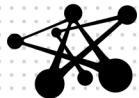


The Battle of the Graphs: Players vs. Friends

Jussi Laakkonen

Founder & CEO, Applifier



SOCIAL & ONLINE GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE

SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9

2012







with
friends

“ Playing is better



”



Hi, I'M SAMANTHA!

This land's got potential!
Become Mayor, and build
the city of your dreams!

OKAY



New Town

POPULATION: 20/120



Jussi



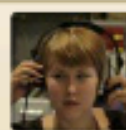
Samantha



Jarmo



Suvi



Ann-Christine



Ask for Energy!



You're out of energy!

f Post to Your Wall



Say something about this...

Help! I'm out of energy!

Ravenskye City

I was having so much fun building my city that I ran out of energy! Help me by sending me an energy pack and you'll get a reward too!

Reward: **Coins**

Needed: **One Energy**



via Ravenskye City






Add Neighbor


Add Neighbor


Add Neighbor


Add Neighbor


Add Neighbor


Add Neighbor


Add Neighbor

Jussi

















MARKET

13



Info



Wall



Welcome



Reviews



Notes



Forums



Poll

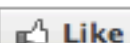


6th City

More ▾

Review Summary

Kingdoms of Camelot ▸ Reviews



Go to App

App About Page

Rating: ★★★★★

Write a review of Kingdoms of Camelot...

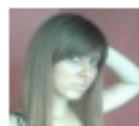
Share Review

**Christine Brinkley**

★★★★★ "CLICK HERE TO WATCH FREE MOVIE <http://zip.ms/free-movie>"

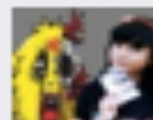
ADD ME PLEASE

26 minutes ago · Like · Comment

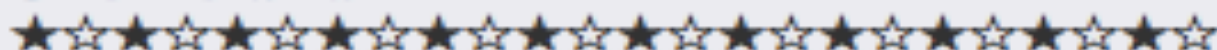
**Shaunda Furness**

★★★★★ "add me!!! I need some new friends :)"

about an hour ago · Like · Comment



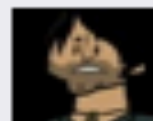
Chie Vierania



ADD ME!

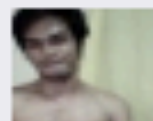


Saturday at 8:13pm



Chris MClean online battles! i need online battles!

