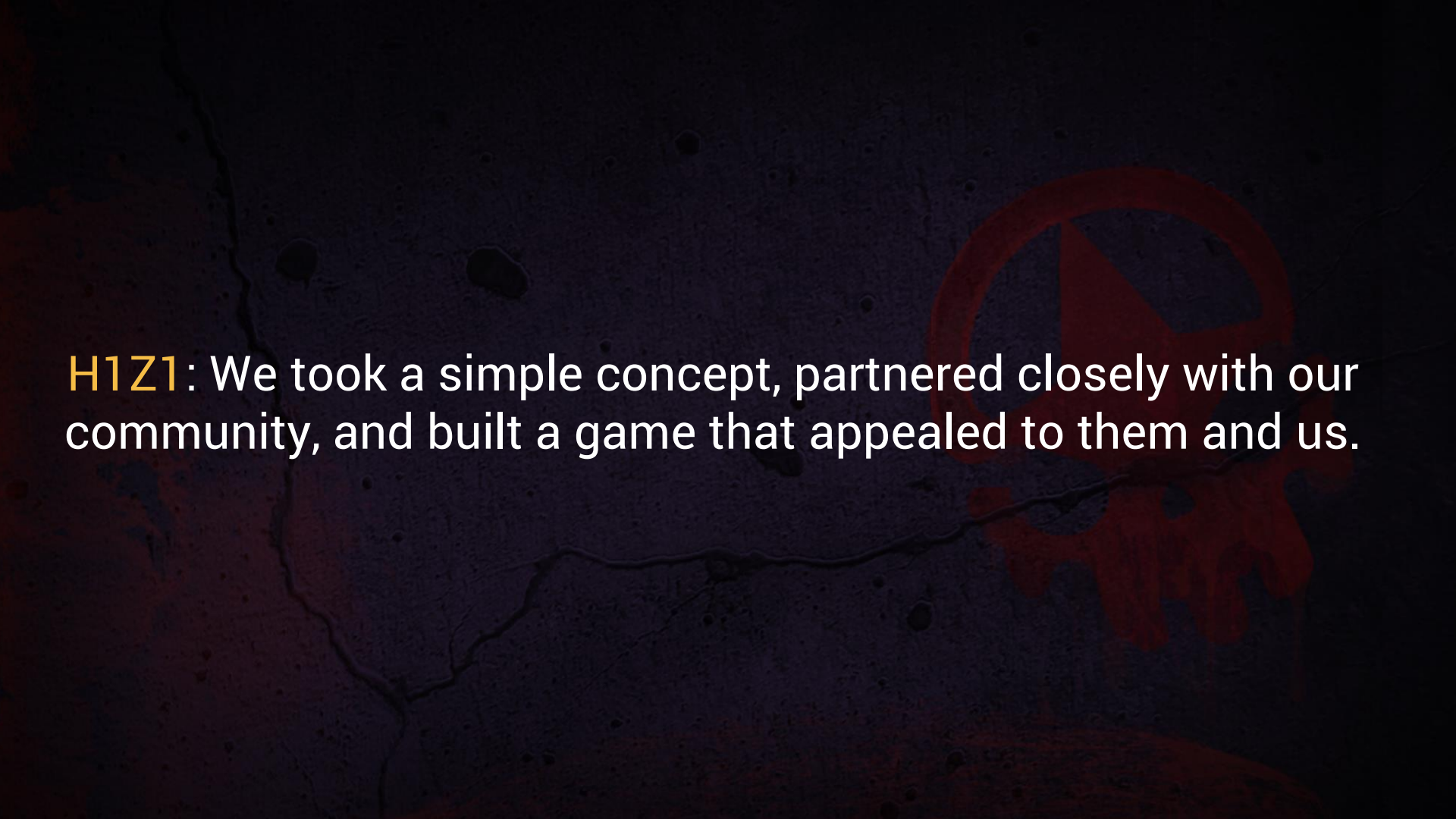


# KING OF THE KILL

Building esports





**H1Z1:** We took a simple concept, partnered closely with our community, and built a game that appealed to them and us.



# What is H1Z1?



King of the Kill is a **single-elimination, massive online** shooter that pits **150 battle-hardened players** against each other in a **robust and detailed** world. Search for **weapons, ammo, armor, vehicles and supplies** to get a leg up on your competition and be the **last one standing**.

