



Making the World *Playful*

How to make casual game players switch their audio on?

19.03.2024
GDC, San Francisco

Dominique Devoucoux
Head of Audio, King



“Sound is 50% of the experience”.

George Lucas



1. Context
2. In-game
3. Outside of game
4. Takeaways
5. Q&A



How can we bring casual mobile game players to switch their audio on?



By consistently giving players a
great reason to do so...

(whenever they interact with our
games and our brand)





30 - 40%

IN-GAME: bold soundtrack

1/5

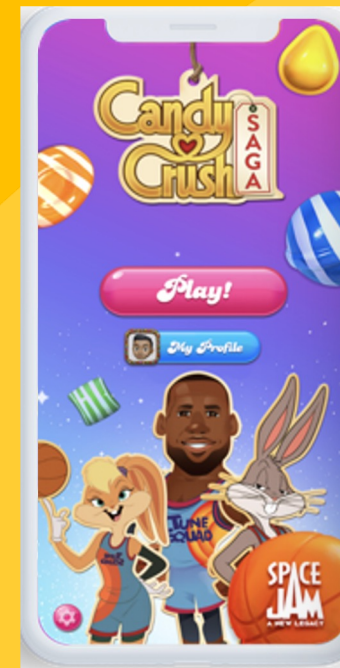


King
Making the World Playful



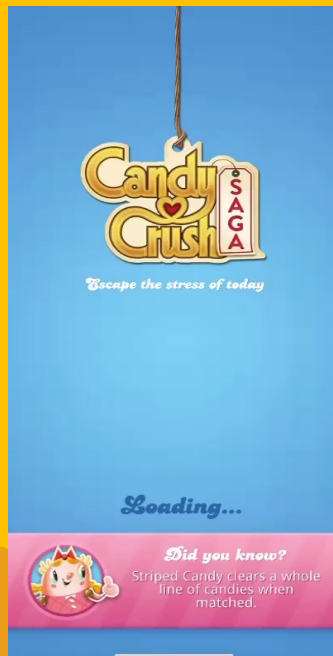
IN-GAME: partnerships

2/5



IN-GAME: partnerships (cont')

2/5



IN-GAME: Battle of the Bands / Music Festival

3/5



Player engagement


Let's rock already!!!!

It's got to be better than listening to the same tune!

 **Terri_1** Posts: 2,482 Level 4
July 2022 edited July 2022

I voted for country because I grew up listening to it I love country music 🎵🎵

🚩 Flag 🗳️ Helpful 🍬 Sweet ❤️ 1 Love 😂 Haha

 **Eliez_61** Posts: 2,007 Level 4
August 2022

🎵 Jazz

I like the music of the 80s, but jazz relaxes me a lot.

 **Roan27** Posts: 516 Level 4
July 2022

🎵 Pop

Oh well, pop music is great especially in my country. There are many types of pop music such as. Pinoy pop music, K-Pop or anything that is pop music.

🚩 Flag 🗳️ Helpful 🍬 Sweet ❤️ 2 Love 😂 Haha

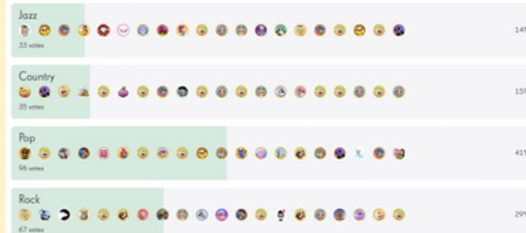
 **SabrinaM** Posts: 2,184 Level 5
July 2022

🎵 Pop

I like pop music because it gives me a sense of escapism and energy 🎵🎵

🚩 Flag 🗳️ Helpful 🍬 Sweet ❤️ 2 Love 😂 Haha

🗳️ Which music is your favourite in the Music Festival? 231 votes



 **Regina9350** Posts: 19 Level 2
August 2022

🎵 Pop

I love the country music so I vote for Country Dude, but I'm a Country Girl 🤔🤔🤔

🚩 Flag 🗳️ Helpful 🍬 Sweet ❤️ 1 Love 😂 Haha

 **bearwithme** Posts: 15,495 Candy Moderator
July 2022

🎵 Country

Country is one of my favorite vibes and I really liked the sweet sounds of that banjo!