Saturday at 9:15pm · 1 person



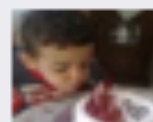
ดีเจเคียว เกลียตคนโกหก คนไทยแอดผมที

Saturday at 10:56pm



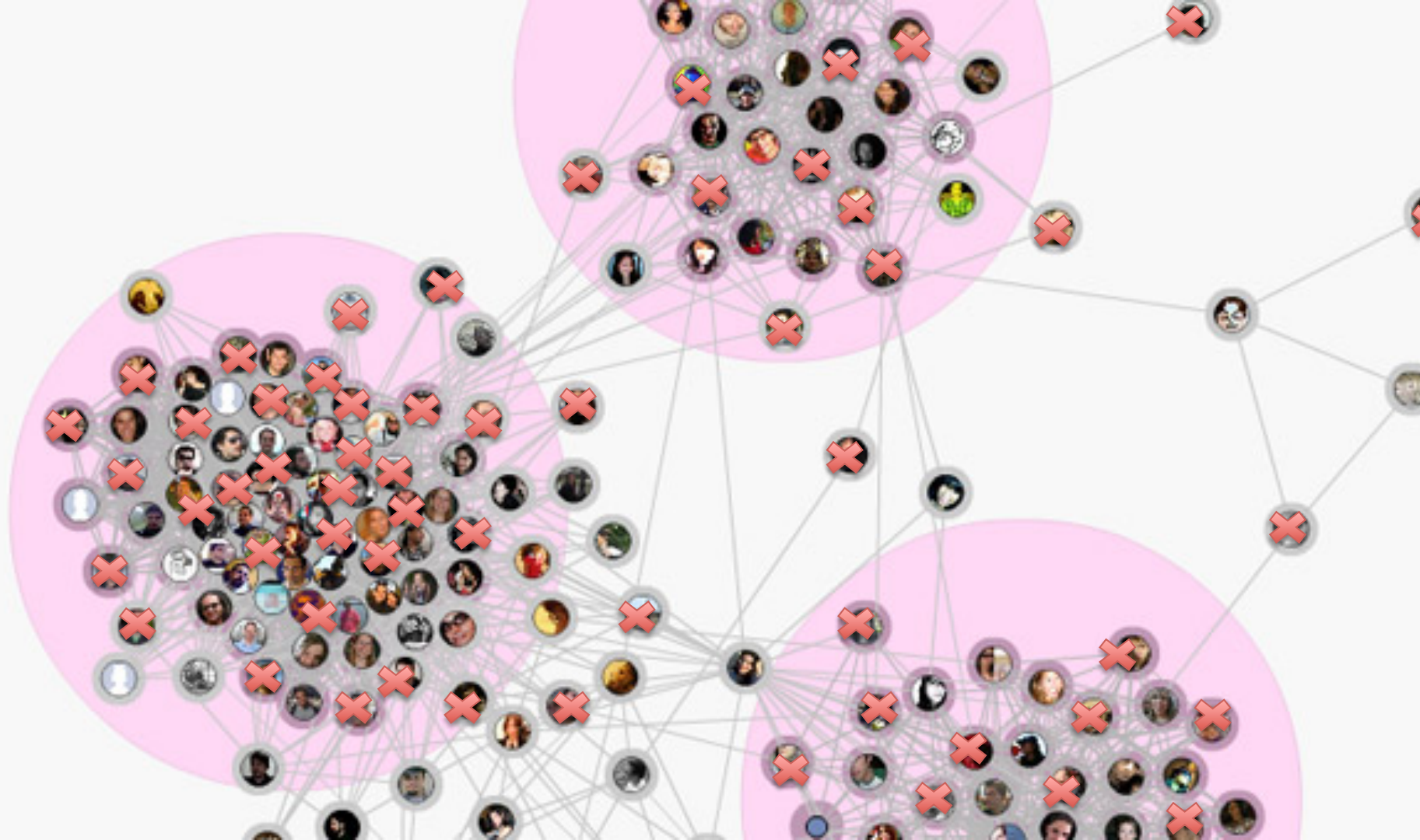
Luka Savic ko

Saturday at 11:54pm



Murat Tan Meydan v xbn bcvb h295 gb v n nb gt bn jjbn fhuy

Yesterday at 1:39am

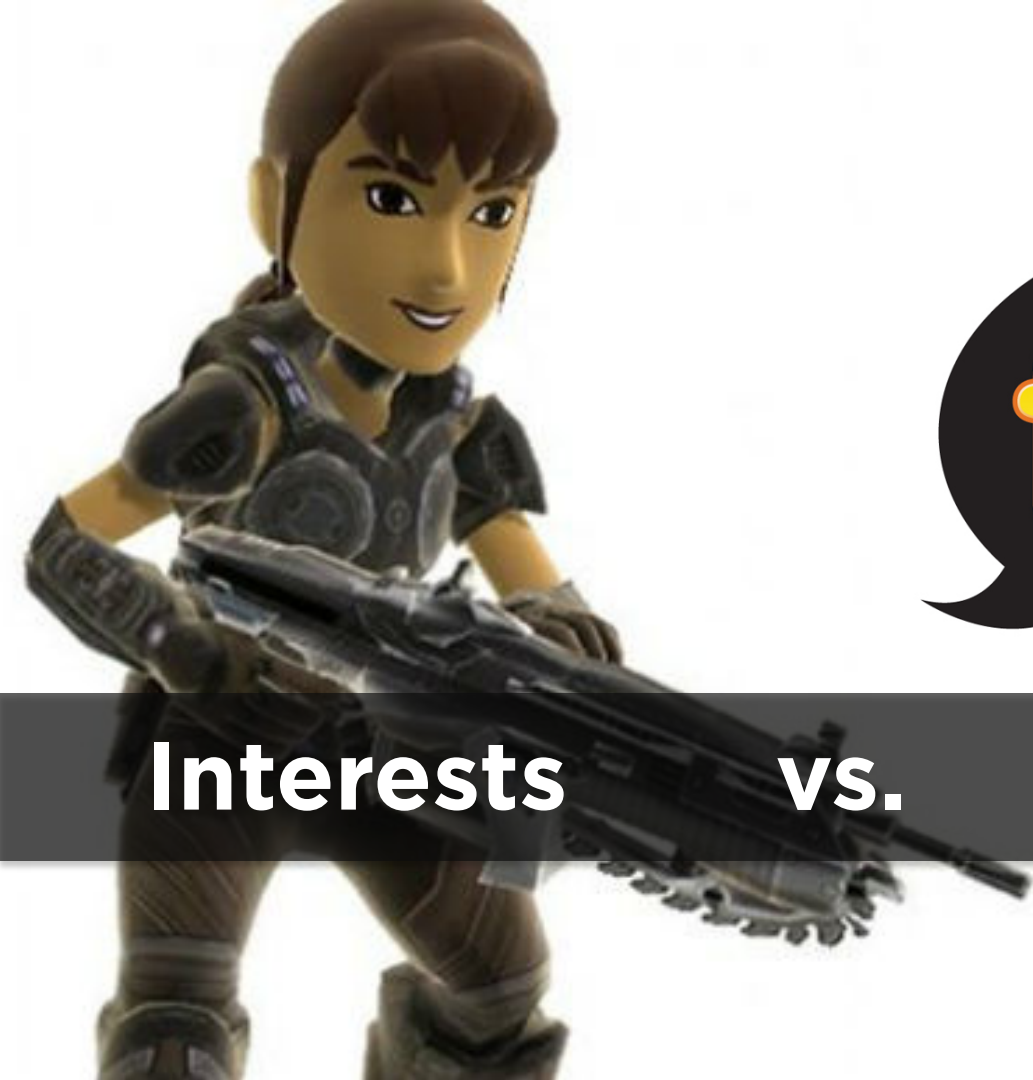




Players

vs.

Friends



Interests

vs.

Social

My Profile

My Settings

Community List

Community Clans

Local Leaderboards

Anthony Kinson
38093



"BouncyServers FTW!"



Anthony Kinson
38093

Clan: [ITFN](#)

Location: United Kingdom

Bio: I don't like writing these bios... so i wont bother. but what i will bother doing is writing loads of junk to test if the bio is being truncated properly. becau...[Read More](#)

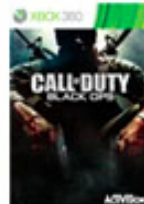
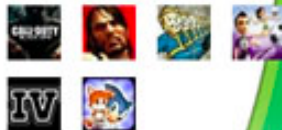
XBox Live Gold



XBox Live Gold

becau...[Read More](#)

Recent Games



Call of Duty Black Ops

Released: 11/9/2010

Developer: [Treyarch](#)

Rated: M (Mature)

/ [Game Info](#)



/ [Game Info](#)

Profile Linking

Profile Link

<http://dev.bouncyservers.co.uk/index.ph>

Avatar Link

<http://avatar.xboxlive.com/avatar/Anthon>

Gamertag Link

<http://dev.bouncyservers.co.uk/index.ph>

My Profile

My Settings

Community List

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Local Leaderboards



Anthony Kinson

38093

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XBox Live Gold



XBox Live Gold

becau...[Read More](#)



Recent Games



“BouncyServers FTW!”

Games

Gamers

Aliases

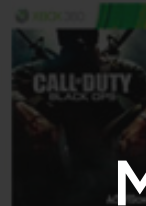
Avatars

Match oriented,
competitive social

Reputation

ARPU 20 x social

Anthony Kinson
38093



Call of Duty
Black Ops
Release Date: 11/11/10
Developer: Treyarch
Rated: M (Mature)

Profile Linking

Profile Link

<http://dev.bouncyservers.co.uk/index.php>

Avatar Link

<http://avatar.xboxlive.com/avatar/AnthonyKinson>

<http://dev.bouncyservers.co.uk/index.php>



Brown Braine Dog
Magorian's Companions



World

Characters

Deep social

Friends, clans

Avatars

ARPU 10 x social games

WackyMac :
could be

ReyMistreio Sa
Nomads Le
Kharital : it didnt
let me

Kharital : it didnt
let me

WackyMac
JabbaWockeeZ



SilkyPetals

David Hieadow



Nomads

JohnneyXP

Legendary

cman403

remads

Have you got your camera ready?

I'm ready to party...are you? If you bring me the keys and I'll send you someplace special!

Kharital : i couldnt
WackyMac : could be
Kharital : it didnt let me

To All

Shift



96

99



Ctrl

Dei

End

Pd

000000



WackyMac : could be

Rey No

WackyMac

JabbaWockee

Thanamor Nomads

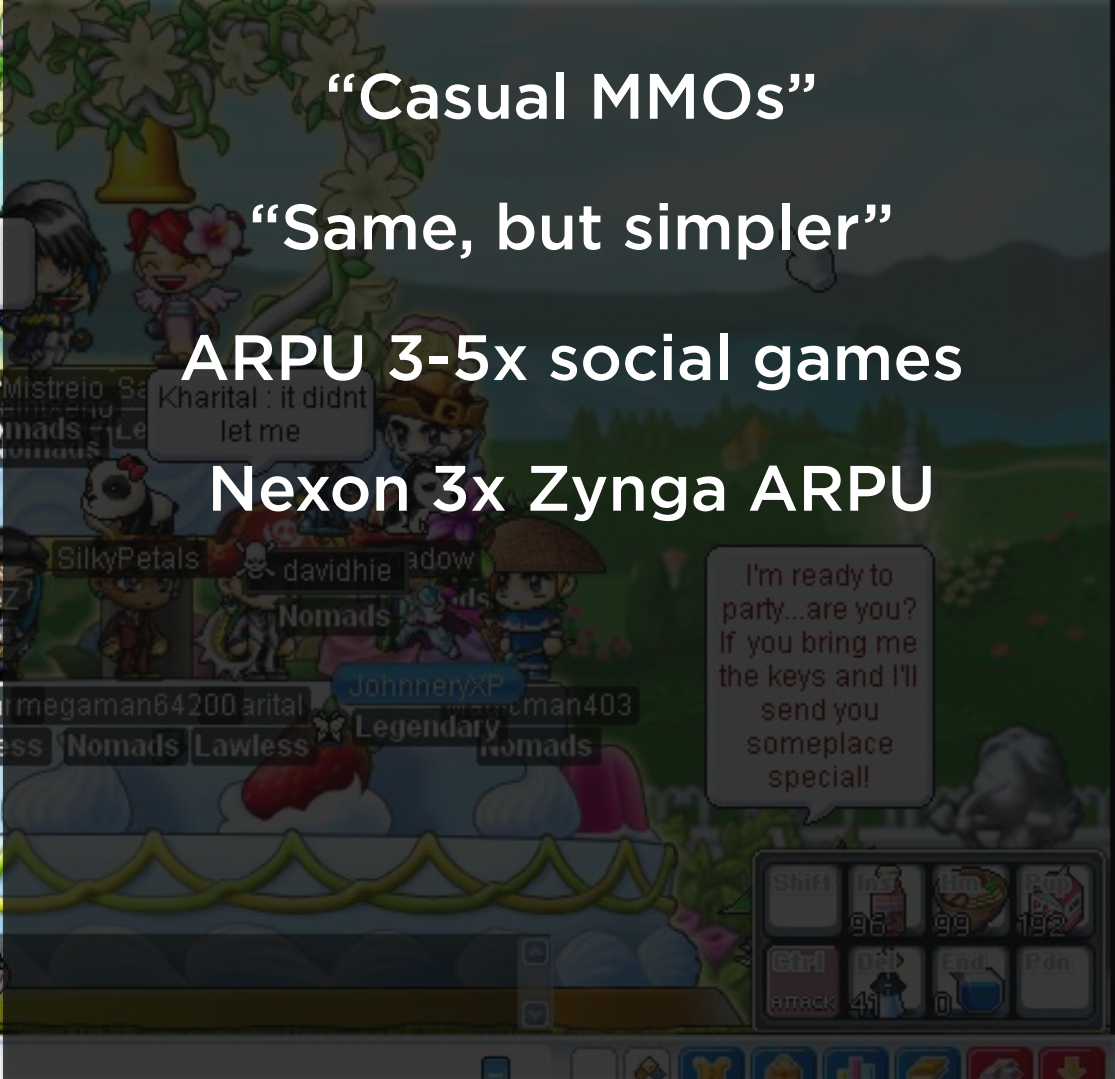
Elion Lawle

Have you got your camera ready?