# eSports Potential



**2015 H1Z1 INVITATIONAL**

- 60 streamers
- \$170k+ prize pool
- Most watched program at TwitchCon
- 140k+ concurrent viewers



**2016 H1Z1 INVITATIONAL**

- **\$257+ prize pool**
- Most watched broadcast at TwitchCon
- 118k+ concurrent viewers
- 17M impressions across Twitter and Facebook
- 5 on-site qualifiers
- 10 countries represented



**TEAM FORMATION**

- Pro teams began to organically form H1Z1 teams
- 6+ pro H1Z1 teams to date



**H1Z1: FIGHT FOR THE CROWN**

- First team event (big fan request)
- First televised H1Z1 event

**THE CW**  
Primetime TV



# Success to Date

## Featured Games Games people are watching now



League of Legends  
123,940 viewers



H1Z1: King of the Kill  
45,063 viewers



Hearthstone  
44,715 viewers



Nioh  
38,460 viewers



Dota 2  
37,140 viewers



Counter-Strike: Glo...  
33,346 viewers



Overwatch  
23,918 viewers



World of Warcraft  
21,103 viewers



Conan Exiles  
16,955 viewers



TheHunter  
14,000 viewers

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### Global Top Sellers

Windows

Enter search term or tag Search Sort by Relevance

Game	Release Date	Price
H1Z1: King of the Kill	Feb 17, 2016	\$19.99
Counter-Strike: Global Offensive	Aug 21, 2012	\$14.99
Blackwatch	Feb 24, 2017	\$19.99
FOR HONOR™	Feb 11, 2017	\$59.99
Rocket League®	Jun 9, 2015	\$19.99
Steam Controller and Link		\$69.99
Steam Link	Nov 10, 2015	\$19.99
Steam Controller	Nov 10, 2015	\$69.99
Northgard	Feb 22, 2017	\$17.99
GOD EATER 2 Rage Burst	Aug 29, 2016	\$19.99
NARUTO SHIPPUDEN: Ultimate Ninja STORM 4	Feb 4, 2016	\$14.99
Grand Theft Auto V	Apr 13, 2015	\$59.99
TheHunter: Call of the Wild™	Feb 16, 2017	\$29.99
Fallout 4	Nov 10, 2015	\$29.99
CRY	Nov 17, 2016	\$19.99
Conan Exiles		\$8.24

Narrow by tag

- Indie
- Action
- Adventure
- Casual
- Strategy

Show selected types

- Games
- Software
- Streaming Videos
- Downloadable Content
- Demos

Narrow by number of players

- Single-player
- Multi-player
- Online Multi-Player
- Local Multi-Player
- Co-op
- Online Co-op
- Local Co-op
- Shared/Split Screen
- Cross-Platform Multiplayer

Narrow by feature

- Played with Steam Controller

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### TOP 100 BEST SELLERS OF 2016

The top games as measured by gross revenue this year

PLATINUM

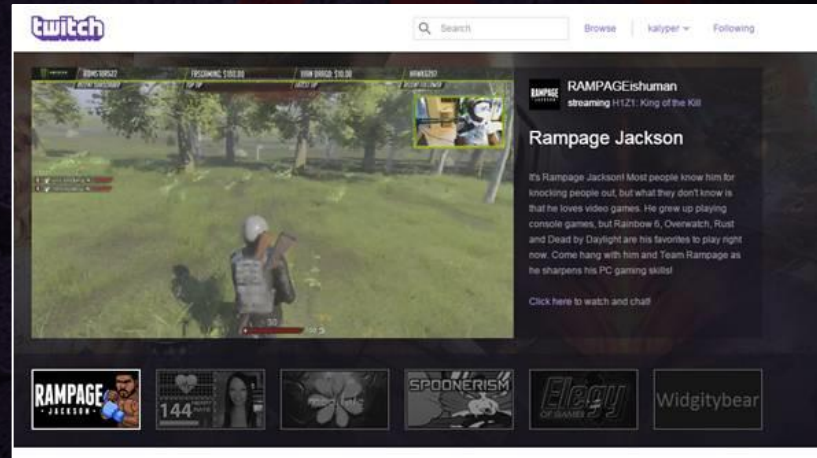
Overwatch	NO MAN'S SKY	ROCKET LEAGUE
XCOM 2	Fallout 4	THE WITCHER 3 WILD HUNT
DOTA 2	TOTAL WAR: WARHAMMER	ARK: SURVIVAL OF THE EVILS