🤔🤔🤔


🚩 Flag 🗳️ Helpful 🍬 Sweet ❤️ 2 Love 😂 Haha

 **megan122168** Posts: 8 Level 2
August 2022

🎵 Rock

I am a ROCK REBEL!!!!

🚩 Flag 🗳️ Helpful 🍬 Sweet ❤️ 1 Love 😂 Haha

 **Jelly_bean_hearts** Posts: 461 Level 3
August 2022

🎵 Pop

I love pop music. It makes my day better

 **sax360** Posts: 32 Level 2
August 2022

🎵 Country

Not actually heard any of them... Now I'm gonna have to put the sound back on 🤔

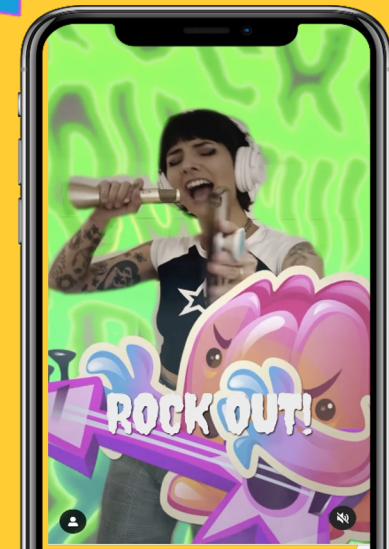
🚩 Flag 🗳️ Helpful 🍬 Sweet ❤️ 1 Love 😂 Haha

IN-GAME: in tune with seasonal events

4/5



Beating our
normal
average Talent
engagement
rate by 53%!



