game store on the free phone version however its just to by gems. As far as i can tell there is no reason to buy the gems to play them game....so yea Really looking forward to the steam version

#1



3 Jul, 2014 @ 10:47am

I'll stick with the completely free version.

The irony is, I'm not talking about piracy either.
If that's all this has got to offer over the android version, then I personally don't think that's worth £10.

#5



3 Jul, 2014 @ 11:05am

Absolutly matter of opinion ;) I've played the mobile version, and I will buy this - mostly because I havent spent a cent on the mobile one yet

#6



Making an Awesome PC Game

- Higher resolution, better performance, removal of IAP
- Add meaningful features based on expectations and feedback



UI



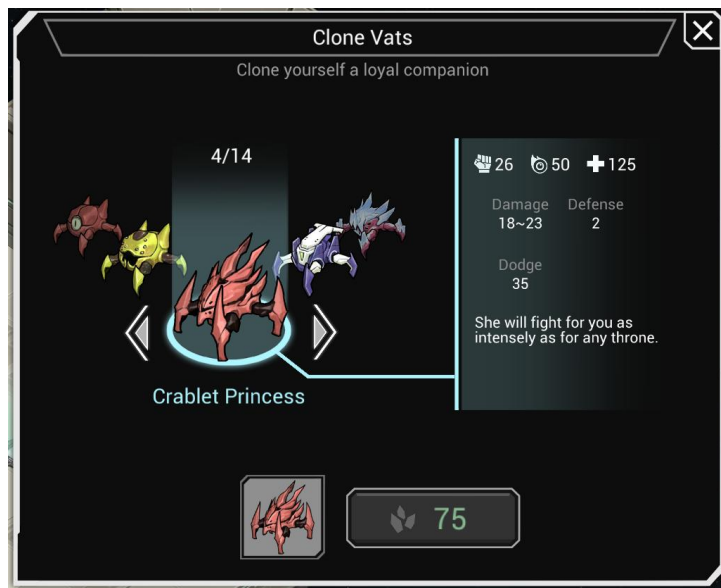
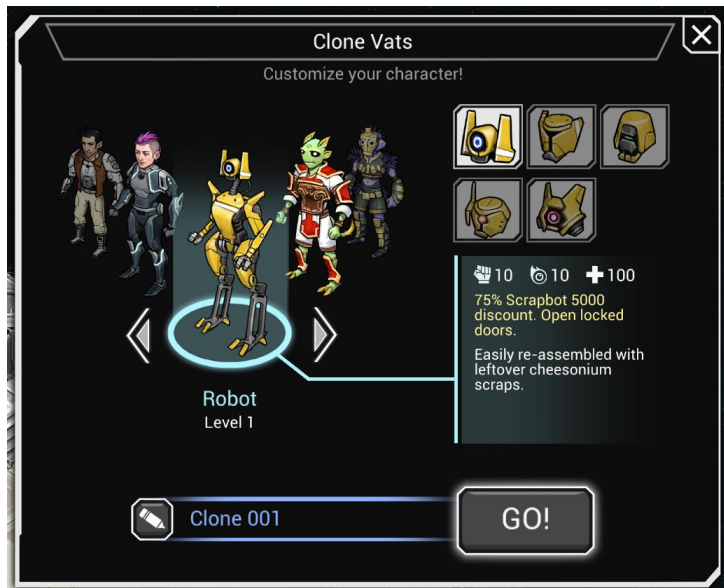
Mobile



PC



Making an Awesome PC Game







Takeaways

- Releasing F2P mobile first generates great exposure and traction
- Convert free players into Steam fanbase
- Demonstrate good will and added value



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Standing Out from the Crowd



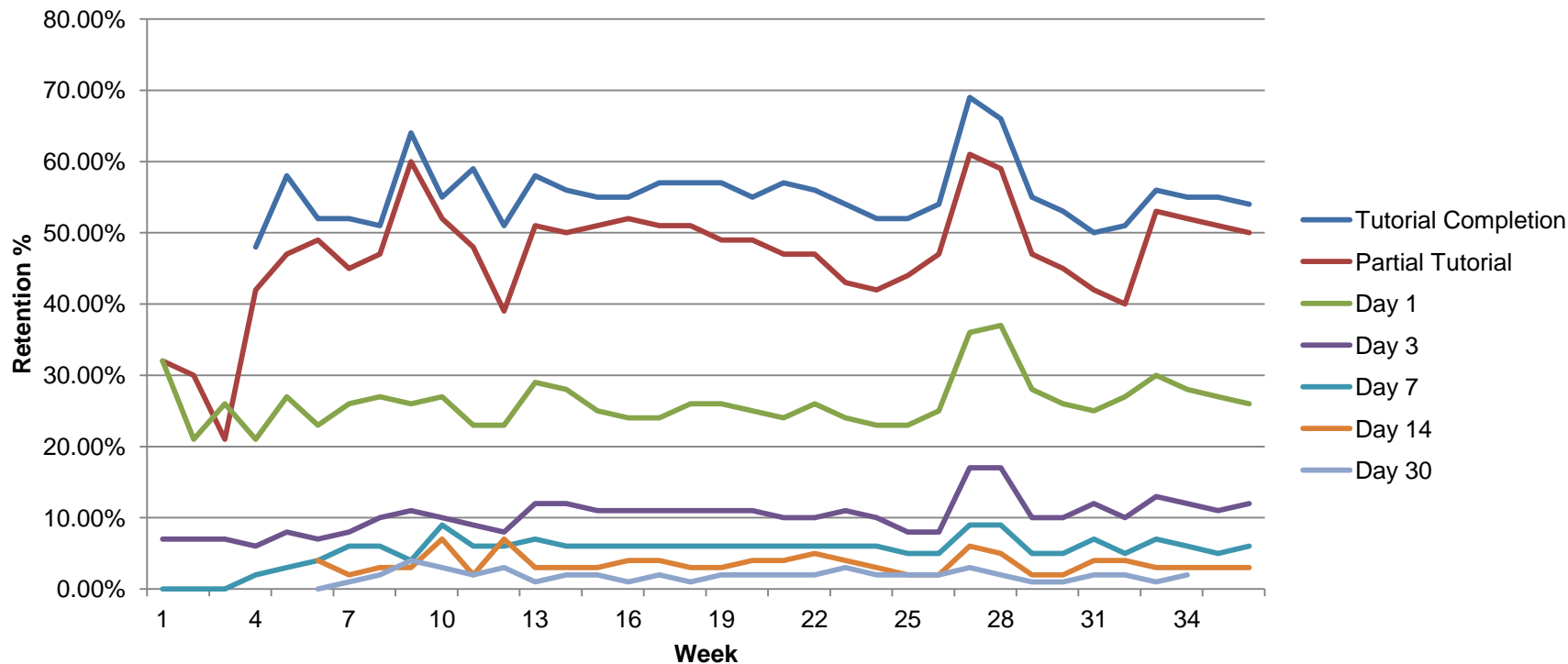
Defense Technica



Defense Grid



iOS Retention





Android Retention

