



***Forget Features!***  
***How we grow games using***  
***Live Ops & In Game Events***

Simon Hade, COO & Co-founder









A black and white illustration of a Transformer robot, likely Optimus Prime, in a dynamic pose. The robot is shown from the chest up, with its head turned slightly to the right. The background is a dark, smoky environment with some mechanical parts visible.

Accessible Live  
Ops  
Broad reach

Top 100

**TRANSFORMERS**  
**EARTH WARS**

A black and white illustration of several characters from the game Rival Kingdoms. The characters are shown in a dynamic, action-oriented pose. The background is dark and smoky, with some mechanical parts visible.

Ultimate Live  
Ops Platform  
Very core

\$19m

RIVAL  
**KINGDOMS**

A black and white illustration of a character from the game Samurai Siege. The character is shown in a dynamic, action-oriented pose. The background is dark and smoky, with some mechanical parts visible.

Quick win  
Innovated clan  
wars & events

\$37m

**SAMURAI**  
**SIEGE**





# Choose an Ancient

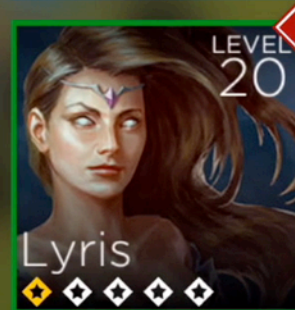
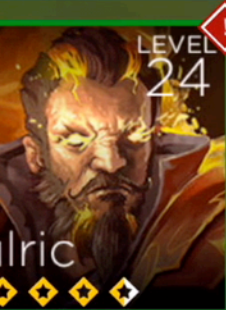
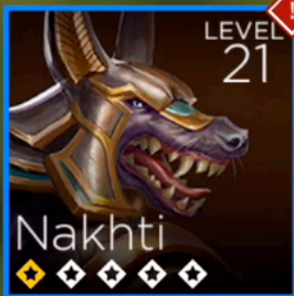
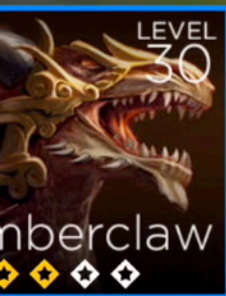


The Ancient you select to use in battle will bring its own selection of spells. Destroy buildings to accumulate mana!

E

DEATH

LIGHTNING



# Ancient Details

## Tokemi

Level 22

33 wins

Epic



The beautiful daughter of a clockmaker, Tokemi once painted the clocks that he created.

One day she attracted the attention of a travelling occultist, who fell in love with her. But she wasn't interested in his advances and told her father as much. Initially he was worried that the occultist would take great offense at this. However, he seemed quite calm at being spurned, and instead gave Tokemi's father very specific plans to create a unique clock for him.

Relieved by this development the clockmaker did so without question, instructing Tokemi to take

ENHANCE




SELECT



# Personal Event



Summon Anir to Estara by gathering Pure Flames and help him save or destroy Sulric before it's too late!



1d 07h 56m

## Scorched Earth

Summon Anir to Estara by gathering Pure Flames and help him save or destroy Sulric before it's too late!

**BATTLE**

### SPECIAL EVENT

1d 7h

 **200**  
Fiery Boost Chest



 **100**  
Fire Primus x500



**START**



 **0**

# Newsfeed



## Scorched Earth

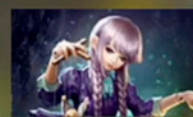
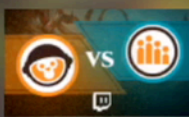
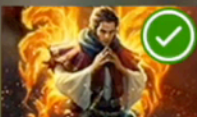
Summon **Anir** to Estara by gathering **Pure Flames** and help him save, or destroy, Sulric before it's too late! Complete all of the Anir events for the chance to ascend Anir or Sulric to **Legendary**!

**Start Date:** 13/11/15 11:00 am GMT

**End Date:** 17/11/15 11:00 am GMT

### How to Participate?

- Earn Pure Flames by winning Battles!
- Gain additional Pure Flames by using Fire Boosters!
- Collect rewards from the Scorched Earth Event.
- Fight with Anir to earn even more Pure





# Kingdom Event

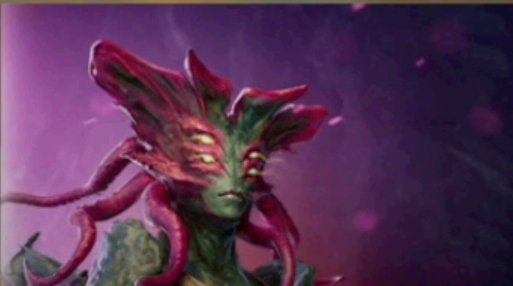


Progress

Leaderboard

Rewards

Members



4d 02h 06m

## Trial of Thunder

Gather Lightning Orbs from battles to obtain Tyrus's **Legendary Ascension material, Lightning Ritual Candle!** Unlock all 5 Legendary Mages to obtain the **First Chaos AND Mythic** rarity Ancient - Abhorrence! To level any Chaos Ancient, you can only enhance with Chaos Primus! Chaos Primus is currently only obtainable via events.