Kharital : i couldnt

WackyMac : could be

Kharital : it didnt let me



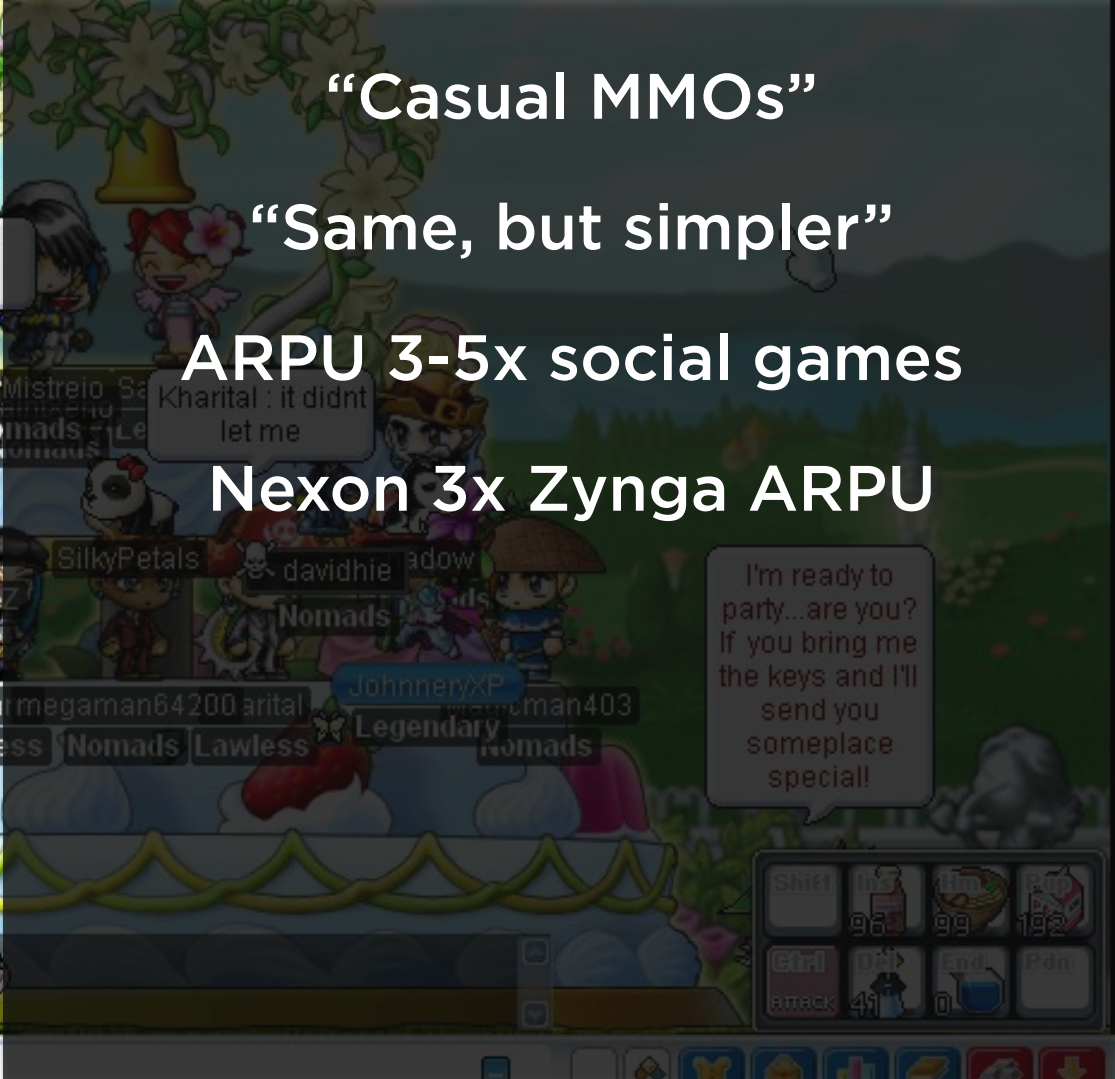
The background image is a screenshot of a casual MMO game. It features a whimsical, cartoonish environment with a large yellow bell hanging from a tree on the left. Several player avatars are visible, some with names like 'Mistreio Sa', 'Nomads', 'SilkyPetals', 'davidhie', 'JohnneryXP', 'megaman64200', 'arital', 'ess', 'Lawless', 'Legendary', and 'man403'. A speech bubble from a character says, 'I'm ready to party...are you? If you bring me the keys and I'll send you someplace special!'. The bottom right corner shows a game interface with a grid of icons and numbers: Shift, 96, 99, 192, Ctrl, 45, 0, and Pdn. The bottom of the screen has a row of colorful icons for various game actions.

“Casual MMOs”

“Same, but simpler”

