



CROSSY ROAD: A WHALE OF A TIME

Matt Hall @klicktock
Andy Sum @jigxorandy

F2P FREE TO PLAY
SUMMIT

GAME DEVELOPERS CONFERENCE®
MOSCONE CENTER · SAN FRANCISCO, CA
MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015



Andy Sum

GAME OF THE YEAR 420: BLAZEIT, Dungeon Dashers...
and Faerie Solitaire.

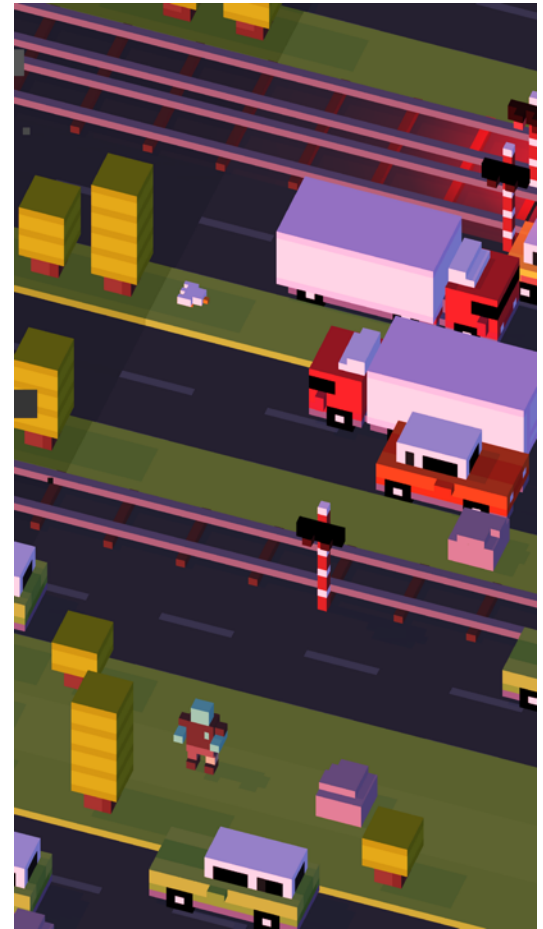
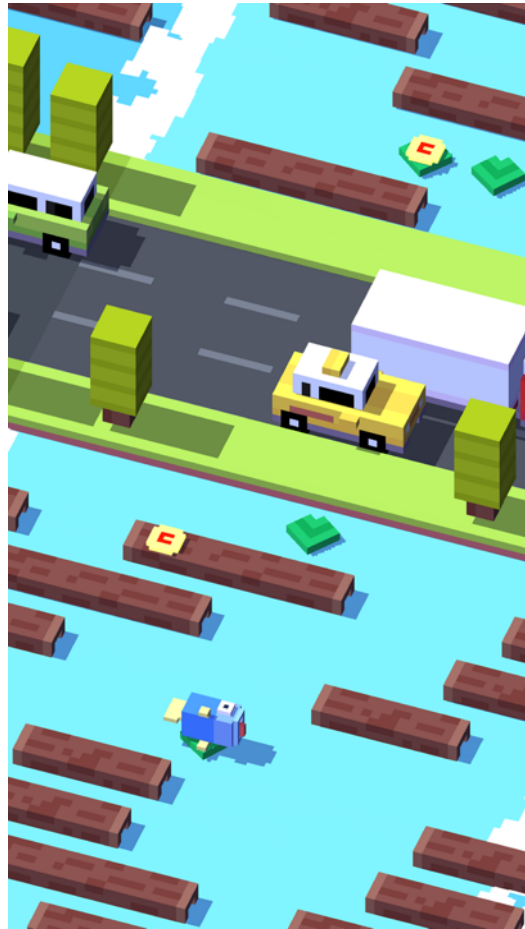


and Matt Hall

Little Things, Doodle Find,
ZONR, Discoverie... and Pony Friends.



with Ben Weatherall





A talk in three parts

Pre-release

Post-release

Subverting F2P



PART I

in which a six week project blows out
into a twelve week project.



We wanted to make “The next Flappy Bird”

Thought experiment:
why was Flappy Bird so popular?



Floppy Boid?

“The Next Flappy Bird” does NOT
mean making a clone.



