

Lessons from the China Launch of Plants vs. Zombies 2

Leo Liu

GM, EA Mobile/PopCap China

The Biggest Mobile Market Opportunity is Asia

2014

\$3.9Bn

2014

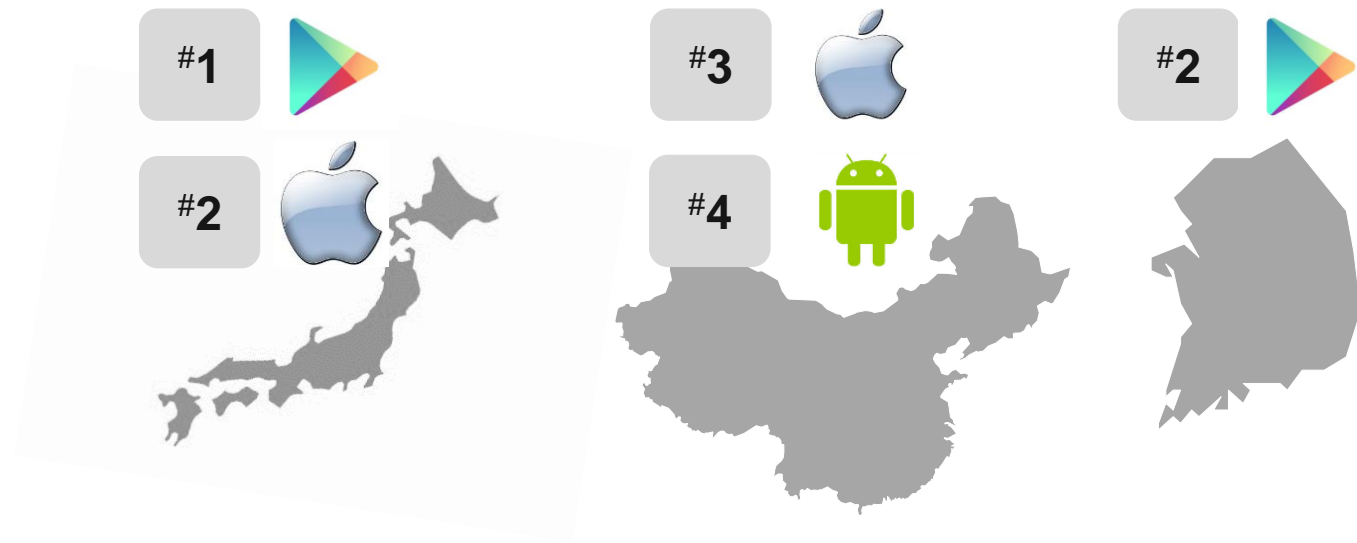
\$5.2Bn

2014

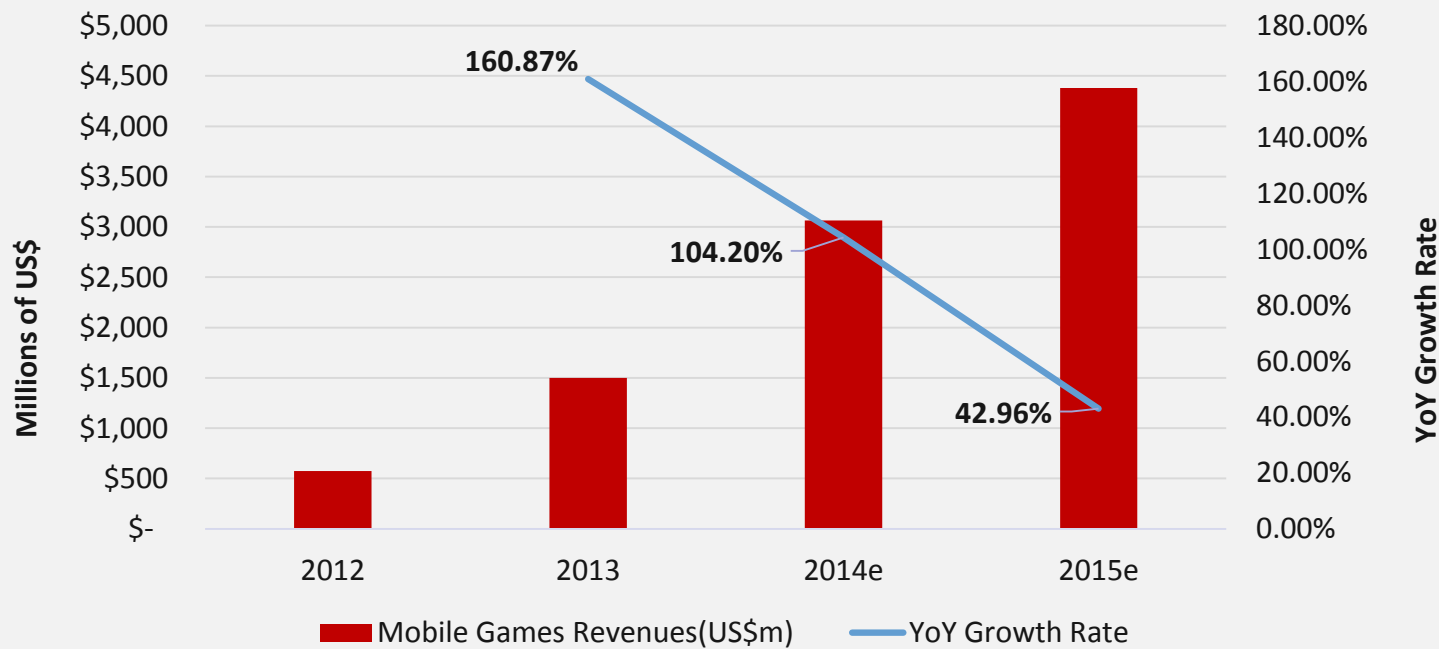
\$12.6Bn

By 2017
ASIA 56%
WEST 44%

Asia is # 1 Mobile game market



China Market Size



China Market Highlight

- **China market is different.**

- **\$3 Billion Dollar Market**