BATTLE

### SPECIAL EVENT

4d 2h

3,200

Chaos Primus  
x5,000



1,800

Thunder  
Strongbox



800

Lightning  
Primus x1,000





# Kingdom Event



Progress

Leaderboard

Rewards

Members

Rank 1



Kingdom name **recolour**



Lightning Ritual Candle



Gold Statue Chest



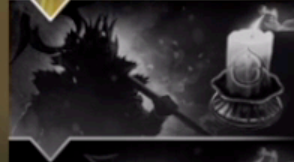
Rune



Chaos Primus x40,000

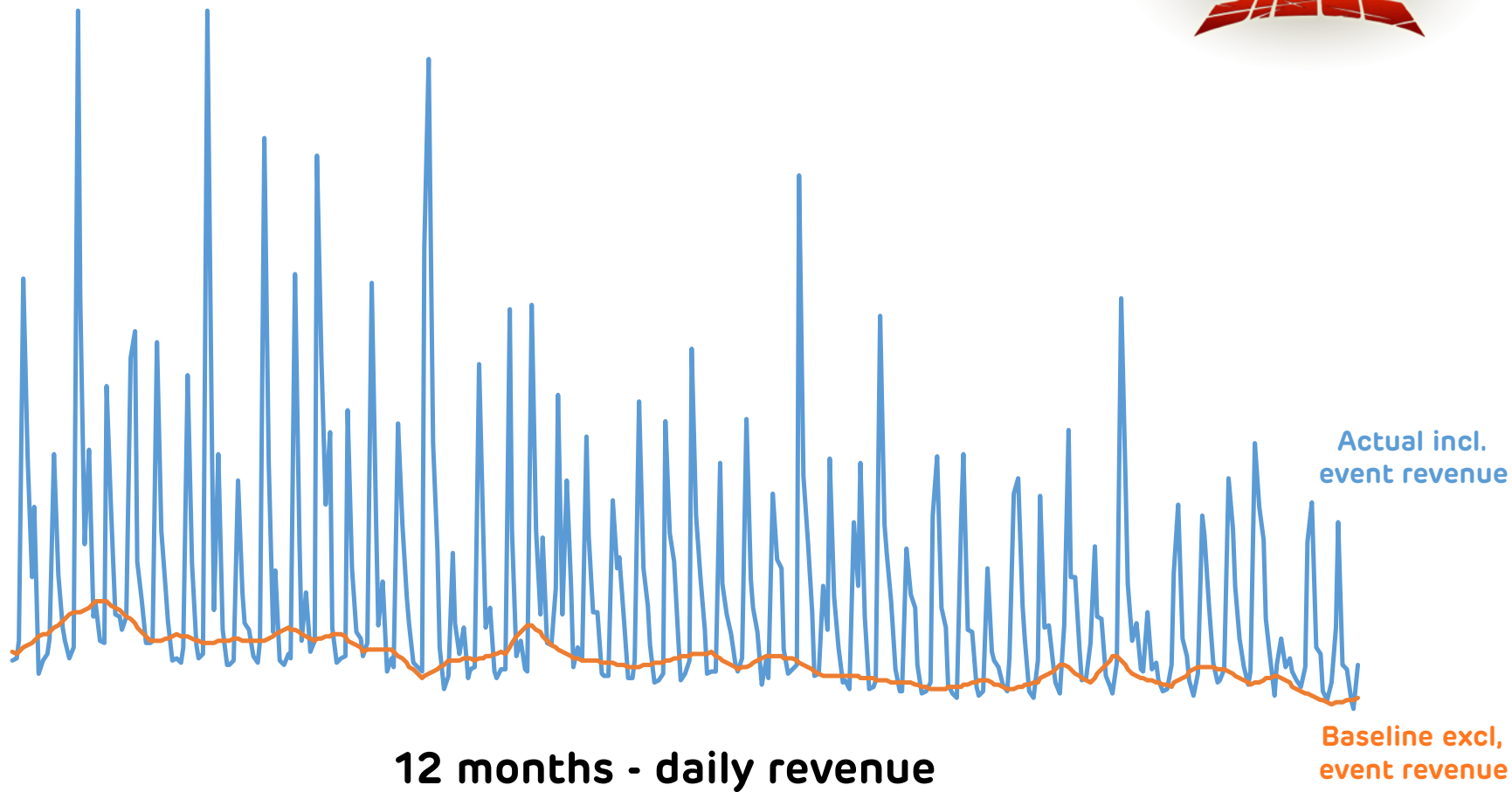
SPECIAL EVENT

4d 2h

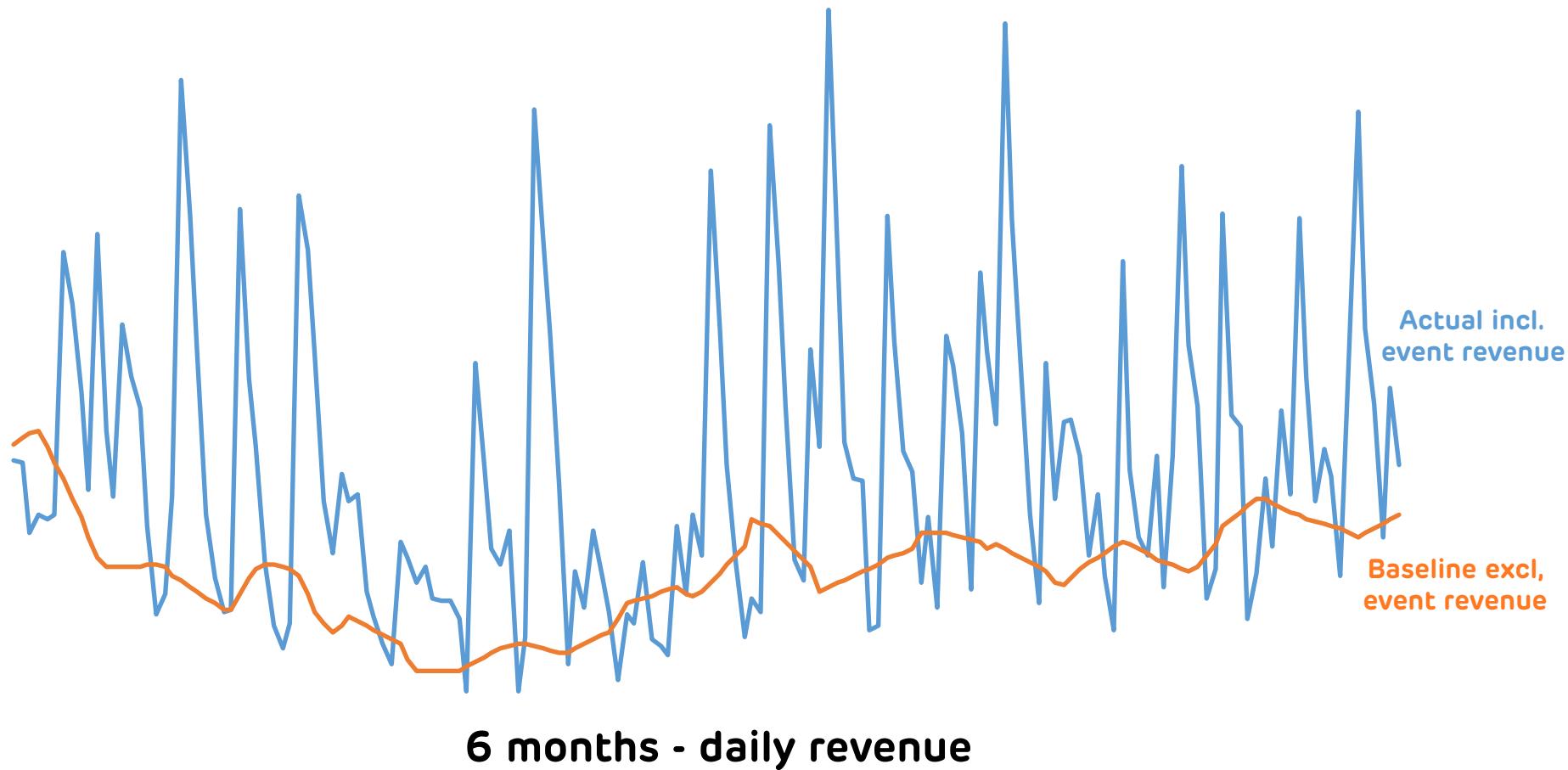


Be the top-ranking Kingdom on the Leaderboard to earn the Legendary ascension material, Lightning Ritual Candle.