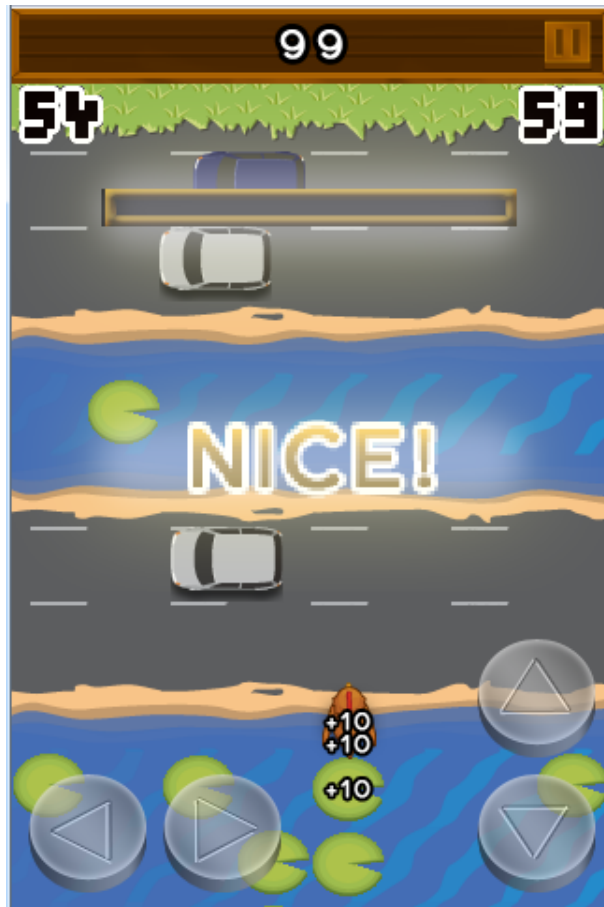
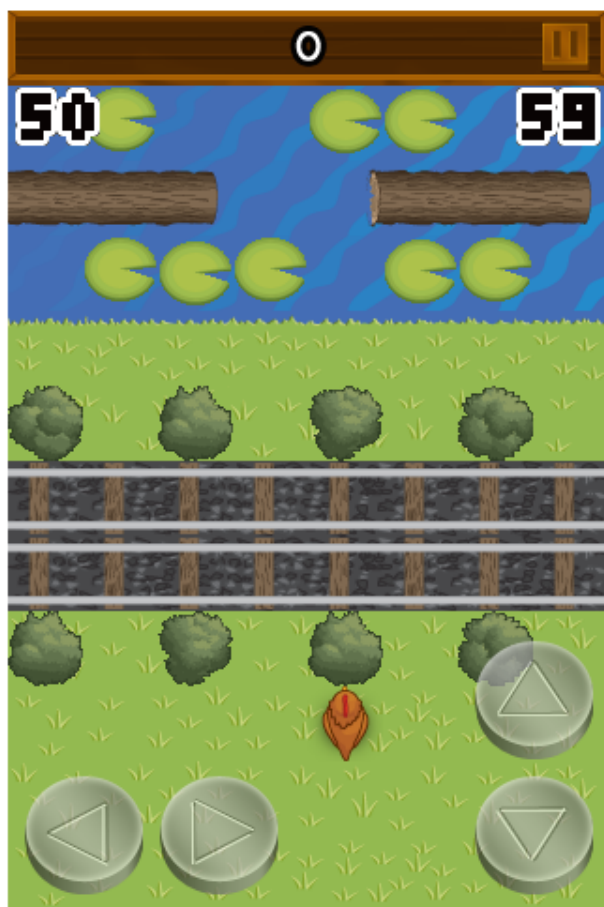
Flappy Bird + Frogger

Disco Zoo + Skylanders + DOTA 2
FEZ + Pokemon + Zelda + ...