ARPU 3-5x social games

Nexon 3x Zynga ARPU



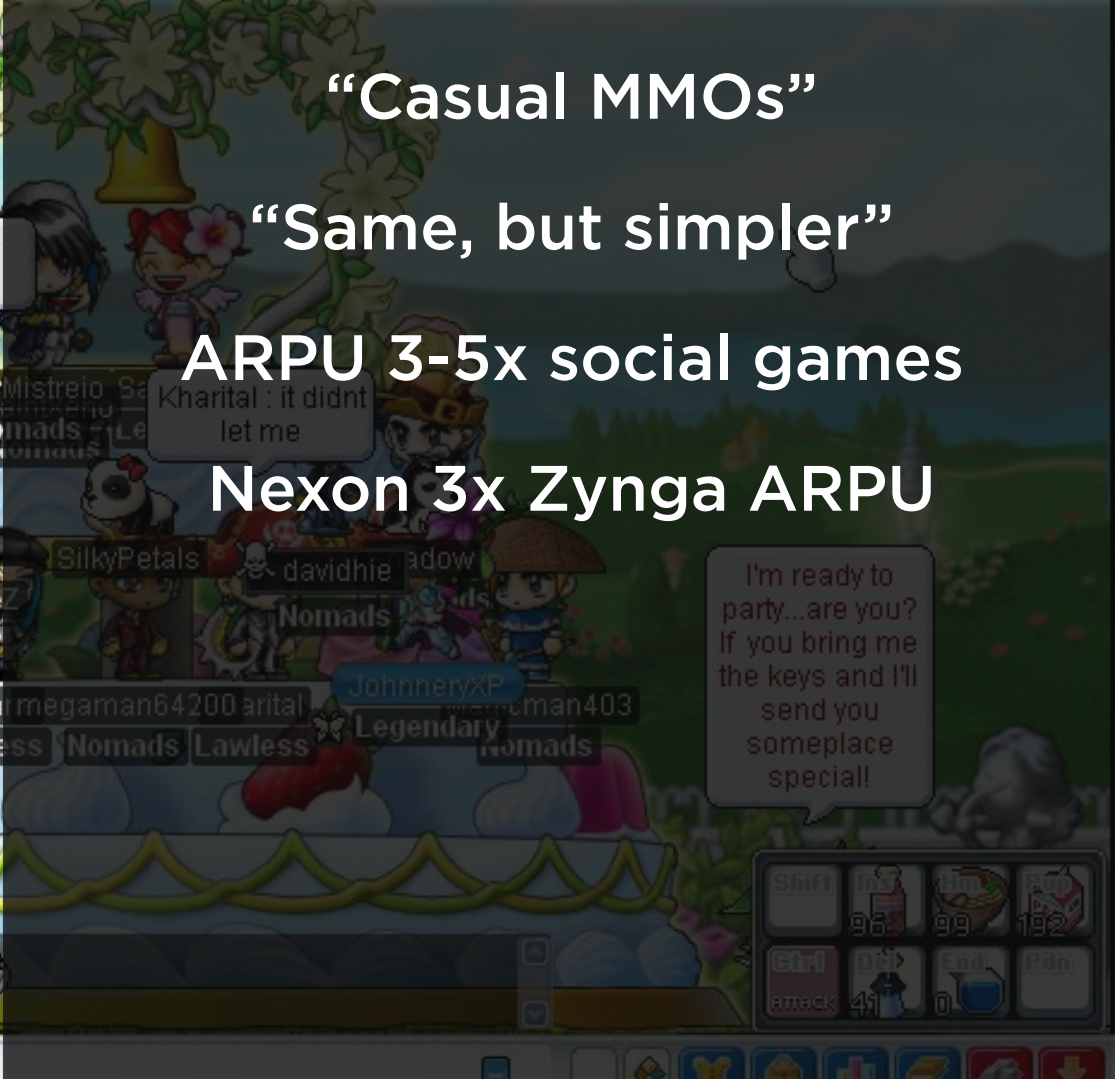
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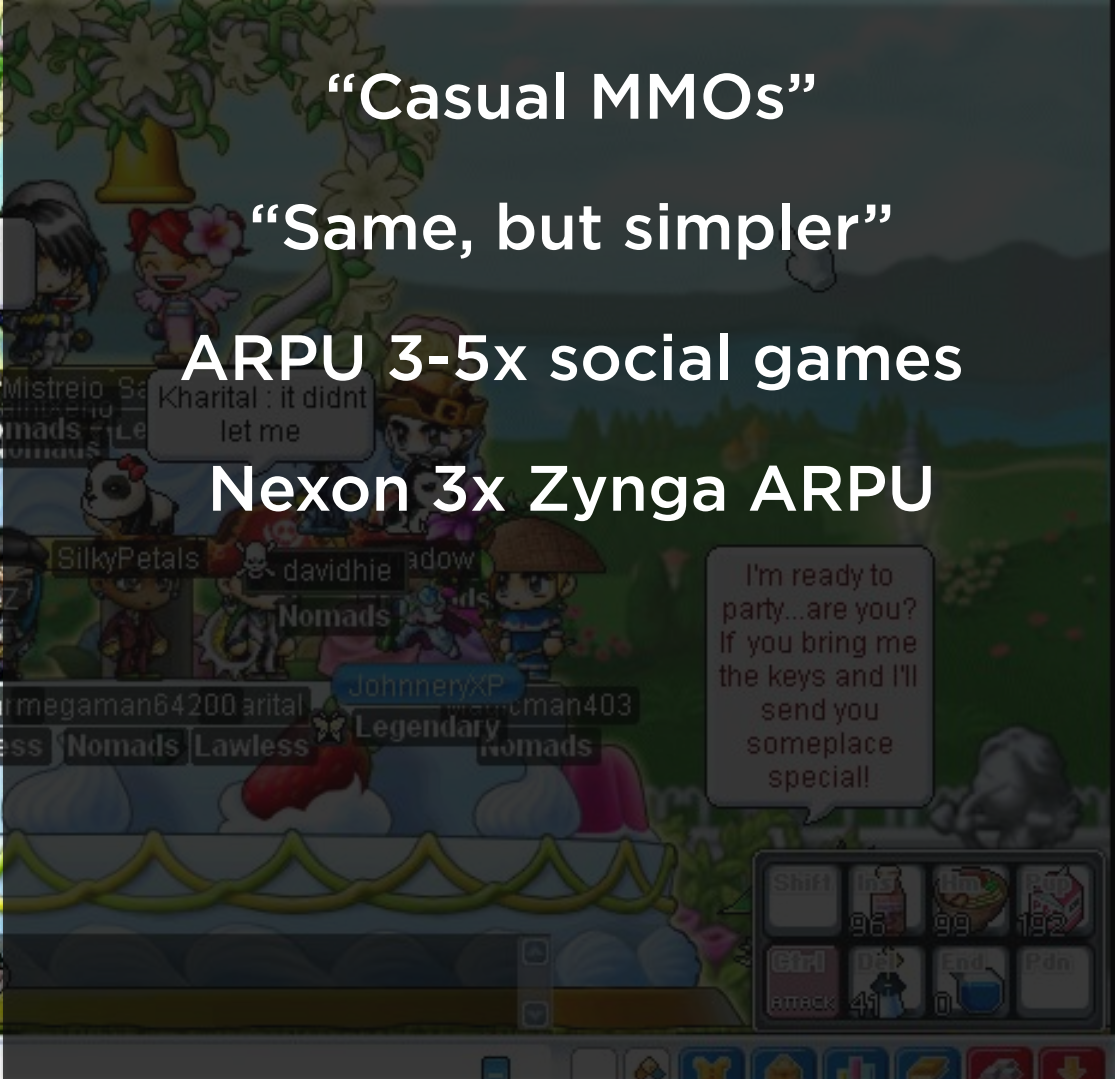
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“Casual MMOs”

“Same, but simpler”

ARPU 3-5x social games

Nexon 3x Zynga ARPU

WackyMac : could be

Rey No

WackyMac

JabbaWockee

Thanamor Nomads

Elion Lawle

Have you got your camera ready?