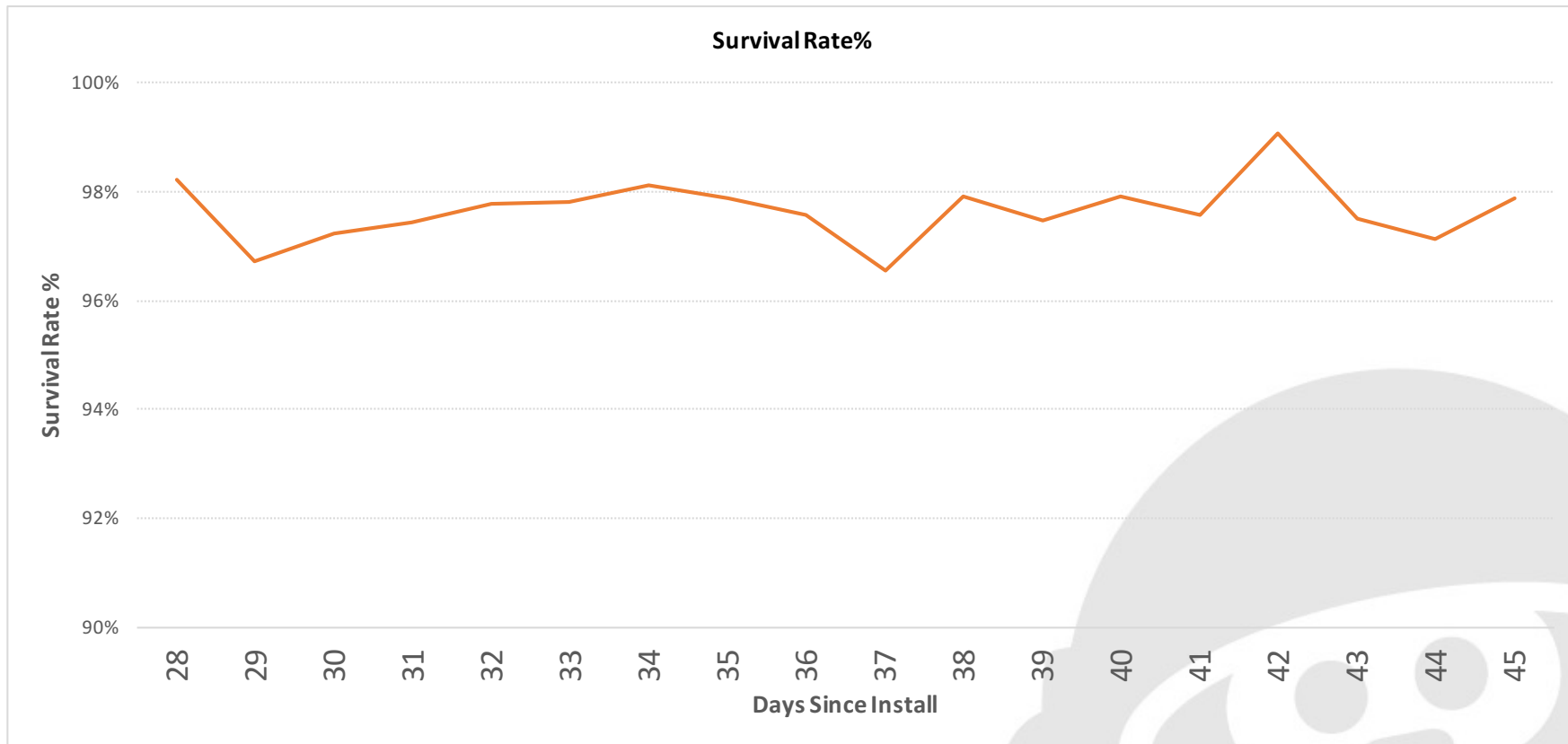
50% revenue from events



27% revenue from events



# 98% month on month retention

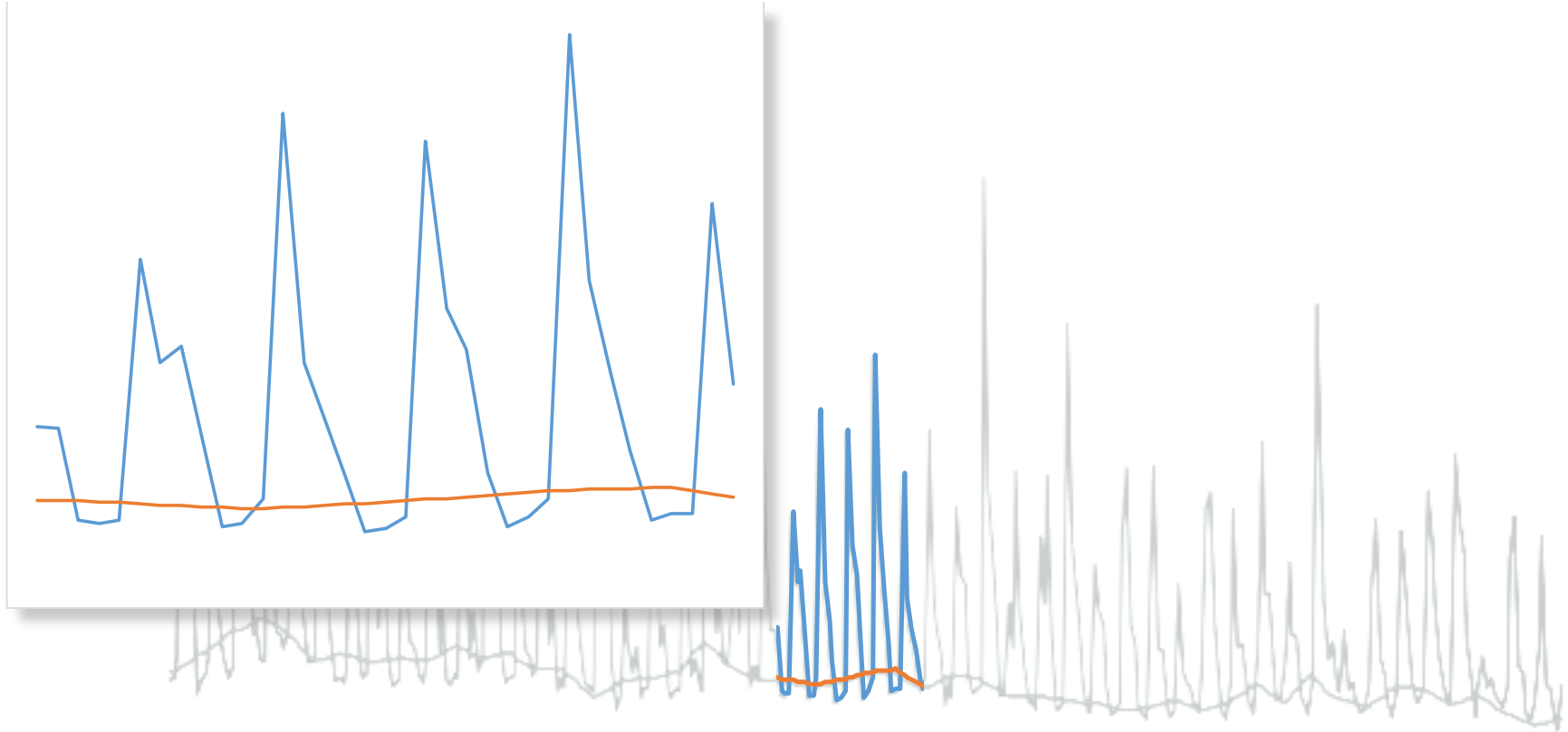


# Why do In Game Events?

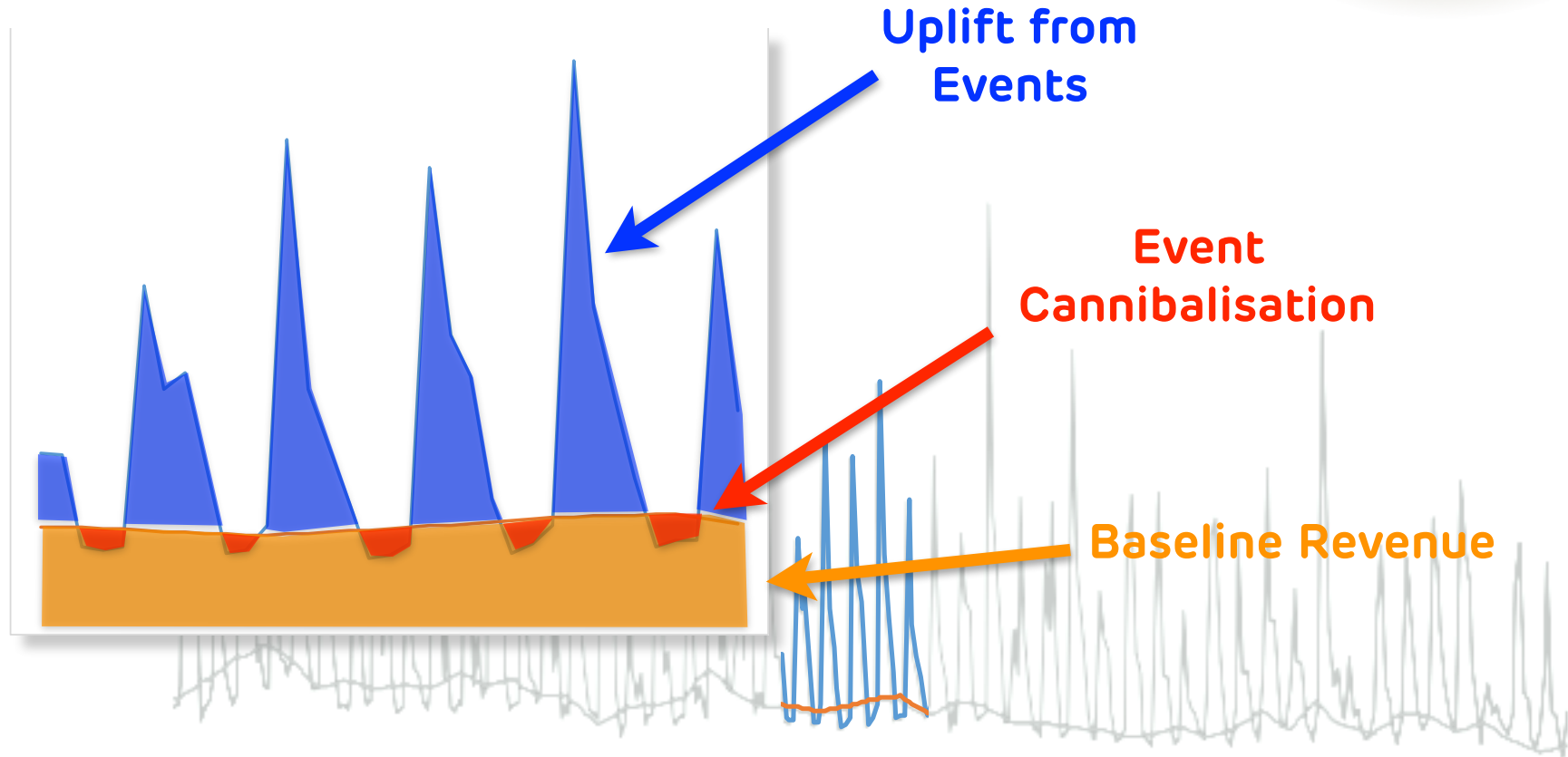
Incremental revenue (30-50%)

Better retain *engaged players*

# Beware: cannibalisation & conditioning



# Beware: cannibalisation & conditioning







Beware: content bloat



# Beware: changing core gameplay

**LIMITED TIME OFFER!**



**DISCOUNT!**

This pack will give you a mighty Bull Demon, a Kami Statue providing 75% SKILL XP BONUS, and a mountain of precious treasures to fill your coffers!

Limited Time Offer!  
**05h 58m 32s**

4,000 Diamonds

Lasts 7 days  
Large Kami Idol

500 Onyx

Lasts 7 days  
Bull Demon Camp

**£29.99**

**ONYX MARKET**

30,891

21,435

33,775

8,020

Uncommon	Uncommon	Rare	Rare
Uncommon Mongols Camp	Uncommon Oni Trolls Camp	Rare Fire Demon Camp	Rare Essence Master Camp
			
Lasts: 7 days Instant 0/1 Upgradable camp! Once placed on your village, this camp can be upgraded with Onyx depending on your castle level. A camp of itinerant Mongols ready to fight for your cause.	Lasts: 7 days Instant 0/1 Upgradable camp! Once placed on your village, this camp can be upgraded with Onyx depending on your castle level.	Lasts: 7 days Instant 0/1 Upgradable camp! Once placed on your village, this camp can be upgraded with Onyx depending on your castle level. Within this camp rages a light that never goes out...	Lasts: 7 days Instant 0/1 Upgradable camp! Once placed on your village, this camp can be upgraded with Onyx depending on your castle level.
90	90	195	235

**LOOT**

(2/6) Attack

(0/6) Defense

**COLLECT RARE ITEMS**

**Giant Hammer**

**Ninja Daggers**

**Powder Keg**

**Spiked Club**

**Battering Ram**

**Commander's Katana**



**Mercenary Camp**

Get bonus troops every time you fight! Valid for two days.