Still experiencing rapid growth.

- **Local Companies and Games:**

Market dominated by TCG and ARPG games, developed by local companies.

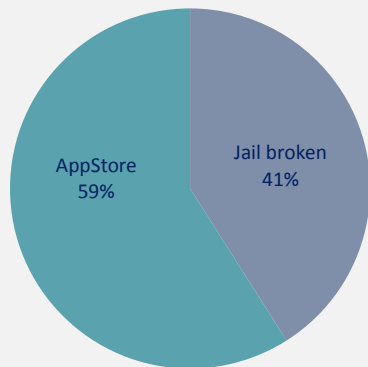
- **Android Users Generate Over 60% of Revenue.**

iOS users have higher ARPU and retention, but Android distribution channels are massive.



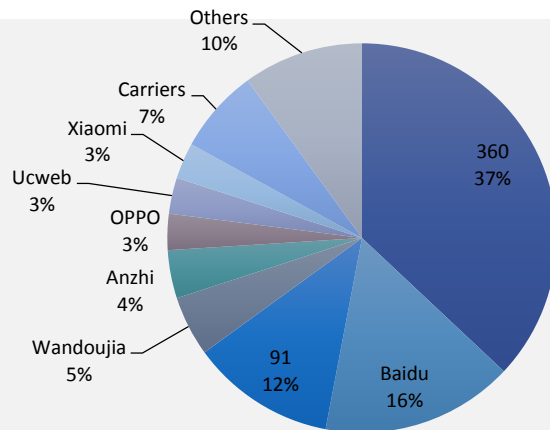
Platform and Channel Segmentation

iOS



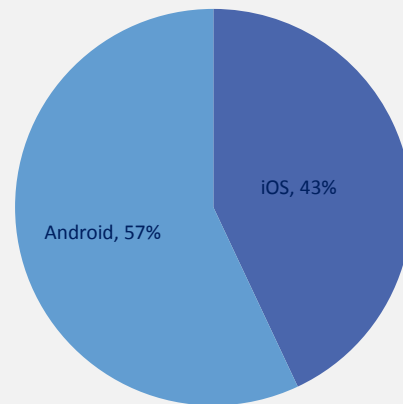
33%

Android (Non WeChat)