GOLD

TEAM FORTRESS 2	RESIDENT EVIL 7 BIOHAZARD	WARFRAME
ARK: SURVIVAL OF THE EVILS	STELLARIS	H1Z1: KING OF THE KILL
STANDREW VALLEY	DOOM	FALL FROM HEAVEN

# Key Ingredients

- **Simple** concept – kill or be killed
- **Range of strategies** needed for success
- **Competitive** gaming built for all players
- **Fun to watch**, early Twitch and YouTube success
- **Community feedback** and interaction guides development





# Simple Concept

- Massive scale
  - Up to 175 players in a single match
- Organic open world gameplay



# Strategy is Paramount

- Varying gameplay tactics
  - Early vs. mid vs. late game
- Adaptable strategy required
  - Random loot spawns
  - Moving gas
- Crafting
- Vehicles
- Inventory management



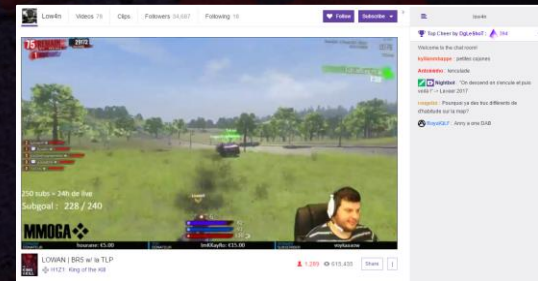
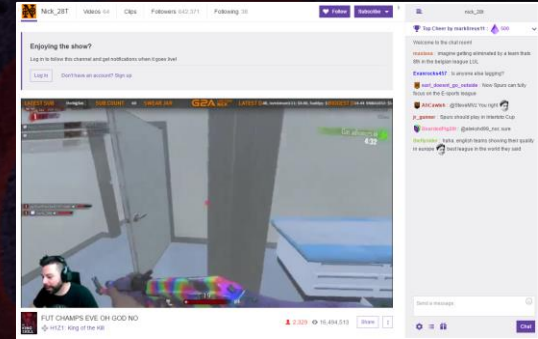


# Average Joe to Pro

- **Inclusive competitiveness**
  - Competitive events open to anyone in the community
  - Non-penalizing scoring system to fight for a top position on the leaderboards
  - Focus on refining own skillset
- **Shared experience**
  - Get discovered on Twitch with an in-game integration that surfaces skill and personality

# Fun to watch, fun to play

- Simple to understand
  - Solo experience with no respawns
- Easy to imagine
  - Viewers can picture what they would do in the same situation
- Engaging viewing experience
  - Streamers have the ability to interact with their viewers
  - Leading the way with an in-game Twitch integration
  - Building relationships with content creators





