

# How Ski Safari Became A Chinese Hit

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# Some Golden Rules

## Free 2 Play Is King... No Exceptions

Distribution volume on Apple Free vs Paid is 100x larger  
Most Chinese Android App Stores don't even support Paid Downloads

## Mobile Games Need Live Ops in Order to Sustain

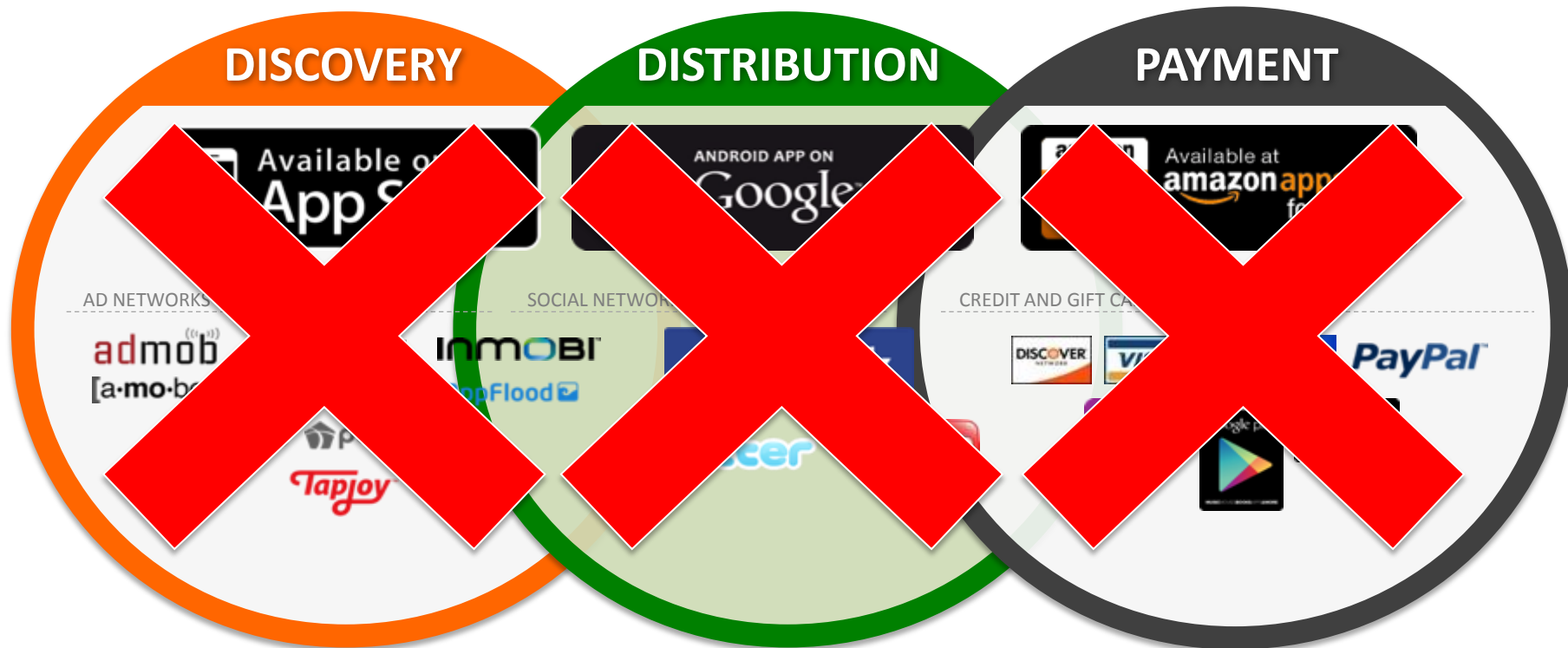
Even Single Player Casual Games

Don't Translate...  
Culturalize

Good Monetization  
=  
Good Distribution

Metrics that Matter  
Retention  
Conversion  
Monetization

# Why China is Difficult For Western Developers







# Introducing Ski Safari and Defiant Development



## Self-Published By Defiant Development

An Indie Game Studio HQ Down-Under in Brisbane Australia

## Core Production Team of 2 People:

Brendan Watts & Shawn Eustace from Defiant Dev.