**Andy: “I’ve already got
something like that!”**

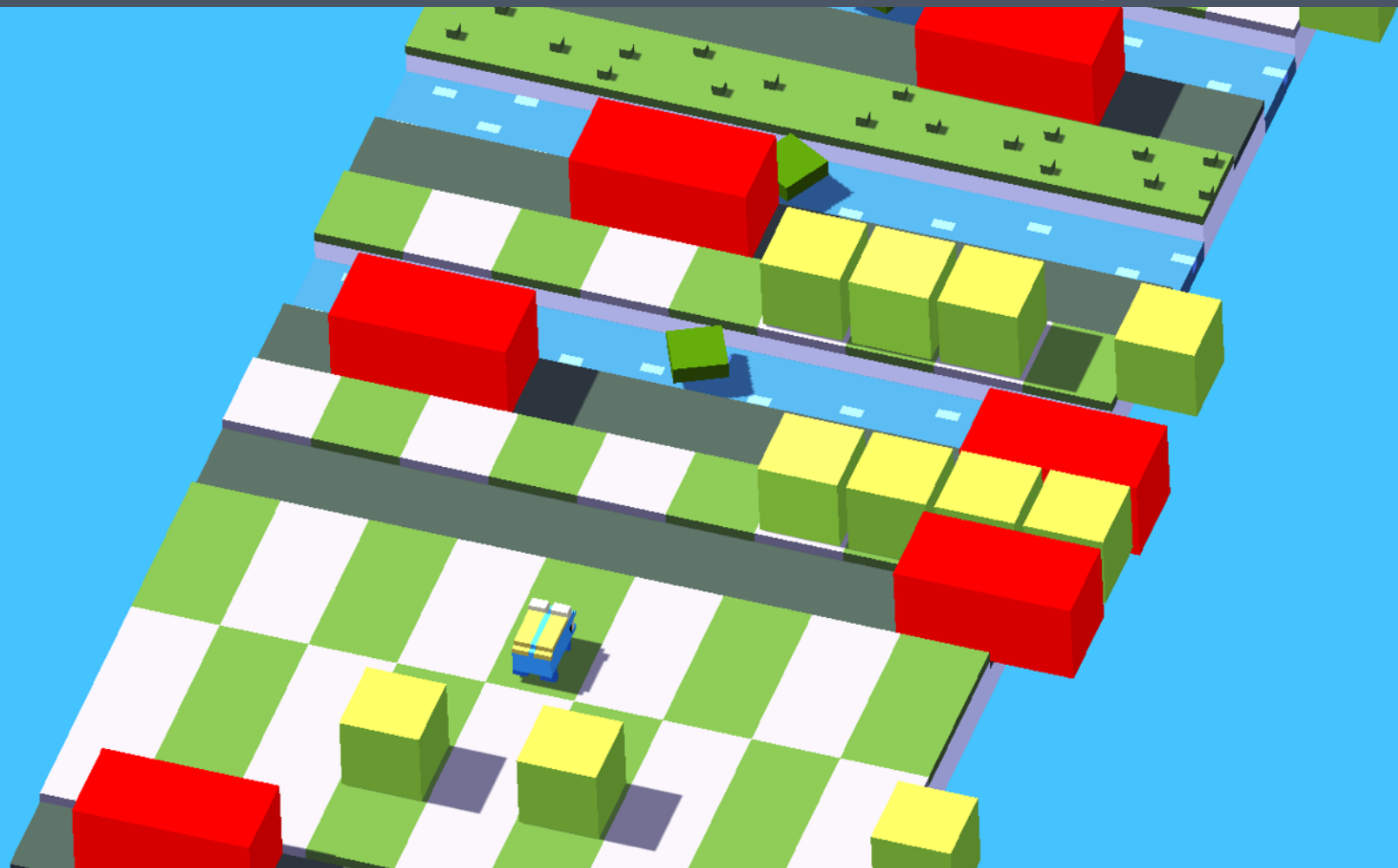
All that prototyping
finally pays off.





A game in 6 weeks?