43.8%

WeChat



23.2%



PVZ 2 Timeline



Global iOS
Soft Launch

7/9/2013



China iOS
Launch

8/1/2013



China Android
Launch

9/12/2013



Chinese Kung
Fu World
Launch

1/23/2014





ANZ version
Global iOS Soft Launch

7/9/2013

China Market Reaction

2 Hours

First Pirate Version

24 Hours

First Crack Version

5 Days 6,000,000+ Downloads



China Is the Brand's Big Market



But, China Users Are Monetized Differently

Discrepancy in Pay Rates



Ex-China Users



China Users

$= 1/87^{\text{th}}$

Local Adaptation



China Users

**Result
Driven**

**Fast Content
Consumption**



3 Star Level

higher difficulties with better rewards



Unlock Plants

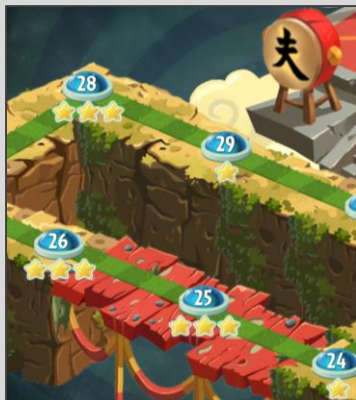
by collecting piece



Game Economy Loop

hard currency

3 Stars Level



Unlocking Plants



Hard Currency



Hard Currency

- Sun
- Coins
- Plant Pieces
- Star Gates
- Key Gates
- Plant Food
- Gestures



China iOS Launch



免费排行		
1	植物大战僵尸P2 游戏 (1,030)	打开
2	百变时尚秀 游戏 (7,660)	免费
3	神偷奶爸：黄色小兵快跑 游戏 (15,003)	免费
4	Banana Kong 游戏 (2,472)	免费
5	Le Vamp 游戏 (1,620)	免费
6	酷狗音乐HD 音乐 (221)	免费

畅销排行		
1	植物大战僵尸P2 游戏 (4,092)	打开
2	Clash of Clans 游戏 (13,177)	免费
3	我叫MT Online 游戏 (3,569)	
4	武侠Q传 游戏 (18,388)	免费
5	扩散性百万亚瑟王 游戏 (5,208)	免费
6	逆转三国 游戏 (214)	免费

No. 1
Top Free
Top Grossing

8/1/2013



But...





*The iOS
rating
Dropped
from 5 to 2!*





Why?



We were Late...





Rating attack



Back to 4 Star Rating !



植物大战僵尸2 9+

PopCap >

提供 App 内购买项目

★★★★☆ (26,220)

打开

详细信息

评论

相关项目



内容提要

是时候了!《植物大战僵尸2——奇妙时空之旅》登陆中国,植物们与僵尸们史诗般的斗争,将在不同的时空维度中进行续写!新的植物,新的僵尸,新的玩法,结合最先进的触摸屏技术,玩家可以打破传统意义上的塔防,直接加入僵尸抵抗战。伴随植物大战僵尸2回归的还有疯狂的戴夫,新的触屏超级道具,新的神奇植物能量,用新的方法保护你的大脑。快来加入疯狂戴夫穿越时空的疯狂冒险!《植物大战僵尸2》前作是累积获得超过30个年度最佳游戏奖项的《植物大战僵尸》,在全球拥有亿万粉丝。...[更多](#)



And...