## Launched World Wide On 28<sup>th</sup> Feb, 2012

On Apple App Store as a Premium App

## #1 PAID APP

In Australia

## GAME OF THE WEEK

In US, Canada, Australia, Mexico  
and New Zealand

## 2012: 35,000 Downloads in China as Premium Game



# Step #1: Beefing Up Free-2-Play



**Ski Safari  
International  
Version**

More Vanity  
More Consumables  
More Levels



**Laying The Foundations For Free2Play**

# Foundation Culturalization, More Than Just Translation



International  
Version



Chinese  
Edition



## AD SDK

Federating Over a Dozen Major  
Chinese Ad Networks



## SNS SDK

The Most Comprehensive Mobile  
SNS SDK in China

750M



420M



500M



570M



Localizing Language, Virality & Monetization

# Case Study – Yodo1's Impact on China Monetization



**EDITOR'S  
CHOICE  
FEATURE**

On App Store, 14<sup>th</sup> Dec, 2012

**#1**

28<sup>th</sup> Dec, 2012

Stays in #1 Spot for 2 weeks

**FREE APPS**

**20X**  
\$1,351/Day

**Average 62,000 Downloads / Day**  
Over 3.5 Months

**60%+ of \$ from Ad Supported Revenue**

**Sustaining burst promotions**

With Each Minor App Version Update

**6,500,000 Downloads** on iOS over 3 ½ Mths From Launch



# Case Study – Yodo1's Impact on China Monetization



	Total Revenue	Ad Revenue %	Avg. Daily D/L
iOS	50%	70%	30K+
Android	50%	0%	80K+

**60X**  
\$4,200/Day

First Yodo1 Designed and Produced Expansion Pack

New Map, Creatures, Avatars, Consumables Targeted to Chinese Gamers

Launched on Apple App Store and Top 10 Chinese Android App Stores

8,000,000 Downloads Reached on iOS 6 Months From Initial Launch

Android Version Tracking well with 7,500,000 in First 3.5 Months

Total of **15,500,000 Users** In China as Of 21<sup>st</sup> June, 2013

# Case Study – Yodo1's Impact on China Monetization



	Total Revenue	New Users Per Day
iOS	15%	<b>225,000</b> And Growing
Android	85%	

**210X**  
\$14,500/Day

Second Yodo1 Designed and Produced Expansion Pack

New Map Designed Based Off Popular “Journey to the West” Chinese Mythology

Expanded Android Distribution to 100's of 2<sup>nd</sup>/3<sup>rd</sup> Tier App Stores

Monthly Promotions with Carriers and Tier App Stores

Android Now Driving 85% of “Net” Revenue via 100% IAP



Windows Phone version launched New Years Eve 2013. 500k downloads so far...

**70,000,000+**

Users Now

**40,000,000 New Users**

In Past 6 Months

# Deconstructing The China Android Market Pre-2014



## Carrier Billing is King

Frictionless Payment Method With One-Click Billing

## 30+ Million

New Devices Shipped / Month

## Over 400 App Stores

But Not All App Stores Are Born Equal:

- Top 25 drives 70%+ Volume
- Carrier App Stores Convert Best For Casual Games
- Tier 1 App Stores Can Drive Massive Volume
- Mid-Hard Core Games Require Custom Billing

## Optimize

For the Following Metrics in This Order:

- Retention (1-7 Day)
- F2P Conversion
- ARPPU

**Distribute, Analyze, Optimize, Sustain...**

# 2014 - How China's Mobile Gaming Market is Evolving

Disruptions to Mobile Games Payment Processing



Disruptions to Game Discovery & Distribution



Changes in Device & Platform Market Share



The Rise of "Casual Social" gaming



**China Will Reinvent Itself (Again) in 2014... 😊**



# What's Next For Ski Safari In China...



# Cross-Overs and Social....



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# And Lots More Social...