Kharital : i couldnt

WackyMac : could be

Kharital : it didnt let me

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Rey No

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Elion Lawle

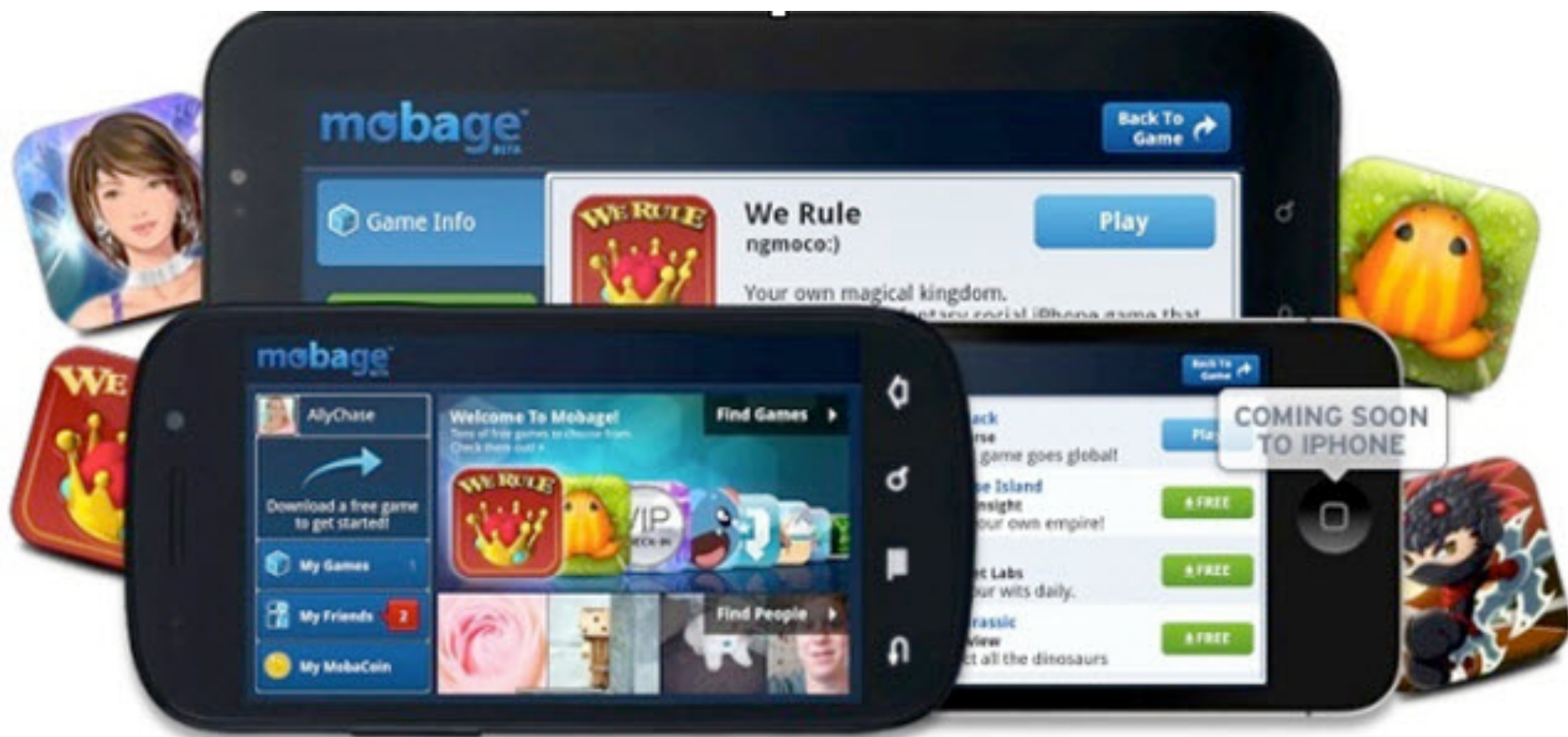
Have you got your camera ready?

Kharital : i couldnt

WackyMac : could be

Kharital : it didnt let me





Players & games
similar to social games

Missing social plumbing

Photos

instead of avatars

Nicknames

instead of aliases

ARPU roughly same as social



A young man with dark hair and glasses, wearing a dark blue hoodie, is looking down at a smartphone he is holding in both hands. The background is a solid blue color.

Gamers

Anonymity
Nick names
Avatars
Reputation
High ARPU
Low volume

A young woman with brown hair, wearing a grey tank top and a dark baseball cap, is petting the forehead of a white horse. She is standing outdoors in a grassy area with trees in the background.

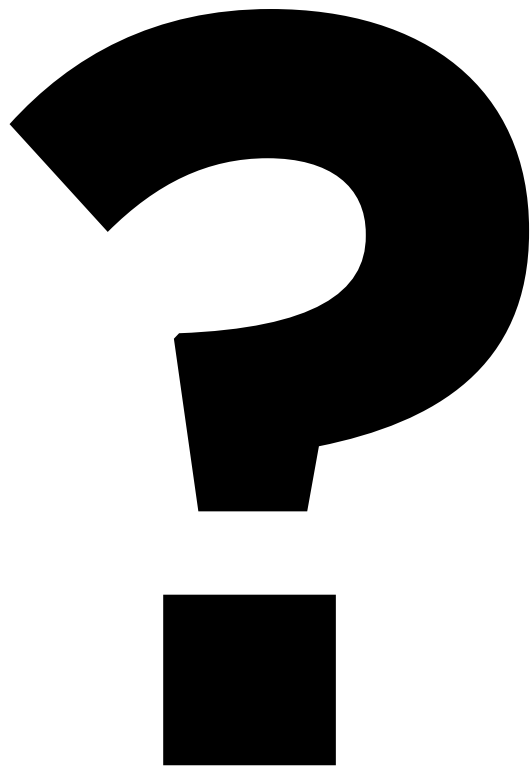
Normals

Real(ish) identity
Real(ish) name
Photos
Real world
Low ARPU
High volume

*“ Playing **ONLY***

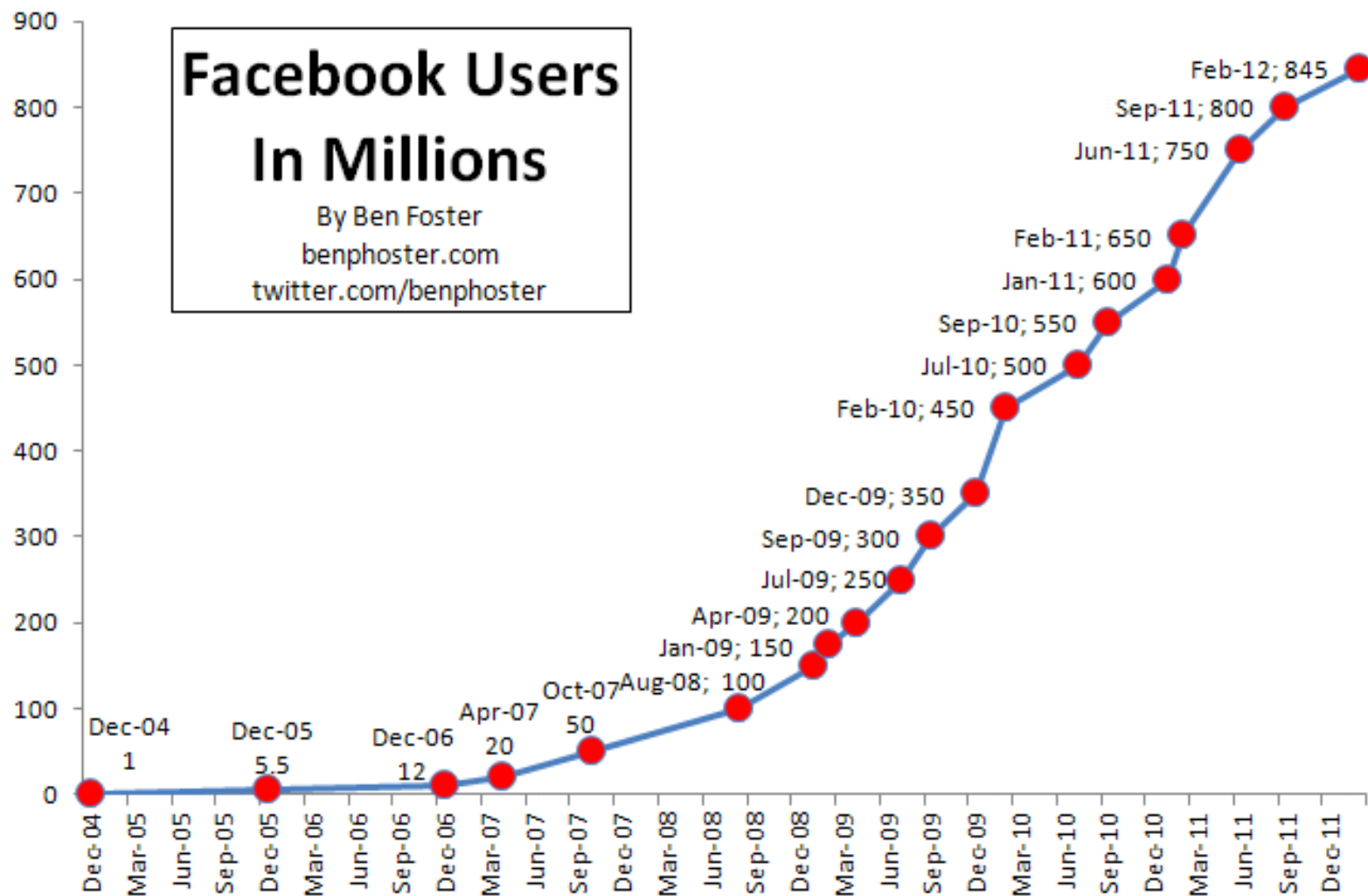


”



Facebook Users In Millions

By Ben Foster
benphoster.com
twitter.com/benphoster





Monica

Hide



Monica is working hard on a Horse Stable in FarmVille!