**Fight for Loot**  
5

# Beware: economy (mis)management



# **Things to be wary of**

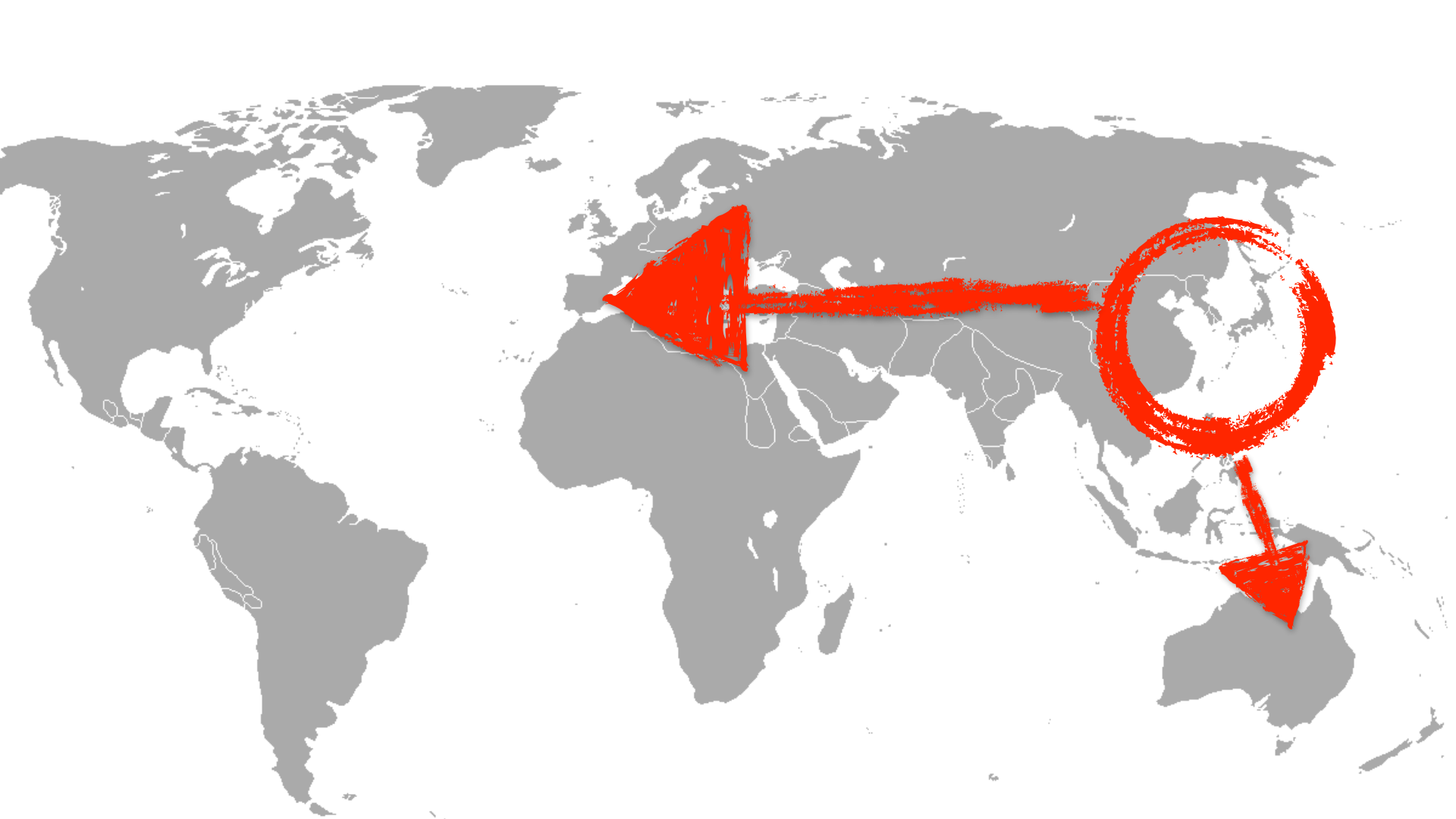
**Revenue cannibalisation**

**Sales conditioning**

**Content bloat**

**Inadvertently screwing your economy**

**Do you need events to be successful on mobile?**



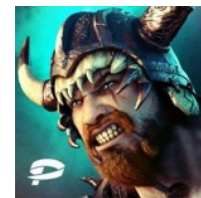
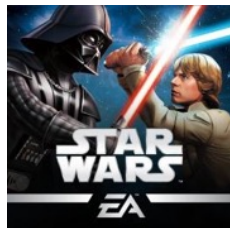
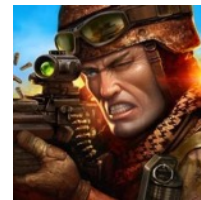
# PUZZLE & DRAGONS

[illegible]

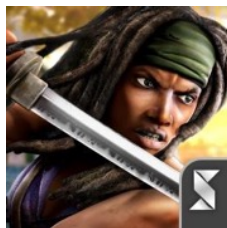




Frequent



Curated



Programmatic



Infrequent



## **Formulas for success on mobile**

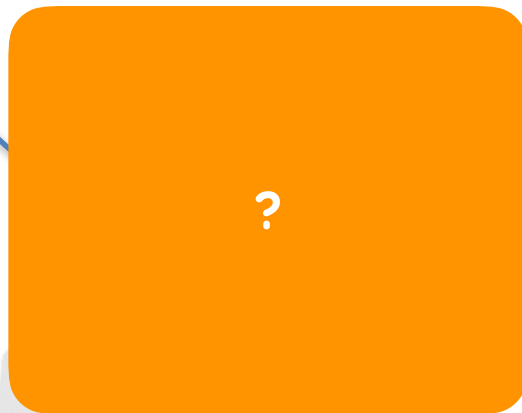
- 1. Define a genre or play pattern**
- 2. Be No 2 or 3 with a brand**
- 3. Focus on a valuable niche community, monetising through live ops & events**

**How we came to figure out live ops ...**

## Gross Bookings



16 people



4 people / 0 developers

Gross Bookings



Profit per employee

16 people

4 people / 0 developers



## **Live Ops > Features**

**Putting a game into Live Ops can revive it**

**More profitable per employee**

**... But you need the right team**

# The Team



Leader

Economy

Design

Live Ops

Community

QA

# The Team



Leader

Economy

Design

Live Ops

Community

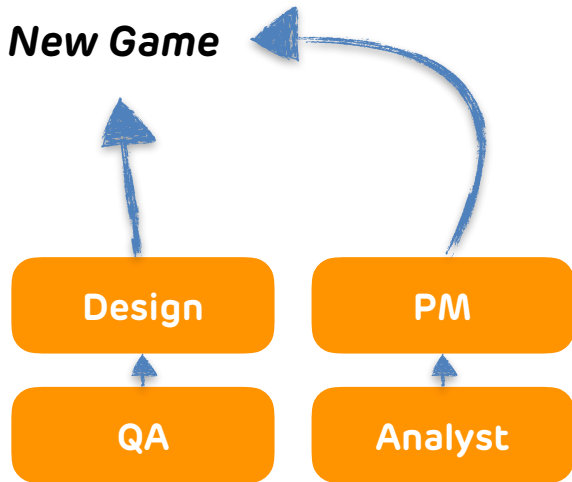
QA

- T-shaped
- High output
- Team players



# The Team

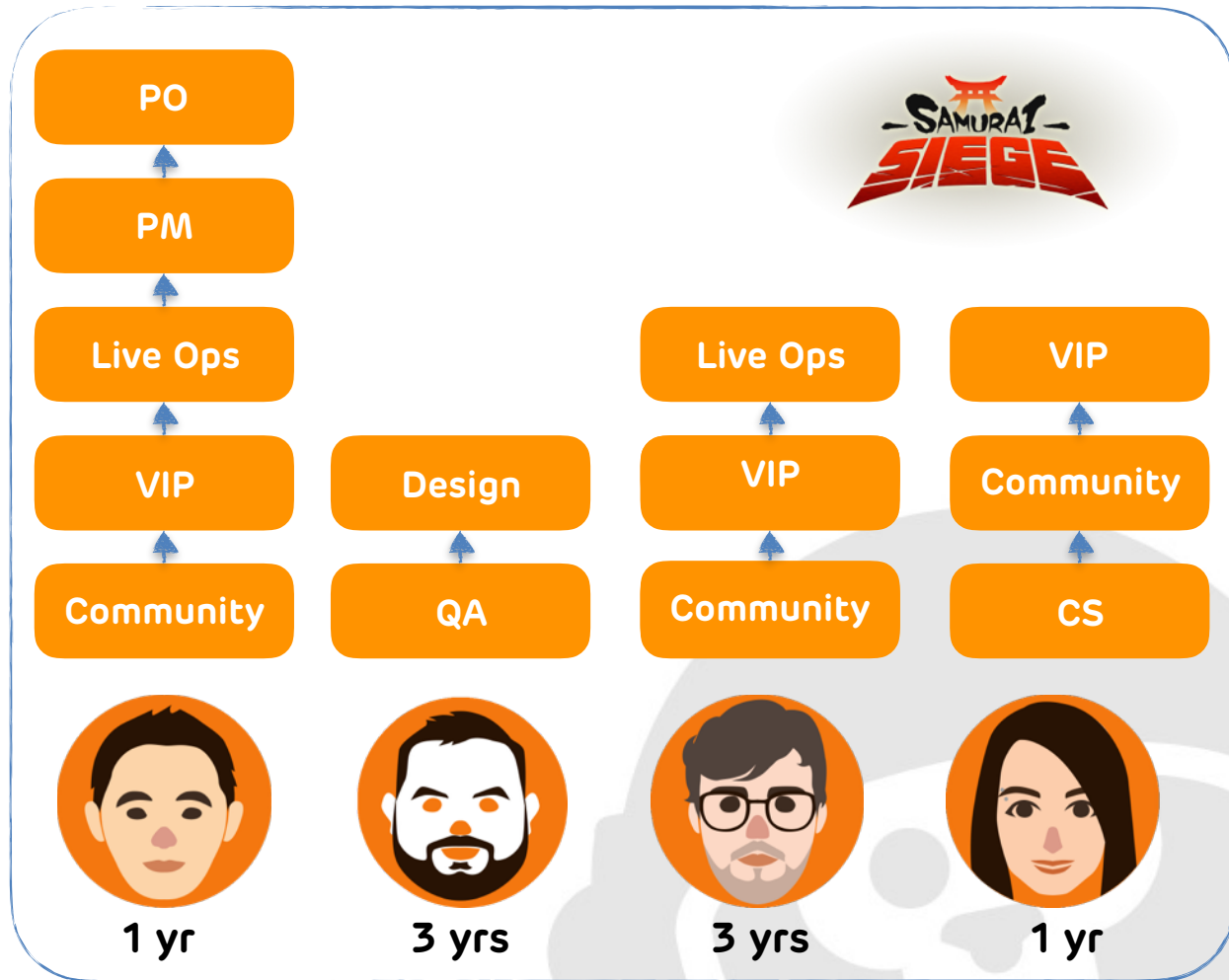
*New Game*



5 yrs



1 yr



1 yr



3 yrs



3 yrs



1 yr



# The Team

Find T-shaped people

Great training ground

... but need to invest in **tools** and **content**



# The Toybox & the Treadmill



- ☒ **Bespoke graphics & theming**
- ☒ **Time limited offers**
- ☒ **Core gameplay will be new. Every time!**
- ☒ **Social pressure to perform**
- ☒ **Three event types & ability to add more**
- ☒ **Players/Alliances really care about winning**

# The Toolbox



**Streaming graphics from  
Amazon**

**Content Management System**

**Scheduling**

**Events: Alliance Totaliser,  
Personal Tournament, War Rush**

Spec

Local config

Code commit

CMS

Testing

The screenshot shows a PDF document in Wondershare PDFelement. The document title is "Rival Kingdoms Live Ops Event Spec". The left sidebar contains an "Outline" panel with sections: "Checklist", "Event Name: Trial ...", "Key point:", "Monetization:", "Crafting:", "Assets:", and "Copy:". The main content area displays the title in large yellow text on a purple background, followed by a section labeled "checklist" with a table.