Compete with Friends



Live Tournaments



Integrated Friends' Progress in Gameplay

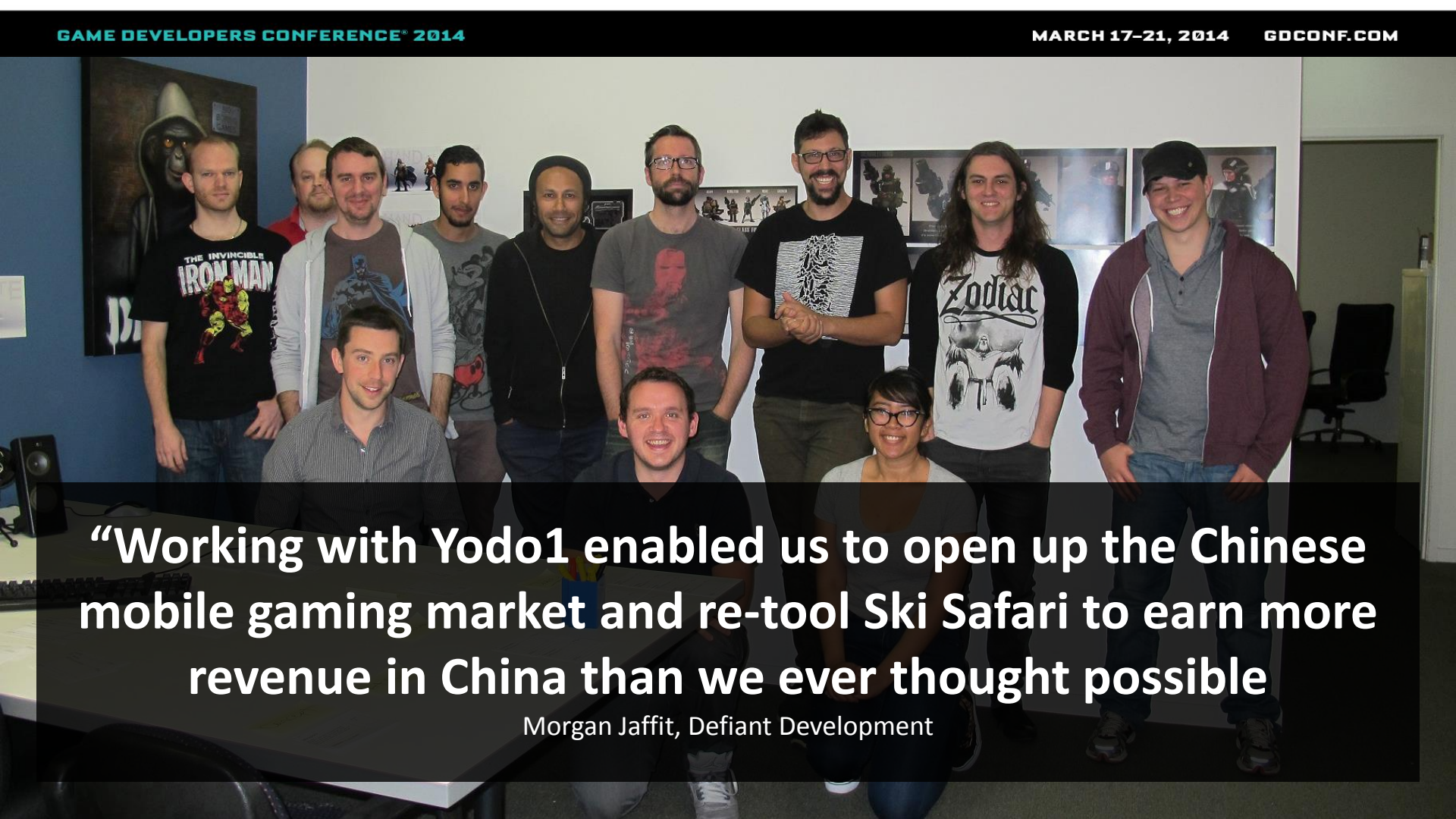
## SKI SAFARI TOGETHER

# Zero to 70 Million

- The China Journey of an Australian Mobile Game







**“Working with Yodo1 enabled us to open up the Chinese mobile gaming market and re-tool Ski Safari to earn more revenue in China than we ever thought possible**

Morgan Jaffit, Defiant Development



Join us for our GDC cocktail party & KT Play demo!

Tweet invite requests to **@yodo1** or talk to us after the Q&A



**MONDAY** 3/17 | 7:30 - 10PM

Meet Henry and his team for food and casual cocktails while asking us anything about publishing your mobile games in China.



**TUESDAY** 3/18 | 1-2PM

Join Spencer Liu, Kryptanium's Chief Product Officer, for an in-depth look at how Kryptanium empowers you to increase user engagement and retention.