Monica is constructing a Horse Stable and is over halfway finished!
Monica can tell they'll have som...

[See More](#)



Wed at 10:32pm via FarmVille · [Comment](#) · [Like](#) · [Get Materials](#)



[View all 8 comments](#)



Monica sent you a nail. i'll see if send another in about 20 min (you know, after midnight, since it's one per day).

Wed at 10:46pm



Kevin ahh yes, I'll give a 2nd board a shot then too, ty

Wed at 10:46pm

Write a comment...



Total 845M monthly

Web 425M monthly

= 845M - 425M mobile users

Players 200M monthly

25% new players / month

avg. on Applifier



Info



Wall



Welcome



Reviews



Notes



Forums



Poll

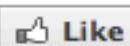


6th City

More ▾

Review Summary

Kingdoms of Camelot ▸ Reviews



Go to App

App About Page

Rating: ★★★★★

Write a review of Kingdoms of Camelot...

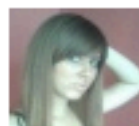
Share Review

**Christine Brinkley**

★★★★★ "CLICK HERE TO WATCH FREE MOVIE <http://zip.ms/free-movie>



26 minutes ago · Like · Comment

**Shaunda Furness**

★★★★★ "add me!!! I need some new friends :)
about an hour ago · Like · Comment



Game Friend Finder

Search Results

CV CityVille



300



Stanley

a minute ago

+1 Add as Friend

View Profile



Raff

4 minutes ago

+1 Add as Friend

View Profile



Ela

a minute ago

+1 Add as Friend

View Profile



Victoria

4 minutes ago

+1 Add as Friend

View Profile



Clifford

a minute ago

+1 Add as Friend

View Profile



Airz

6 minutes ago

+1 Add as Friend

View Profile



Katarzyna

a minute ago

+1 Add as Friend

View Profile



Martin

6 minutes ago

+1 Add as Friend

View Profile



Steven

3 minutes ago

+1 Add as Friend

View Profile



Ajinkya

7 minutes ago

+1 Add as Friend

View Profile



Allow others to add me
as a friend for free.

+1 Add as Friend



-20



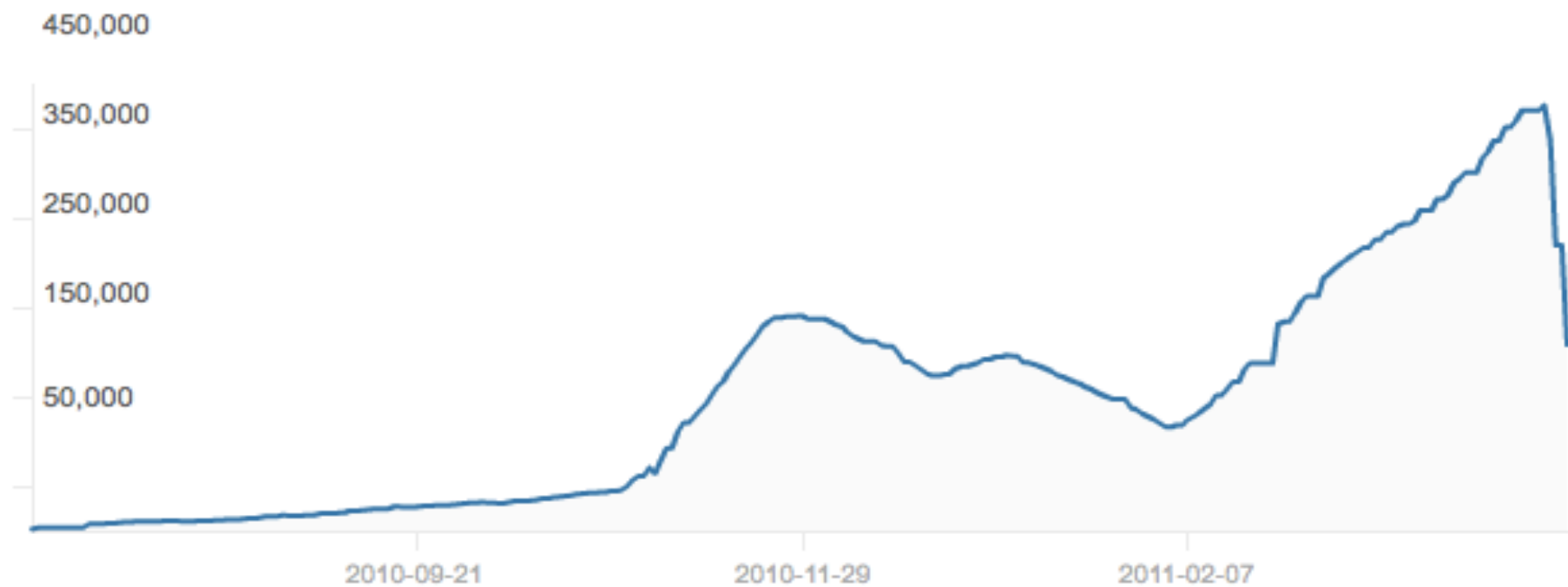
View Profile



-20

Unique Active Users

View: [Daily](#) | [Weekly](#) | **Monthly**



social graph is about

REAL

Identity

Friends

Life

World

Strangers
checking out
my baby
photos?



We Can Do It!



1,970

1,800

250

75

ALLIANCE



All Alliances

My Alliance

SEARCH

CREATE ALLIANCE

Rank	Alliance		Power	Members	Leader	
1	Jupiter		42715	99	Stephen Nix	ACTIONS
2	TOP GUN FLYERS		27524	100	MCMAC	ACTIONS
3	Titans 21		17236	41	Inna	ACTIONS
4	DAMNATION		15114	68	Rubie	ACTIONS
5	FENIX MAXIMUS		13818	55	perdizdos	ACTIONS
6	trooper		13506	97	gretchen	ACTIONS
7	AC ItalianPower		13378	71	Xeenia	ACTIONS
8	pandora		10650	65	walter1996	ACTIONS



650



1,700



10

SPARRAGON

REZA

CALVIN

TERRY

ABYSS

NATASJA

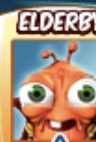
FIREBIT

ELDERBY

SQUAD

GALAXY

LKAID'AL (409,457)





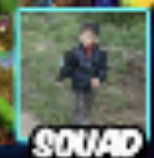
NATASJA



ABYSSI



FIREBIT



SQUAD

GALAXY

LKAID AL (409,457)



INVITE
FRIEND



INVITE
FRIEND



INVITE
FRIEND



INVITE
FRIEND



INVITE
FRIEND



ABYSSI

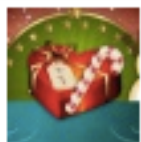




Player Network!



Player Network! - Refresh

[My Level](#)[New Users](#)

[Name] just reached level 1!



Send One Energy to Maria



[Name] just reached level 1!



Send One Energy to มอมมีซัดตัด่วน



[Name] just reached level 1!



Send One Energy to ชิตา



[Name] just reached level 1!



Send One Energy to ต้มรักค่าบ



30



1



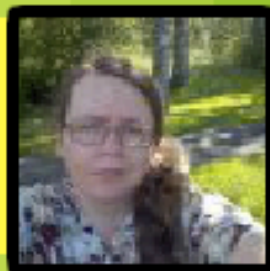
29/31



2 XP

**JUSSI LAAKKONEN**

NOVICE

SIRPA

NOVICE

VS

GENDER

AGE

RECORD

REGION

2 / 2

11 / 20

People to play with



Retention



\$\$\$







More Neighbors = More Fun!