	Requested	Created	Staged	Live
Teaser Newsfeed Img				
Newsfeed Img				
Teaser Newsfeed Txt				
Newsfeed Txt				

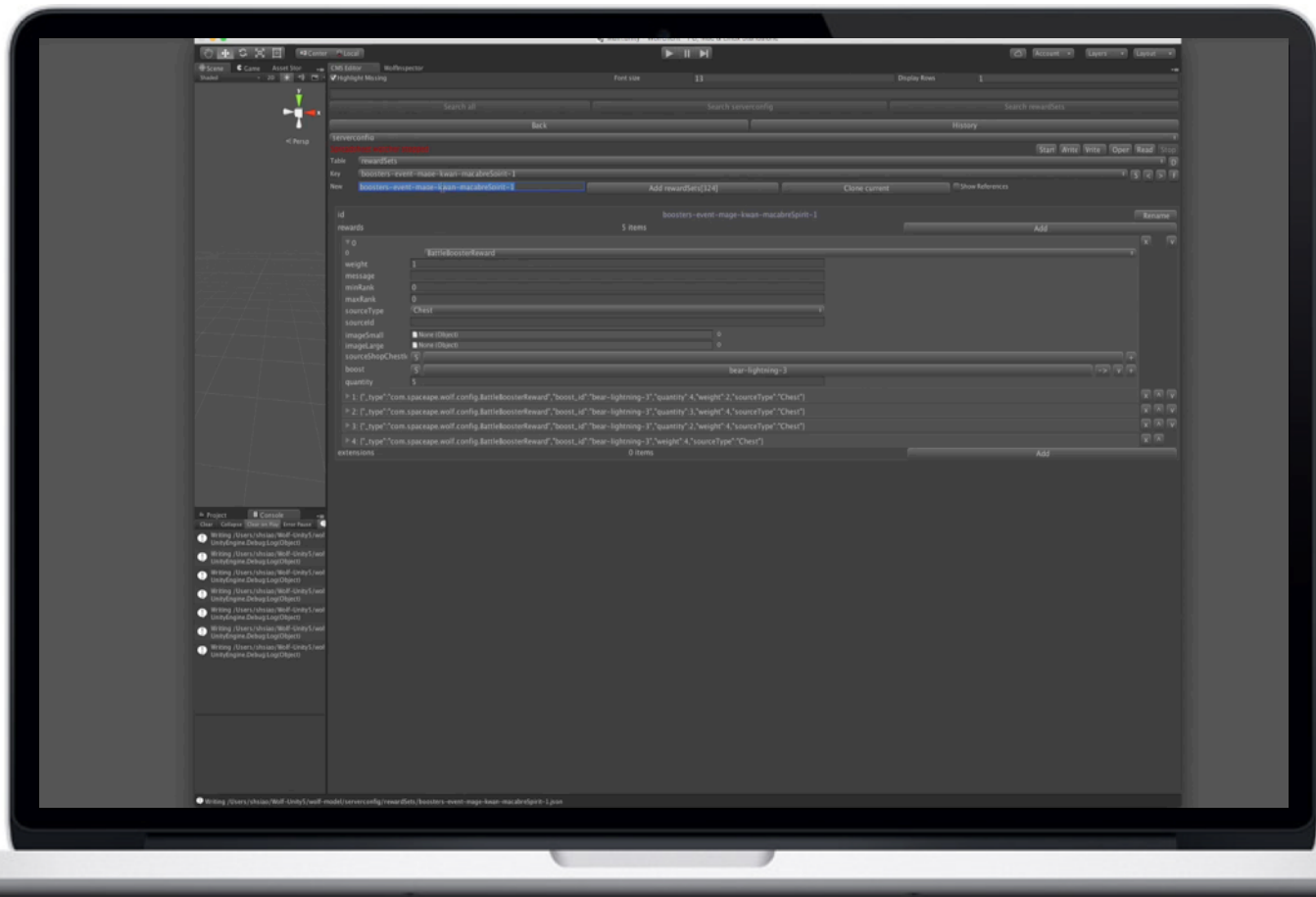
Spec

Local config

Code commit

CMS

Testing





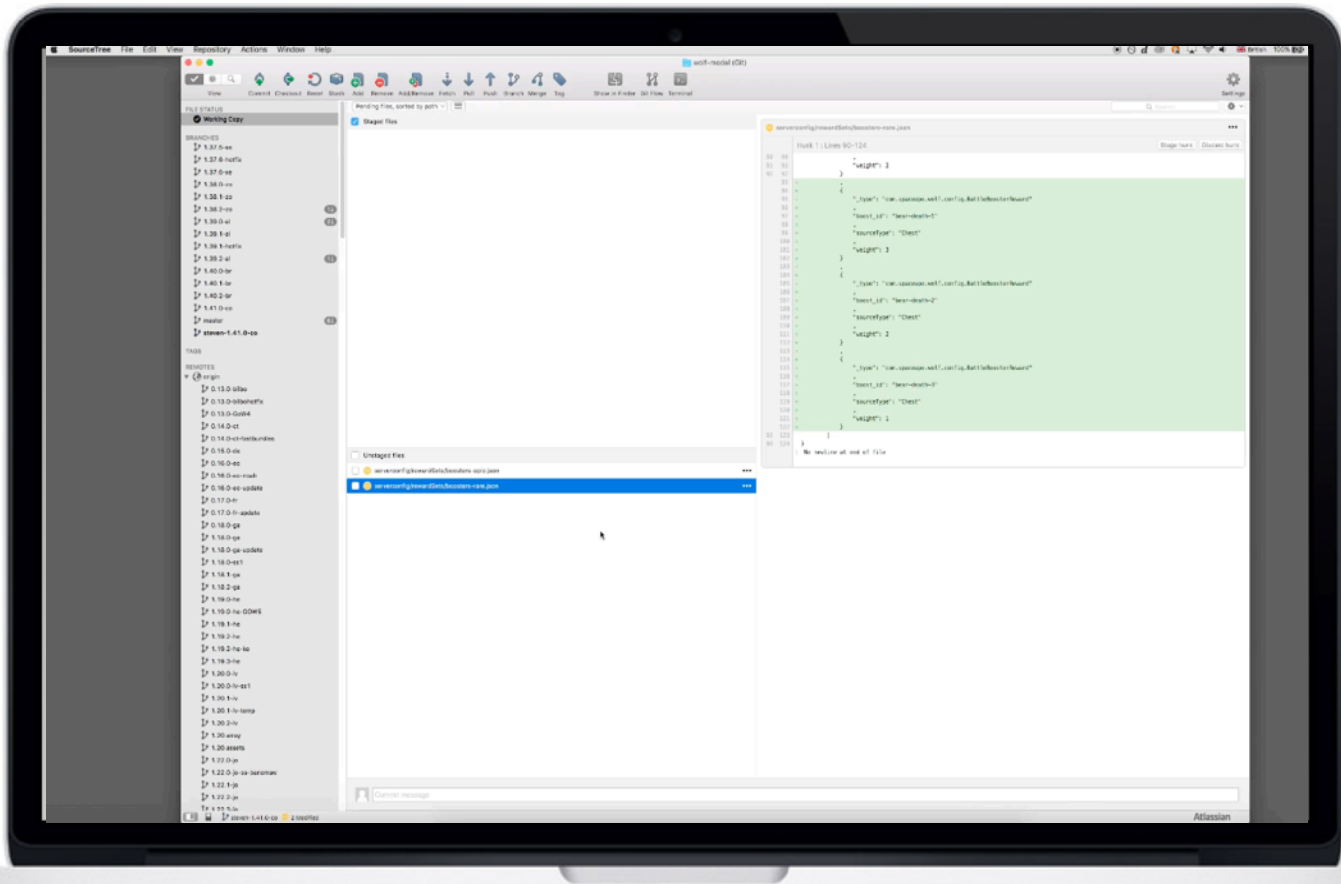
Spec

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CMS

Testing





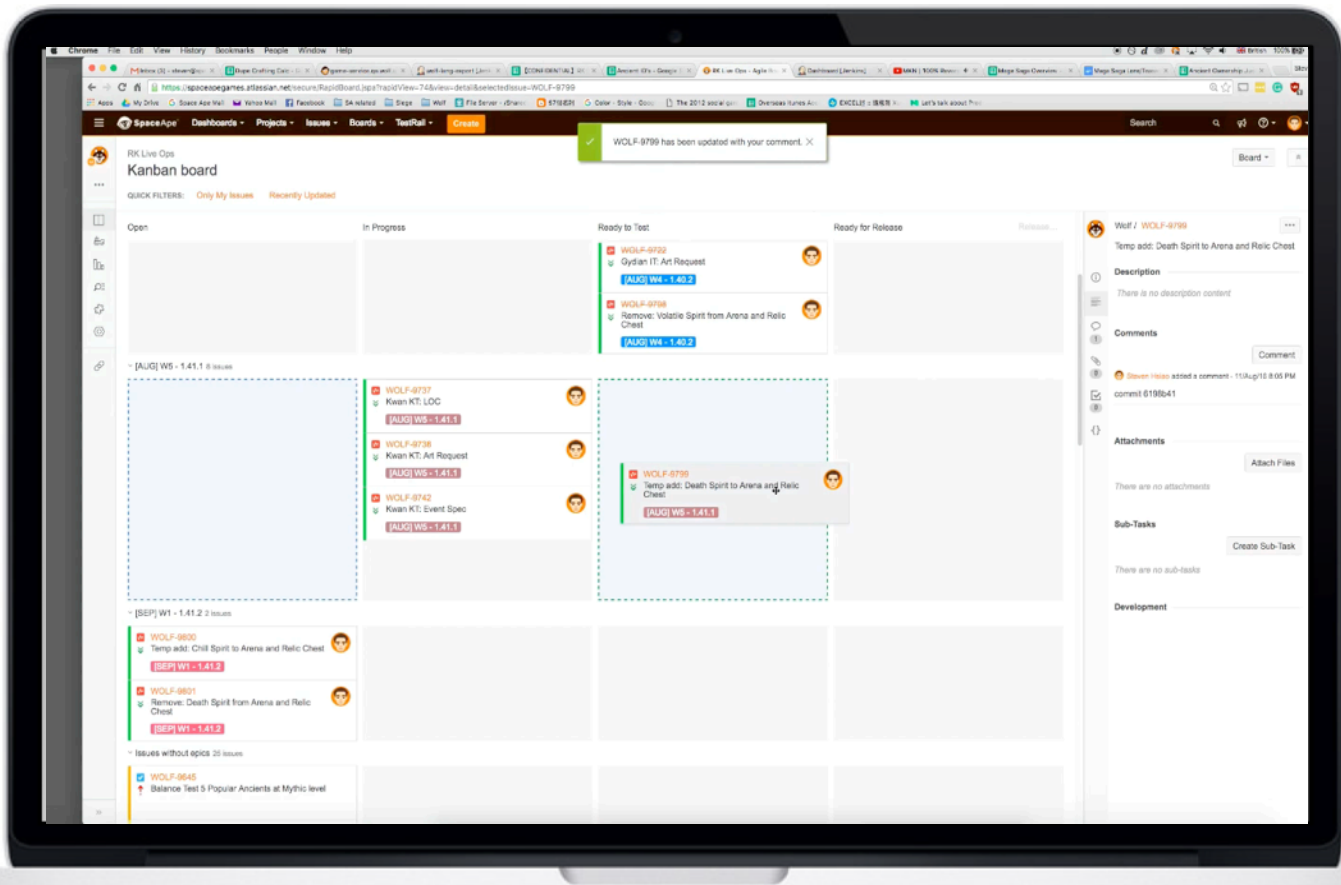
Spec

Local config

Code commit

CMS

Testing



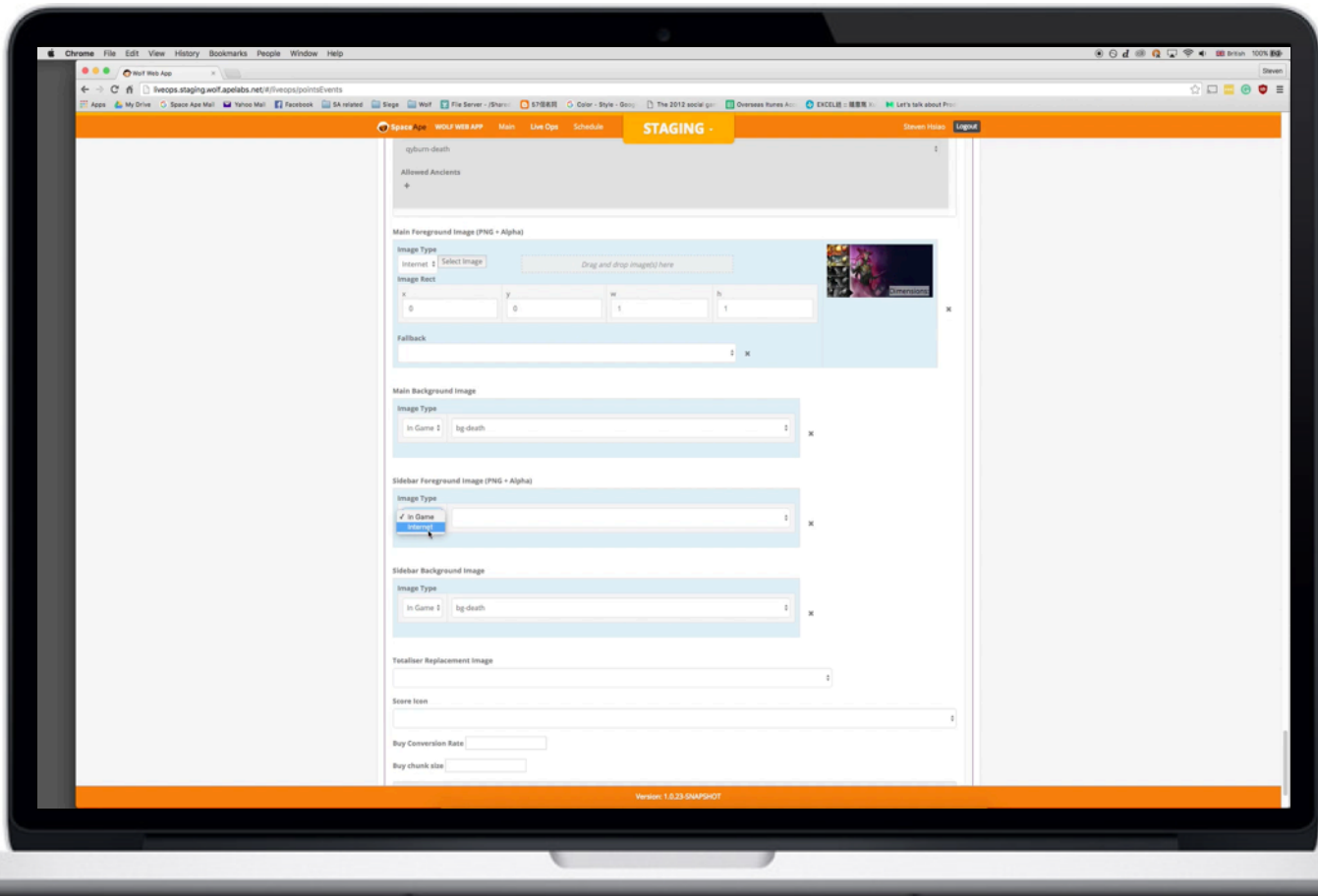
Spec

Local config

Code commit

CMS

Testing



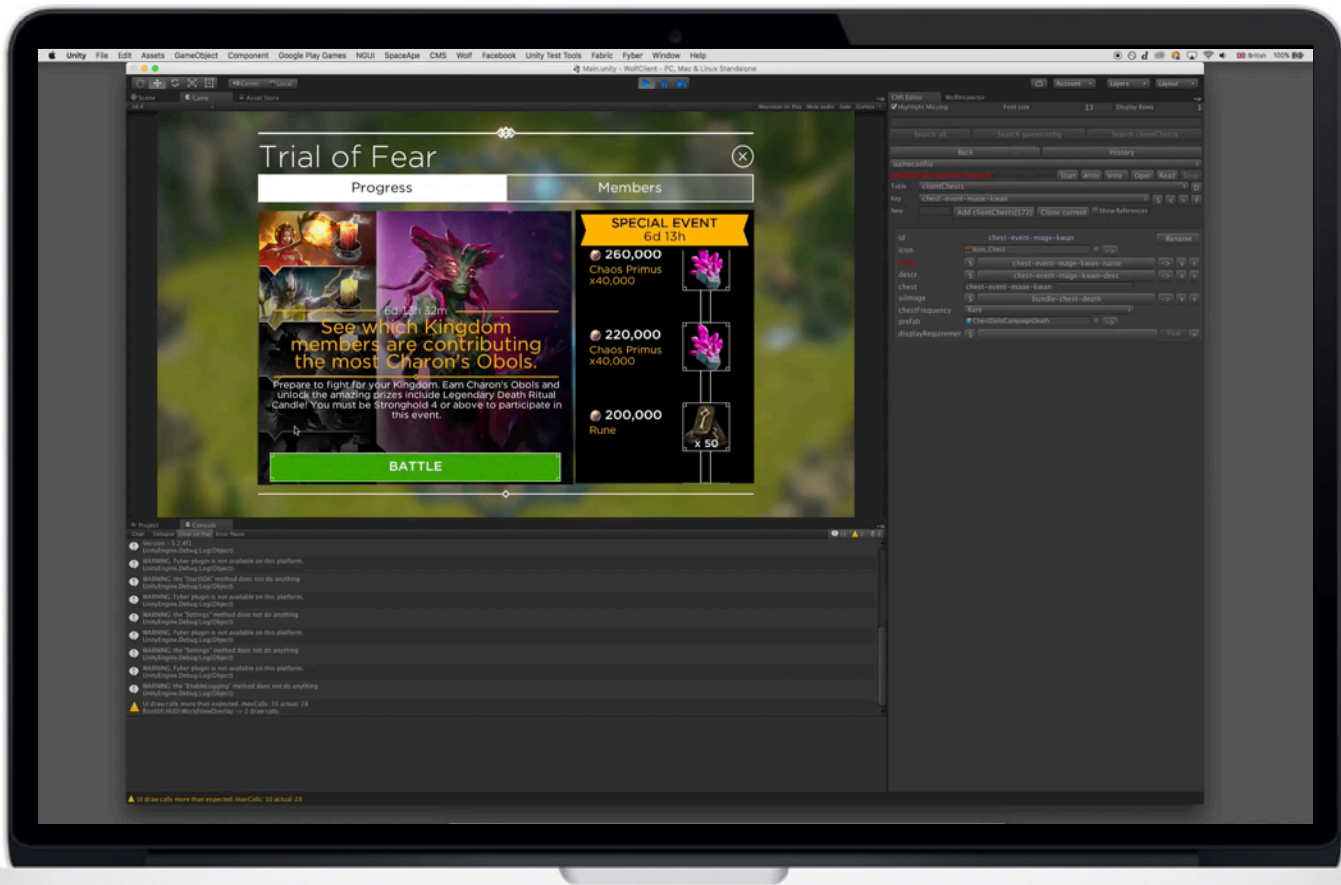
Spec

Local config

Code commit

CMS

Testing



Spec

Local config

Code commit

CMS

Testing

Major event = 2 hours  
Small event = 30 mins



# Le Toolbox Deluxe

## Event Types

Personal Totaliser

Alliance Totaliser

Metagame Variation

Gameplay Variation

Easter eggs

## Competition

Leaderboard rewards

League rewards

Revolving

Beat the Boss

Heats

## Content

Permanent Vanity

Permanent  
Functional

Temporary  
Functional

Functional to Vanity

Early Access

Consumables

Gacha

Event currency

Upgradable

Mods

## \$\$\$

Pay to play

Event accelerants

Pay not play

Gacha



## *Best performing*

Personal Totaliser

Leaderboard rewards

Permanent Vanity

Consumables

Pay to play

Alliance Totaliser

League rewards

Permanent  
Functional

Gacha

Event accelerants

Metagame Variation

Revolving

Temporary  
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Gameplay Variation

Beat the Boss

Functional to Vanity

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Gacha

Easter eggs

Heats

Early Access

Mods

# RANKINGS



PLAYERS

CONQUEST

ALLIANCES

FR

PRIZES

## Warlord Prize

SEE PRIZES

1



中国 君临天下  
By Request



1494005



## Hero Prize

SEE PRIZES

2



Jakarta VIP  
By Request



1409615



3



Placeland  
Closed



1048564



## General Prize

SEE PRIZES

4



Goblin Guzzler



1000000



1,500 Time Remaining  
25 21h 22m  
2,000,000  
2,000,000

Compete against all the other alliances, enter the ranking and receive extra rewards from classic wars!