China Android
Launch

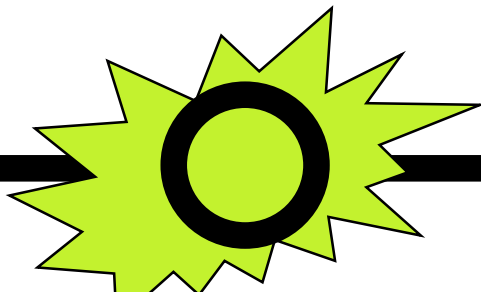
1,000,000 installs

PvZ 1 = 1 Year

PvZ 2 iOS = 1 Day

PvZ 2 Android China < **1 hour**

9/12/2013



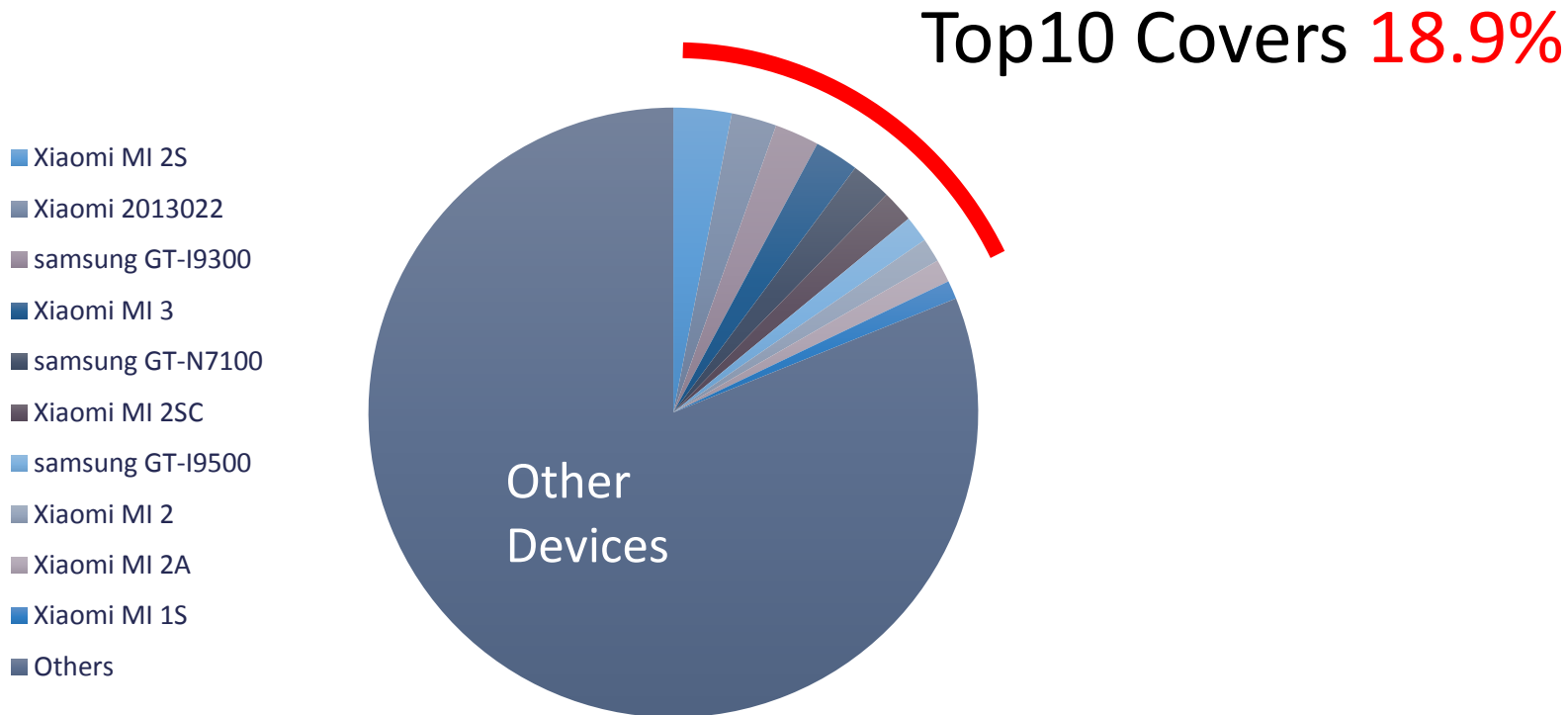
Device Fragmentation



First launch 24 app stores on 9/12

600+ APKs

Device Fragmentation



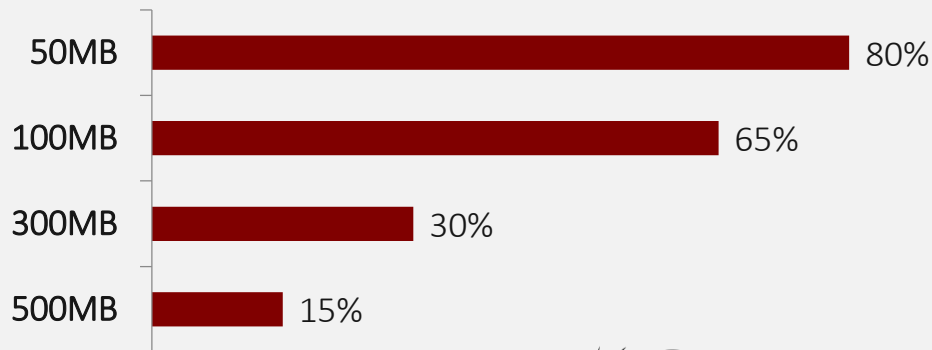
There are **300+** third-party Android channels in China