Add these community members as your neighbors and start exchanging gifts today.

Teija



Played
Yesterday

Eamonn



Played
Yesterday

Danny



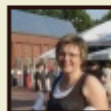
Played
Yesterday

Emma



Played
Yesterday

Steffi



Played
Yesterday



Add These Neighbors!

FarmVille neighbors will not be added as Facebook friends

Select the friends you would like to send the Wood Stain to!

(If you don't see a friend in the list, it is because you already sent him/her a gift today.)

(Valid gifts must be sent from this browser tab.)

Suggested Friends

FarmVille Friends

Facebook Friends



Wood Stain

Start Typing a Name

- ☐ [Name]
- ☐ [Name]
- ☐ [Name]
- ☐ [Name]
- ☐ [Name]
- ☐ [Name]
- ☐ [Name]

You haven't selected anyone.



Send FarmVille Gift Request

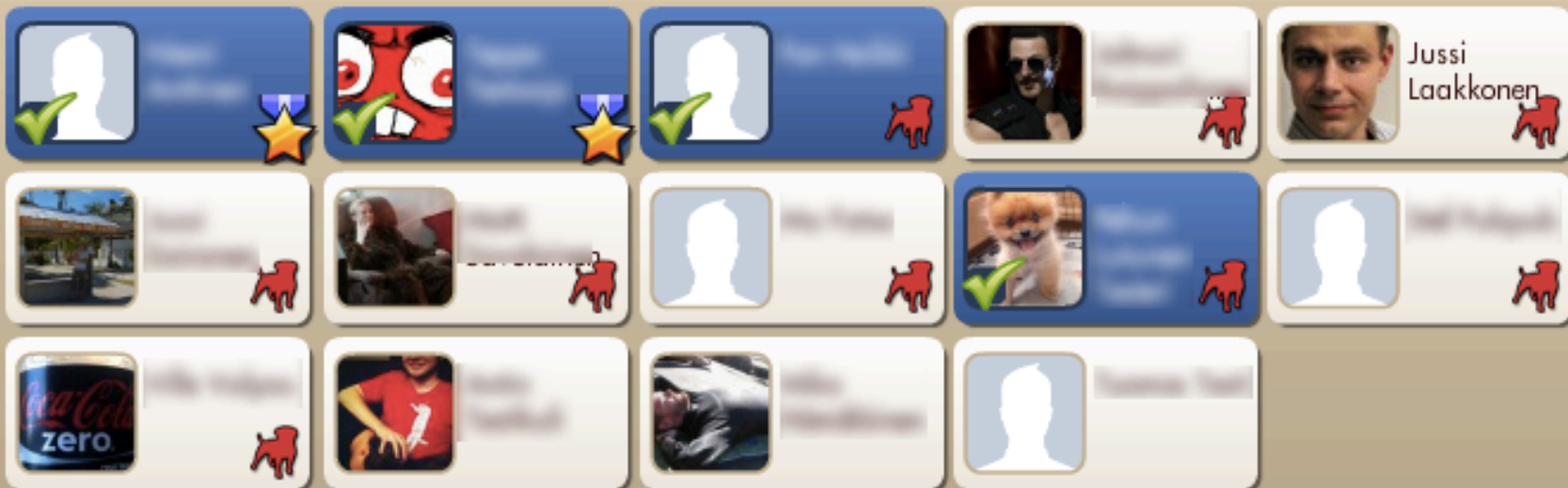
Skip

Staff your Parliament



There are 3 more openings in your Parliament. Hire your friends to staff your Parliament today!

0 of 14 friends



Select All

Send



Empires & Allies Friends

Zynga Friends



Empires & Allies Friends



Zynga Friends



You already scored your zTag!

Stay tuned for details on using your zTag to connect with millions of other Zynga players.



Nice zTag. We like it too.
Like Zynga to get more details on using your zTag.



Here's your zTag!

abyssitestaaja

[Click here to play your favorite games.](#)

Stay tuned for details on using your zTag to connect with millions of other Zynga players.

1,761,589 people playing now.



The banner features two game tiles. The first tile is for 'CityVille', showing a colorful house and trees with the text 'CityVille' in a bubbly font. Below it is a blue 'Play' button. The second tile is for 'Zynga Poker', showing a woman playing cards with the text 'zynga poker' and a red 'z'. Below it is a blue 'Play' button. To the right of these tiles is a large red-bordered box with a yellow starburst in the top right corner containing the word 'BETA'. Inside the box, the text reads 'Get More Play!', 'Faster Progress.', 'Your Games.', and 'Helpful Friends.' Below this text is a blue button with the Facebook logo and the text 'Play Free Now'. Navigation arrows are visible on the left and right sides of the game tiles.

[Learn more](#)

See what's new on zynga.com

Thursday February 16, 2012

Hi! We're really excited to tell you about zynga.com. We created it for you, our players and it's all about games. We want to make it easy for you to play with the whole Zynga community. We want to help you get further, faster. We want you to be able... [read more](#)

 Follow @Zynga

SUBSCRIBE ON


 Like 2.7m



feedback & support



Fiona Lovett

MacKenzie Paulus
Done

Sure! Here's some energy. moments ago from CastleVille

MacKenzie Paulus sent you energy

MacKenzie Paulus just sent you energy in CastleVille. What a nice gesture! moments ago from CastleVille

thanks! woohool moments ago from CastleVille

Available

CastleVille
278,697 playing now!

Everybody My zFriends

Send Wash Basin

Emily Anadu
Emily is looking for Love Letters in CastleVille. Pour your heart out and send a Love Letter now! Send one and you'll get one. 48 minutes ago
Send Love Letter

Gloria Lee
Gloria sword could use a good polish. A Whetstone would sharpen it up! Look sharp and send a Whetstone! Send one and you'll get one. 1 hour ago
feedback & support



Fiona
Lovett



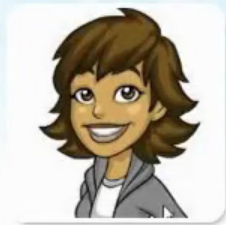
MacKenzie Paulus

Done



Sure! Here's some energy.
moments ago from CastleVille

MacKenzie Paulus



Fiona Lovett

Available

Control what you share.
[Privacy Settings](#)



Your helpfulness
You helped
2 zFriends
3x this week



Rank
You rank
30 among your
zFriends

zFriends



Brannon Boren



Thomas
Donahoe



Chris Antimary



Amar Dev



Al Styrsky

[See All zFriends \(419\)](#)

Favorite Games



CityVille
Level: 146
Plays sometimes



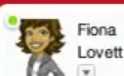
CastleVille
Level: 5
Plays sometimes

[See All Games \(5\)](#)

Recent Activity

Ask for help or check up on your zFriends

[Post](#)



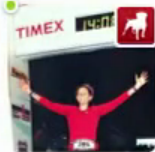
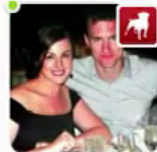
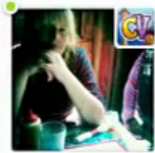
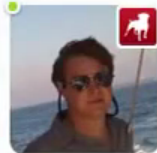
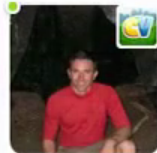
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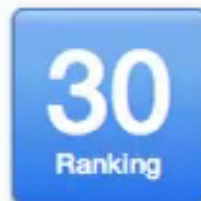
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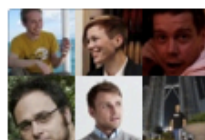
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Jussi Laakkonen

[Update Info](#)[Activity Log](#)

- CEO & Founder at Applifier
- Studied at Aalto University School of Science and ...
- Lives in Vantaa, Finland
- Knows Finnish, English, Swedish