MORE INFO

JOIN AN ALLIANCE!

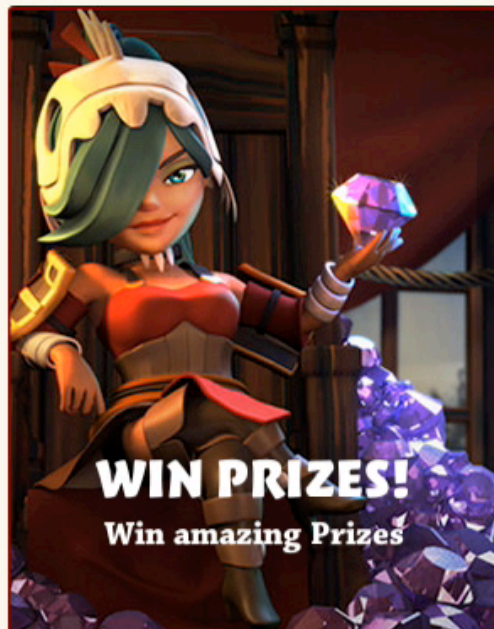
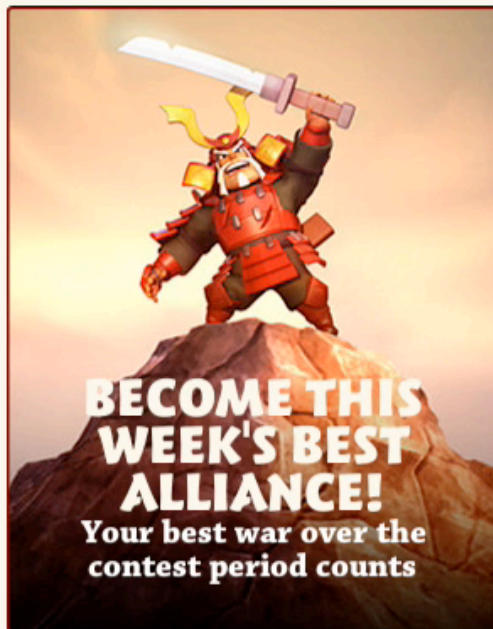
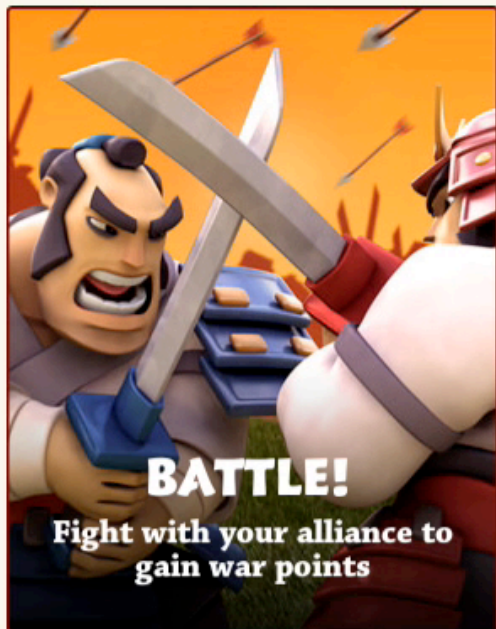
MENU

BUILD

BATTLE



# WHAT IS WAR LEAGUE?



CONTINUE



*Most engaging*

# GRAND RAM SLAM

Personal Totaliser

Leaderboard rewards

Permanent Vanity

Consumables

Pay to play

Alliance Totaliser

League rewards

Permanent  
Functional

Gacha

Event accelerants

Metagame Variation

Revolving

Temporary  
Functional

Event currency

Pay not play

Gameplay Variation

Beat the Boss

Functional to Vanity

Upgradable

Gacha

Easter eggs

Heats

Early Access

Mods

A detailed, grayscale illustration of a dragon's head, shown in profile facing left. The dragon has large, pointed ears, a prominent crest of sharp spines along its back, and a mouth full of sharp teeth. Its skin appears scaly and textured. The background is a soft, out-of-focus landscape with hills and a body of water.

# Most Money

Personal Totaliser

Leaderboard rewards

Permanent Vanity

Consumables

Pay to play

Alliance Totaliser

League rewards

Permanent  
Functional

Gacha

Event accelerants

Metagame Variation

Revolving

Temporary  
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Mods

A low-resolution, pixelated image of Slick Rick. He is wearing a bright red tracksuit and a red beanie. He has white star-shaped markings on his cheeks and is wearing dark sunglasses. He is looking directly at the camera with a slight smile. His right arm is raised, and his left hand is near his chest. The background is black with numerous white, rectangular light fixtures radiating outwards, creating a starburst or clock-like effect. A dark brown horizontal band is superimposed over the middle of the image, containing the text "Mo Money Mo Problems" in a bold, orange, sans-serif font.

**Mo Money Mo Problems**



22

TWITCHAPE

PURPLECAR28



NO SHIELD



186

TAP BATTLE! ATTACK A RIVAL  
PLAYER

48,679

49,200

FULL

235

1,514

4-STAR SHARDS  
2d 9hNever have so  
few sacrificed so  
much for so  
many!

RESEARCH

3 X CRYSTALS  
AVAILABLE

RANKING



TEAM



MENU



ALLIANCE

1d 20h



BUILD

2



BATTLE

Space Bridge Level 1





# SPACE BRIDGE



TAP A CRYSTAL TO POWER THE SPACE BRIDGE!



A large, imposing robot with a grey and yellow body, multiple arms, and a red Autobot symbol on its chest. It is standing in a dark, industrial environment with blue lighting.

NEW AUTOBOT UNLOCKED!

# GRIMLOCK



 103

*The most feared and powerful of the Dinobots.*

CONTINUE

# ***DUPLICATE GRIMLOCK***



***CONVERTED INTO:***



**800 Spark**



**25,000 Energon**



**90 4-Star Shards**





# STRAFE VS. SCOURGE



BATTLE

LEADERBOARD

REWARDS

MEMBERS



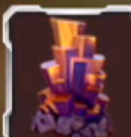
TIME REMAINING  
3d 20h

TOTAL BATTLE POINTS



61

GO TO BATTLE



40,000

TOP PRIZE:

PREMIUM CHARACTER CRYSTAL



1,000

30 3-STAR SHARDS



500

15 3-STAR SHARDS



200

MIXED BOOST CRYSTAL

PRESTIGE  
LEVEL 1/1



EVENT START

61





## 4-STAR SHARDS



**2D 9H REMAINING**

### 4-STAR SHARD BUNDLE

A rare chance to complete your 4-Star Crystal with some additional 4-Star Shards!



**4-STAR  
SHARDS**  
**x 250**



**PREMIUM  
CRYSTAL**  
**x 10**



**CYBER COINS**  
**x 2,000**

**£14.99**



# CRYSTALS



2,114



48,720



49,200

?



## PREMIUM CRYSTAL

Chance to get a 2-star or greater Autobot!



450



4,500

GET 1

GET 10

?



## AUTOBOT JAZZ CRYSTAL



600

GET NOW

?



## FREE CRYSTAL

CLAIM NOW

!

?



## 2 STAR CRYSTAL



0 / 1,400

GET NOW

# The Toybox

Start simple, aim for max flexibility

Every game is different

Players love new content

Leaderboards + functional prize = \$\$\$

... but beware the **content treadmill**





## Our first event



## Our first event



### Permanent Vanity

25k presents  
(~50 alliances)



### Temporary OP boost

10k presents

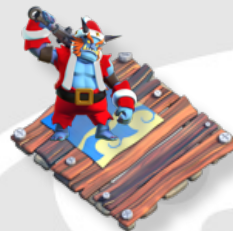


### \$2 premium currency

2.5k presents

### Gameplay variation

500 presents







## Event Types

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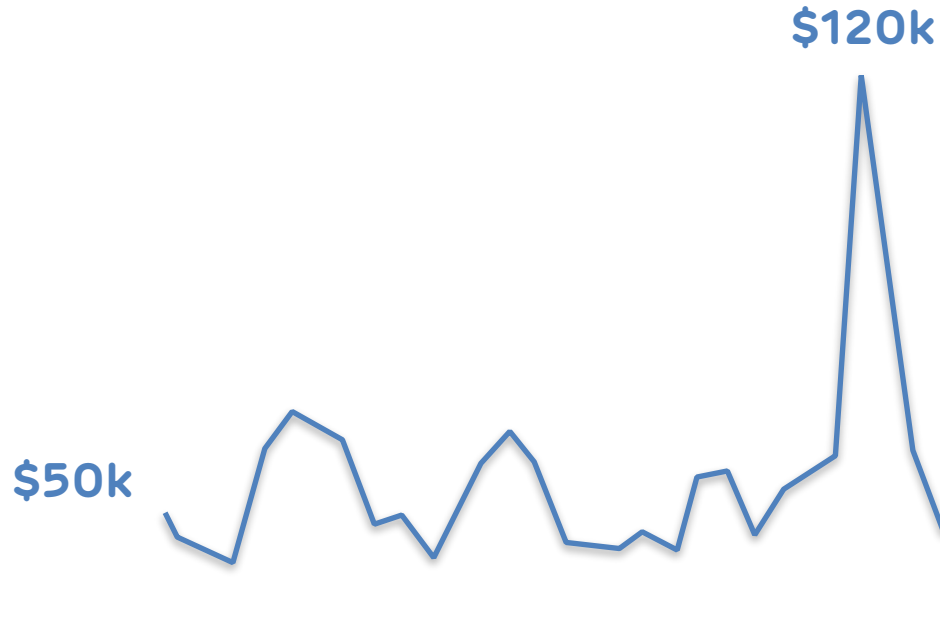
Pay to play