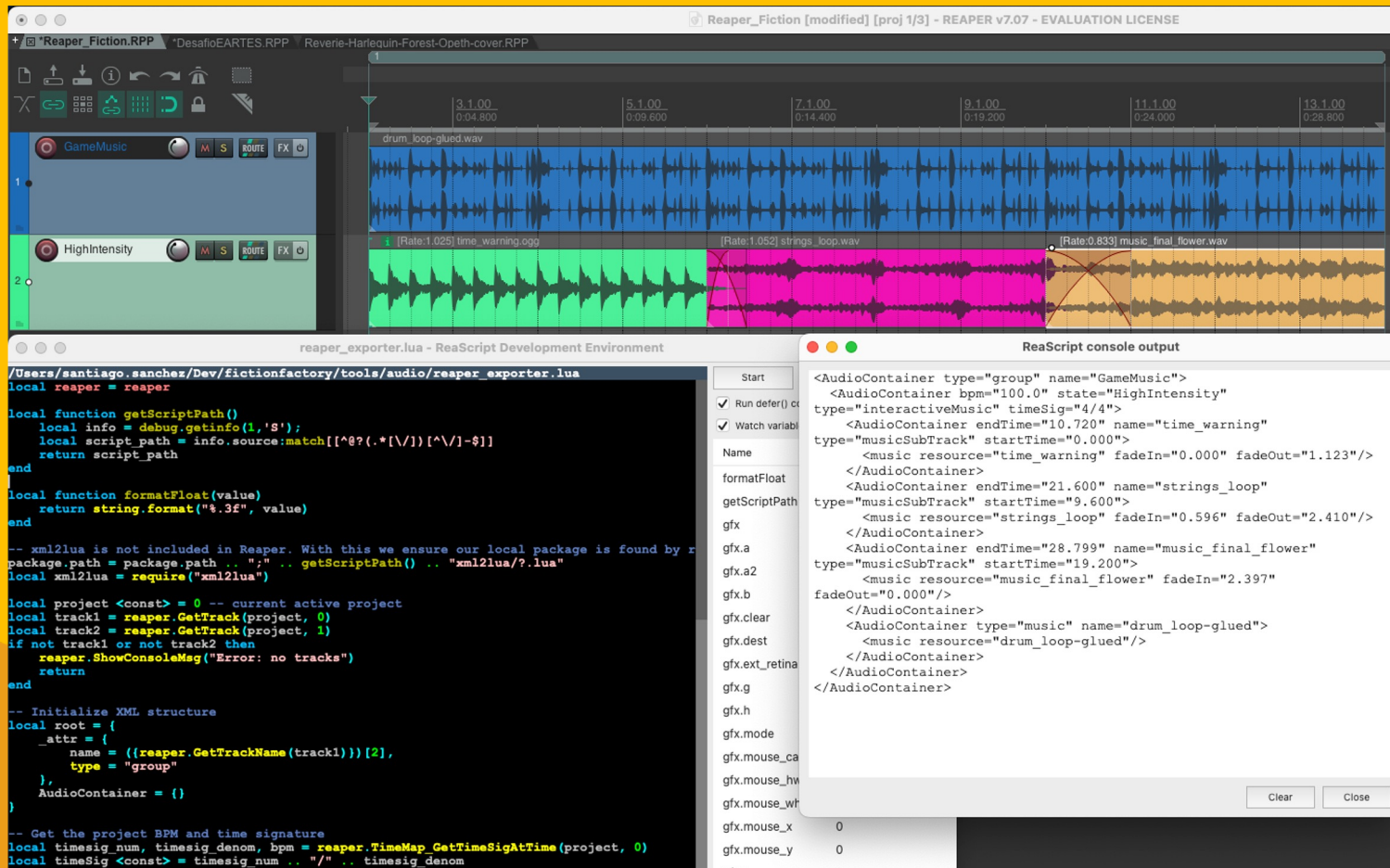
King
Making the World Playful

IN-GAME: VO

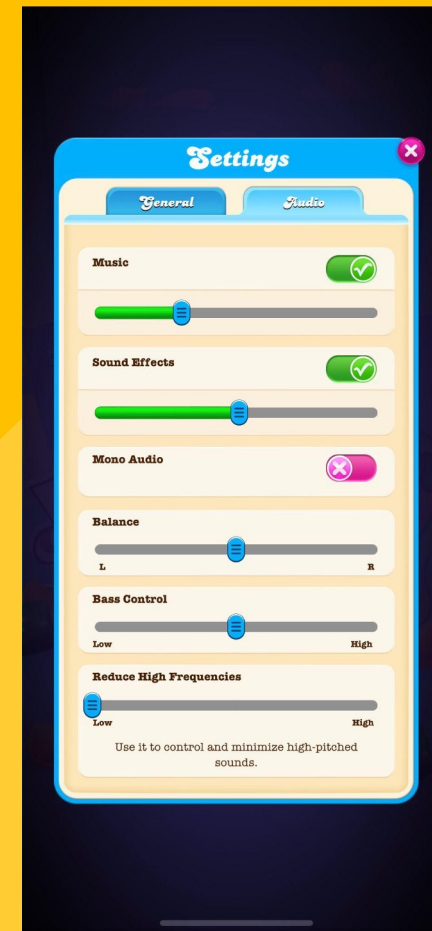
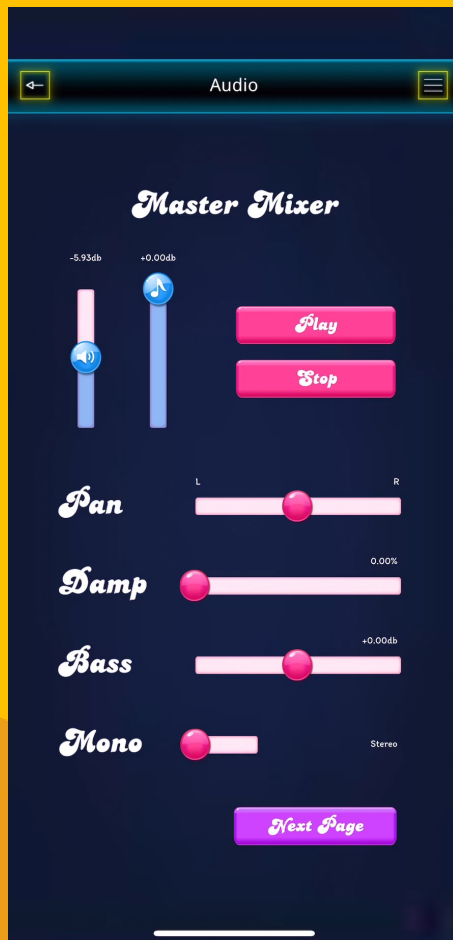
5/5