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4

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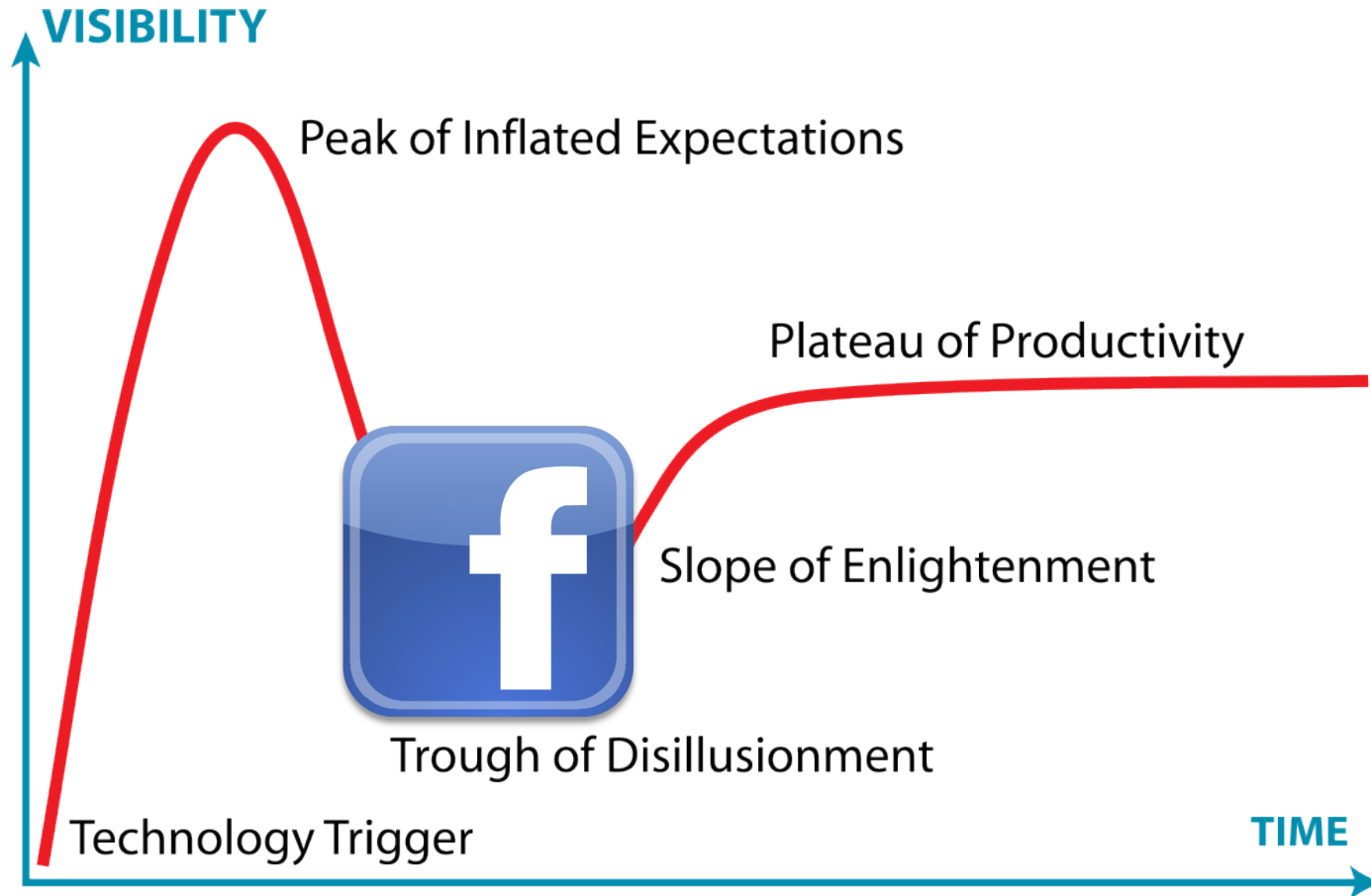


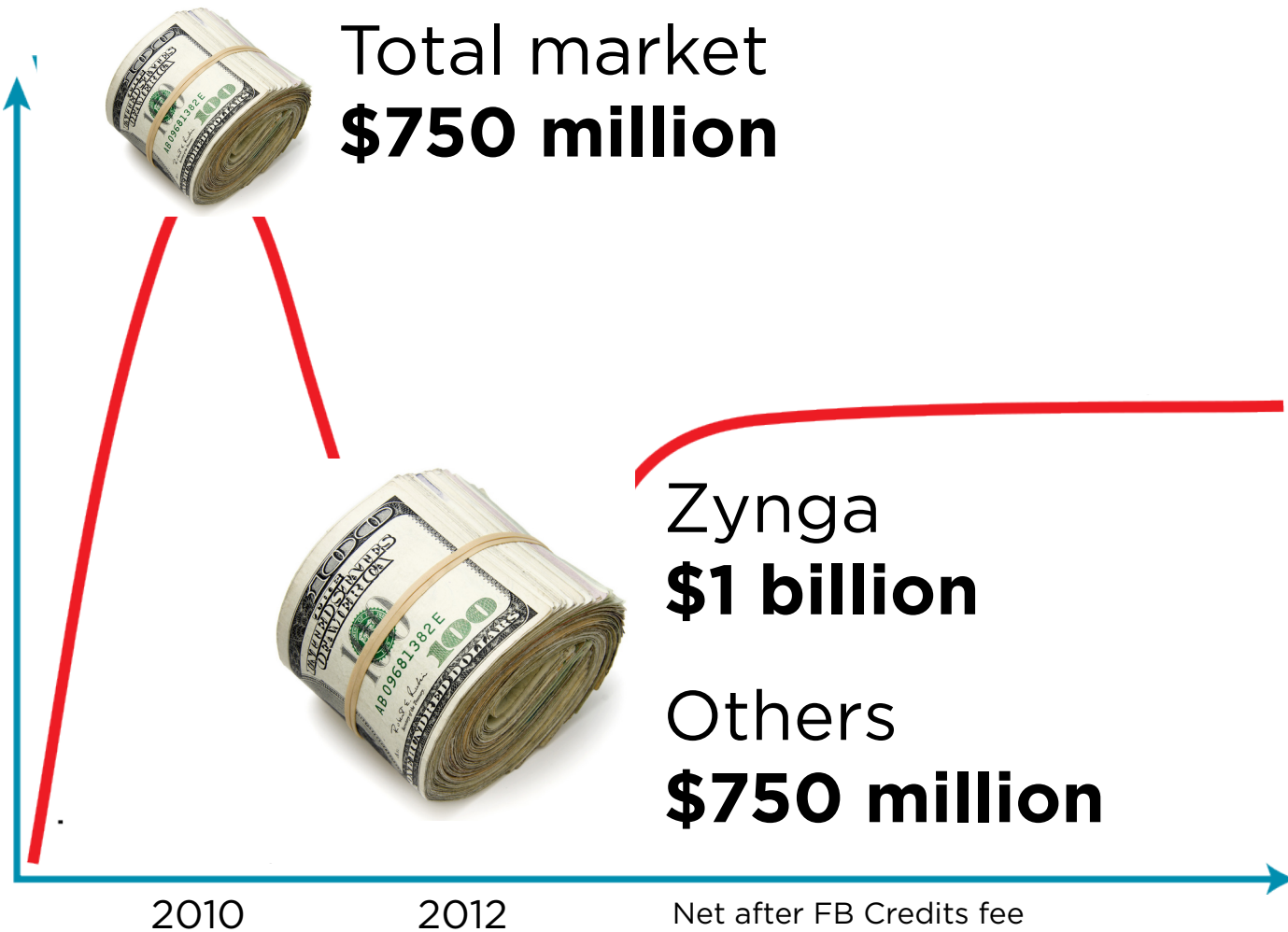
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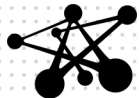
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