Event accelerants

Pay not play

Gacha

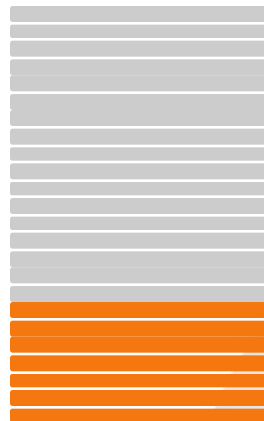
## Our first event



## Our first event



**Time to  
build  
content**



**Time to  
consume  
content**





# Remember our most popular event



Nuclear Ram



Standard Ram



# Solution! Frankenstein troops

## Context Changes

- Regular trainable troop
- Temp hero troop (camp)
- Defensive structure

## Visuals

- Shader changes
- Trails
- Asset swap
- Size



## Gameplay Changes

- Conical damage
- Spell cast on death
- Damage drop off over range
- Elemental vulnerabilities
- Mix and match projectiles

## Regular stats

- Health
- DPS
- Range
- Speed
- Training time
- AI priorities





## Frankenstein troops + Sagas



**Prismatic Mage Saga:**

*The Tome of the Mad Scholar*

1 week work = 4 weeks content

# Prismatic Mage Saga



***Regular Essence Master***

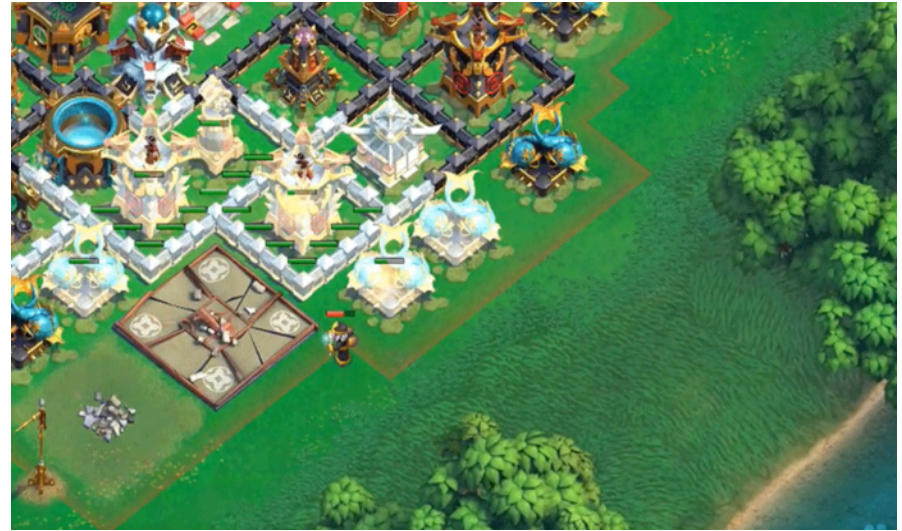


***Prismatic Mage Level 1***

# Prismatic Mage Saga



***Prismatic Mage Level 2***



***Prismatic Mage Level 3***



# Prismatic Mage Saga

Week 1  
48hr Alliance  
Totaliser

Week 2  
24hr Alliance  
Totaliser

Week 3  
48 hr Alliance  
Totaliser +  
Leaderboard

Week 4  
Engagement  
Event

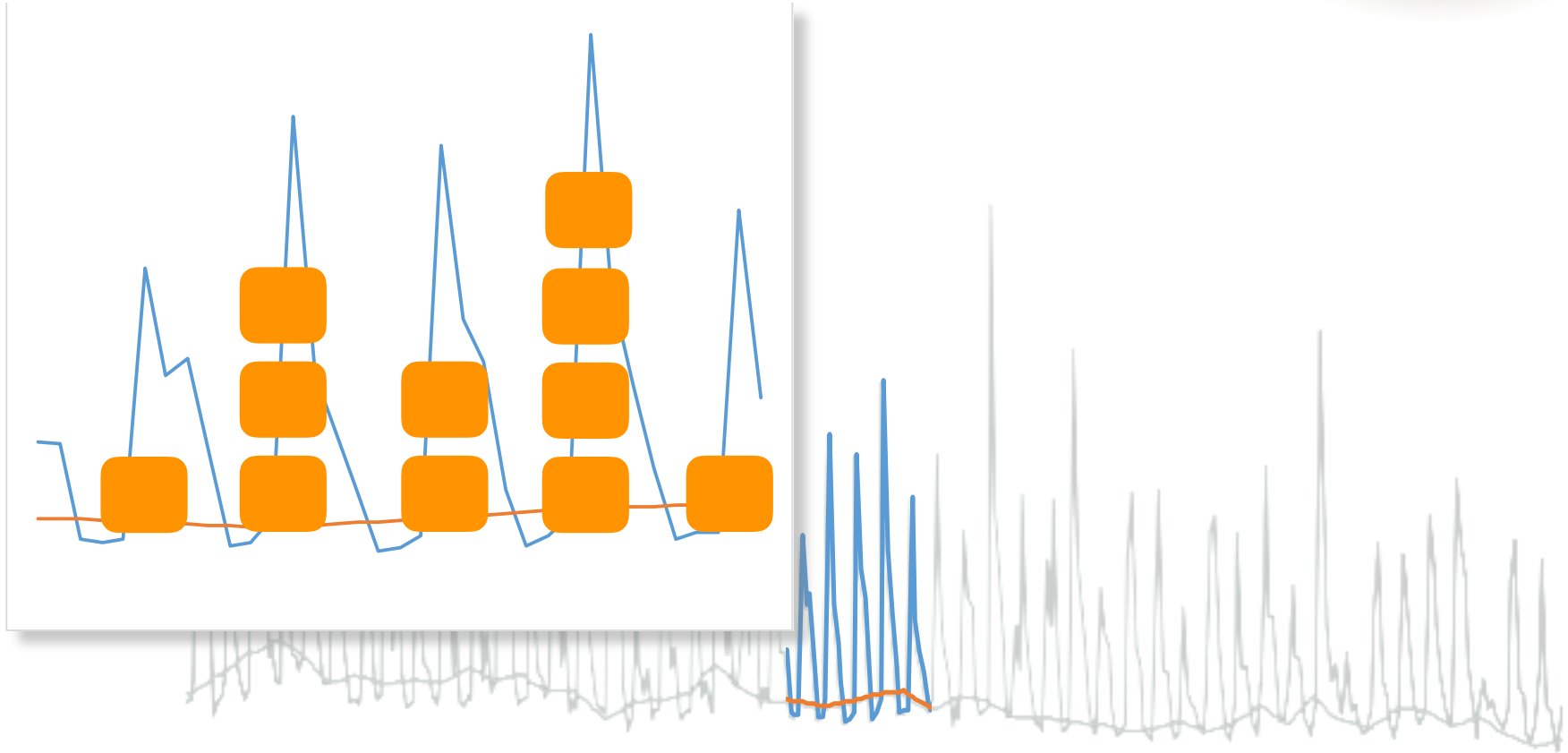
**THE FIRST  
TOME**

**THE SECOND  
TOME**

**THE FINAL  
TOME**



# Intensity correlates to revenue



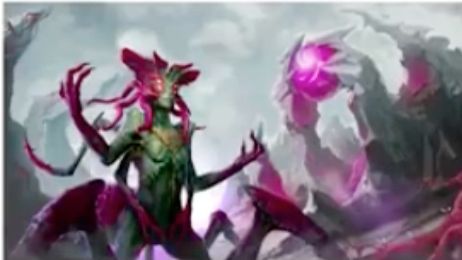


# RIVAL KINGDOMS

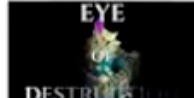
**RK411**  
RIVAL KINGDOMS FAN SITE

News Forum Articles Ancient Strategies Ancient Ascensions Ancient Backstories Contact Us Valenati Ascension

## Mage Saga



Are you ready to upgrade to Sh1.7?



**DESTRUCT**

Yes, I'll upgrade immediately or within a week!

No, I'm a few weeks to a month away!

No, I'm many months away from that!

Voters 513

[f](#) [t](#) [v](#)



# The Treadmill

1-3-2-4 intensity cadence

Frankenstein troops + sagas

1 week work for 4 weeks content

Reduce, re-use, recycle



Events = \$\$\$ + d365%

Beware

- cannibalisation
- content bloat
- economy change

Live Ops > Features



T shaped people

Training ground

Invest in tools



**Stream content**

**Content Management**

**Scheduling**

**Few reusable formats**

**Players love content**

**Max flexibility**

**Leaderboards +  
functional prizes = \$\$\$**

**Beware of burnout**



**1-3-2-4 cadence**

**Frankenstein troops**

**Sagas**

**1:4 time to create:consume**





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