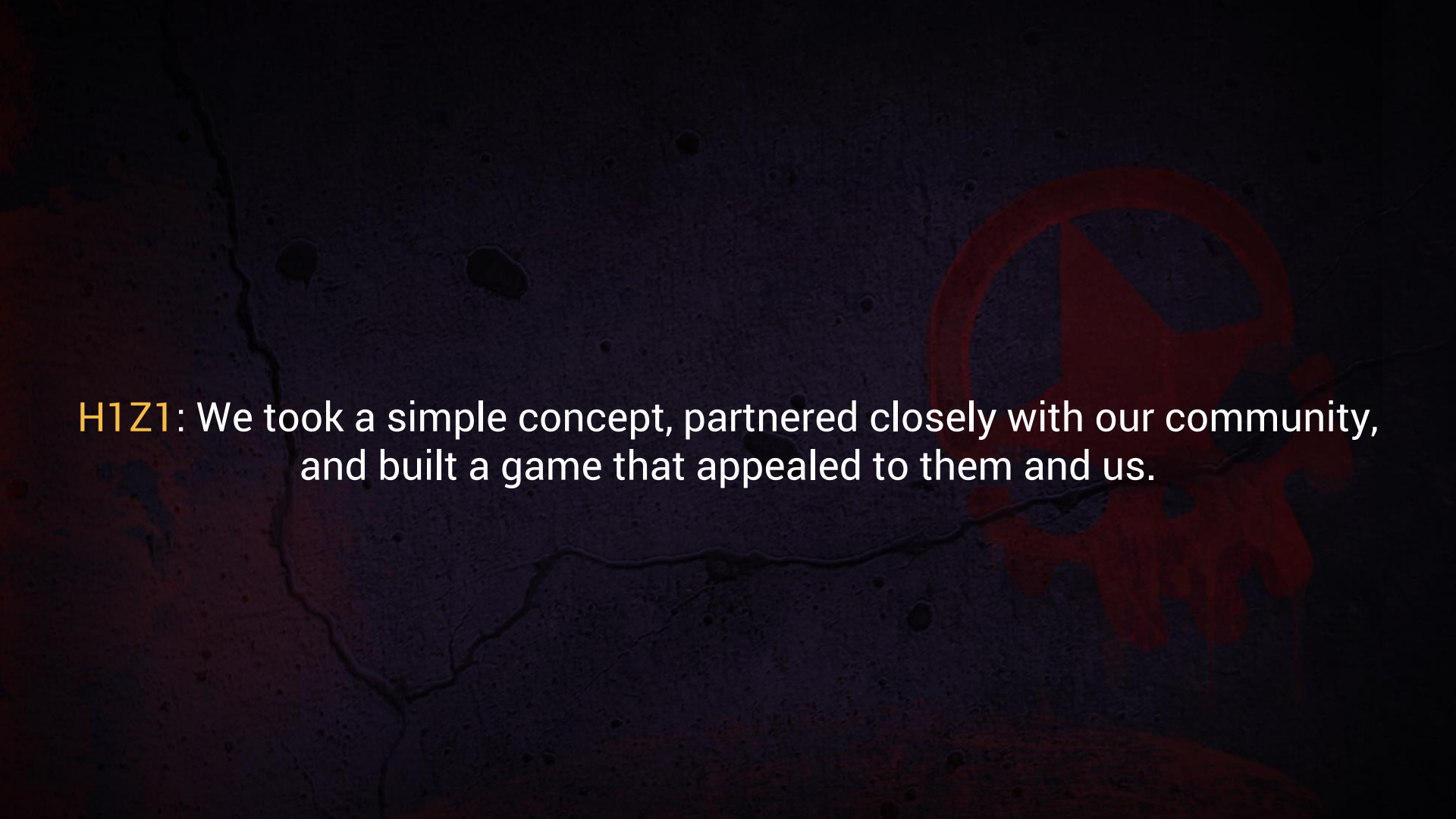
# Community driven

Community and competition is the heart of the game

- **Hosted Games**
  - “Chicken Dinner Show”
  - Champions Arena
  - International interest and support (NA, EU, Japan)
- **Invitationals**
  - First year focused on only streamers
  - Second year included:
    - Brazil qualifying tournament
    - Focus on international players, pros, the competitive community, and fan-favorite H1Z1 streamers
- **H1Z1: Fight for the Crown**
  - 5-Person team tournament
  - Teams organically forming
- **Community interaction**
  - Regular Reddit AMAs
  - Twitter access
  - Regular Twitch stream
  - Producer’s letters
  - More



*“There’s no way the esports is going to grow unless we are doing community-run tournaments and showing our interest” – Inboxes, 2016 Invitational Champion*



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## Questions

Quite possibly answers