“AAA quality is meaningless if it can’t reach the players”

Install vs Download (Android, China)

Android APK size = 32MB
Running memory < 80MB



Local Billing

- Uses SMS payments
- No login needed
- No password needed



Yar! Only
2 Clicks



Automated Build Process and QA Testing



Kung Fu World Launch



1/23/2014





DUCTION: PvZ Movie

SCENE:

SHOT:

TAKE:

CAMAN:

Local Content



Local Content



Local Content



Local Content



Games Played

Egypt

Pirate

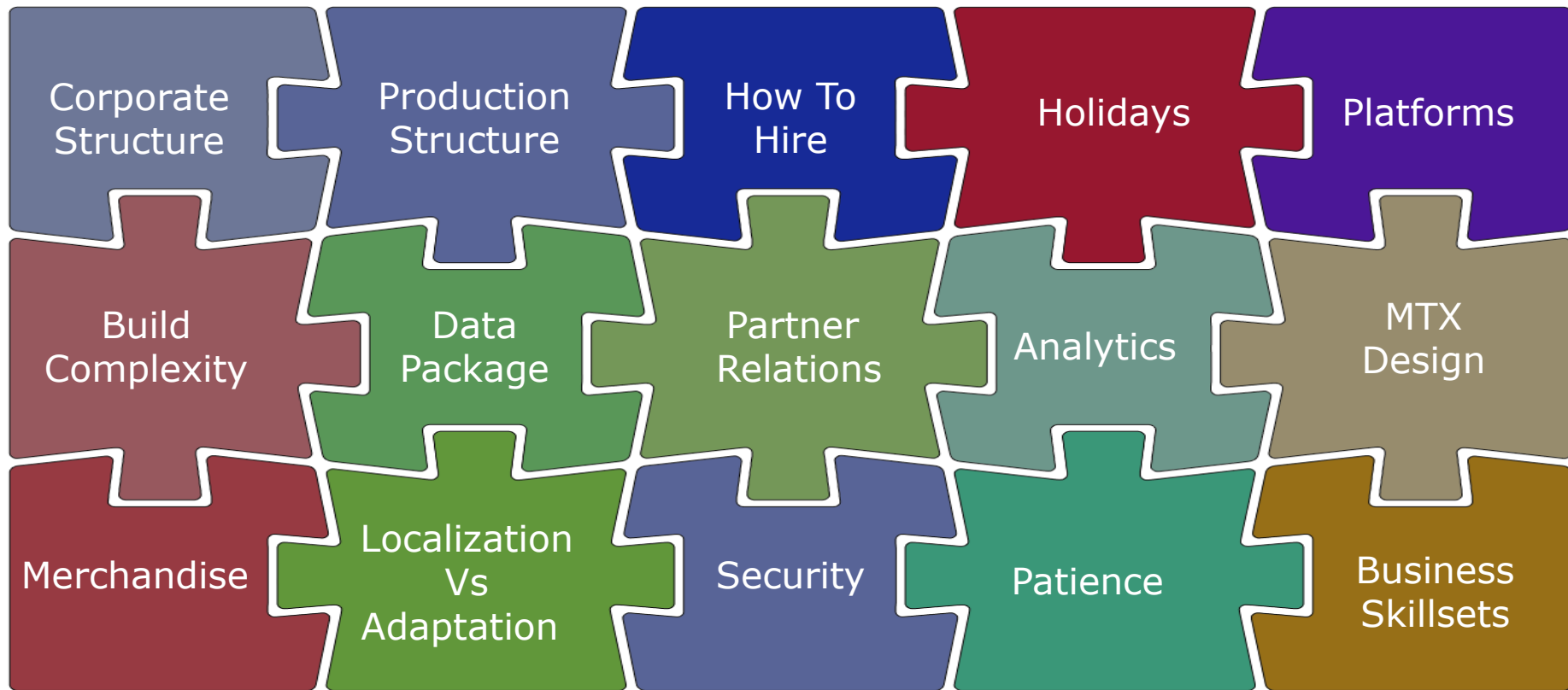
Cowboy

Kung Fu



Actually...

Millions of Lessons



Most Important



I don't like questions.



Thank you

liukun@popcap.com