IN-GAME: interactive music system



IN-GAME: audio accessibility options



OUT OF GAME: TV co



OUT OF GAME: Music Fest Sponsorship



Are any of these ideas working?



mschaum1 Posts: 1 Newbie
February 2023

I love the new music! Admittedly, at first I just thought it sounded like a feel-good movie sound track, but the more I heard it, the more the composing impressed me. Wonderful use of the winds, particularly in their lower registers. The more I listen, the more delighted I am, and there are parts that are truly lovely. Mr. Aav is really quite talented. Unfortunately, today the music has reverted back to the old music. I have no idea why but I will miss hearing the new creation.

🚩 Flag 🗨️ Reply 🍬 Sweet ❤️ 3 Love 😂 Haha



Diamond_Lim Posts: 144,490 Diamond Diaries Moderator
February 2023

Wow! So marvelous new musics & sounds to Candy Crush Saga for it's 10th anniversary! Musical! I love these new musics & sounds so much! Thank you for your sharing and bringing these marvelous new musics & sounds to us! Audio Team! 🎵🎵🎵



bearwithme Posts: 15,584 Candy Moderator
January 15

🎵 Music Bus Tour with Jonas Brothers

I like the events where the prizes are special boosters like the party poppers - but found it hard to actually be one of the final winners.

I voted for the Jonas Brothers event because I liked the interaction including getting a first hand look at a new song.



Elaine67 Posts: 65 Level 2
July 2022

Please subscribe me to all of the games on king.com as I just love all there games and I would just like to this is a really Amazing place to be with all the directors and the top game makers with there Awesome Audio team with there tunes just love them all oh and thank you to the lovely people who make and design all the Levels each one is different just love them ❤️❤️

🚩 Flag 🗨️ Reply 🗨️ Reply 🍬 Sweet ❤️ 1 Love 😂 Haha

Player quotes



Nenikapaki

Posts: 27,568

Oh, my goodness! 'tis a dream come true. Welcome to our King Community Audio Team. Honestly, i always play with the sounds on (that is when i don't sneak at lunchtime at work. 😄😄 It inspire me to crush and play harder. Thank you so much to all of you. My sincere gratitude. You inspire us all. 🥰❤️🌟. Stay blessed and more power!!! 😊



Suka
Posts: 22,843

I always keep the game music on while playing the game because I am not encouraged to play the game without the music. 🎵

What about the sound effects?

I definitely like the sound effects while playing games but I miss some old sound effects. In particular, I miss the level fail sound effect that I hope to get back 😄 With headfone and sound effect on I can play this game full night 😊



ndaoz
Posts: 583

I love PRS music, it has a soothing tone. It keeps me away from stress at difficult levels and gives me happiness.

My suggestion is that when we click on animals, they can make different sounds. For example, there is one sound for all dogs, it would be great if you could reproduce this.



sambrat
Posts: 6

Love the audio team welcome and I just got to say that your work makes the game even more enjoyable 🥰



Angel_Natasha
Posts: 335

I like very much the sound of cropsies!! I think is one of the reason that i love and play the game for so many years. ❤️



WumpaThumpa
Posts: 177

I love the music and sound effects on COTR!! Thank you for making it so awesome and appreciate what you do 🙌

Key Takeaways

- Crafting great audio should not be limited to AAAs or specific genre games.
- Even for the short while that our players are with us, it pays off to offer a great audio experience that feels crafted.
- By consistently doing so, together we elevate the standard of audio for casual gaming.

- Mobile games have the particularity to always be live.

This can be used as an opportunity to serve novelty to players quicker and on a regular basis.

- We are here to help players have a good time and relax.

So if they feel that the soundscape is fun, responsive to their actions, varied and catering to their needs, the chances are they will turn their audio on. They might also play longer or more often.

Time for questions