#yolodev = taking big risks

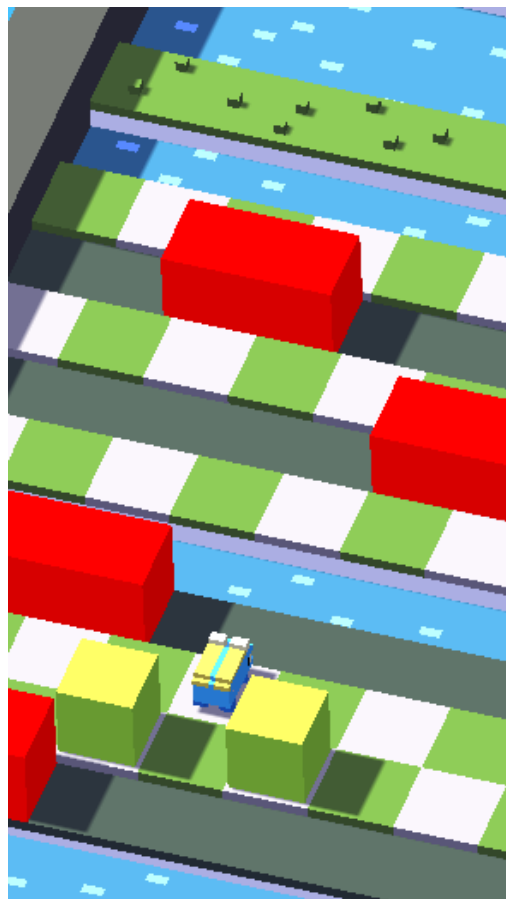




Learning to work together



The wonderful voxels of Ben Weatherall





**Our goal was not
to make money.**

**Our goal was to make
a popular game.**



Crafting addictive game feel

Procedural generation, difficulty curves,
session length, jargon, buzzword, yolo



One-Tap or Swipe?

Tapping alone is boring,
but swiping is tiring



The best of both worlds

Tapping most of the time,
and swiping when needed.



Retention Virality Re-engagement

Crossy Road wouldn't have been a hit
without these three things
working PERFECTLY.



OK... FIFTY Characters?

How much work will this be,
really?



wow so doge

This meme character was pivotal in deciding the direction for the game.







The end of a game should delight and surprise.

Death in Crossy Road is fun.
“Banner” system is unpredictable.



End screen banners

Weeks of work went into
developing this system.



Rewarded Video

Thanks to Disco Zoo for proving
to us that opt-in advertising works.



1:1 IAP:ADS

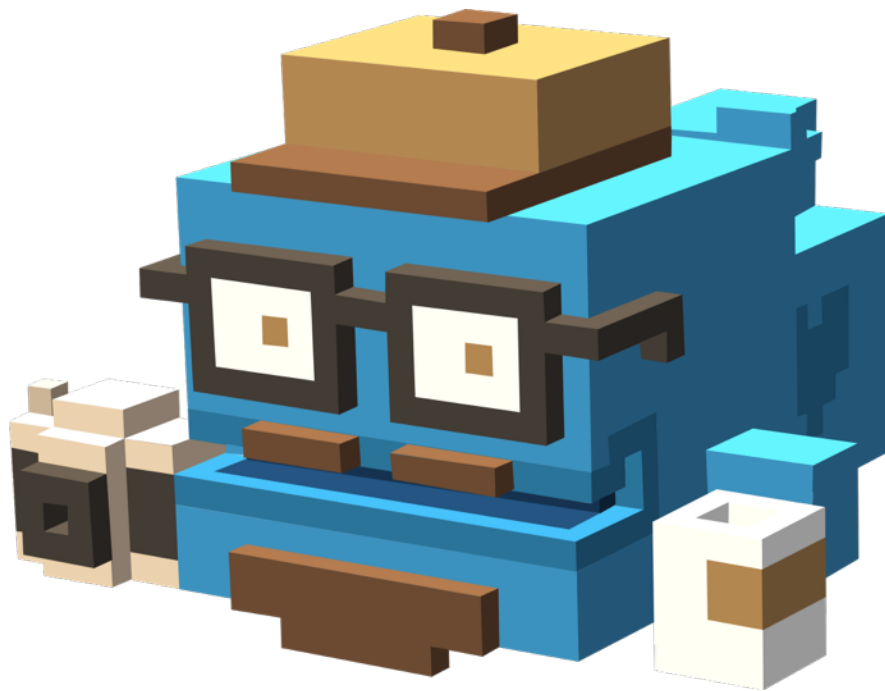
Goal: for each dollar earned from IAP
earn a dollar from advertisements.



Let's talk about monetization



**Decision reached:
EVERY CHARACTER
FOR \$0.99**





Submitted! now... relax?

Matt played Warcraft and
prepared for release.
Andy did a Game Jam (7DFPS).



PART II

in which we attempt to take you
on our roller-coaster ride.



App Store Launch!

Nov 20 - Dec 5



Revenue

Data Breakdown

Country

Date Range

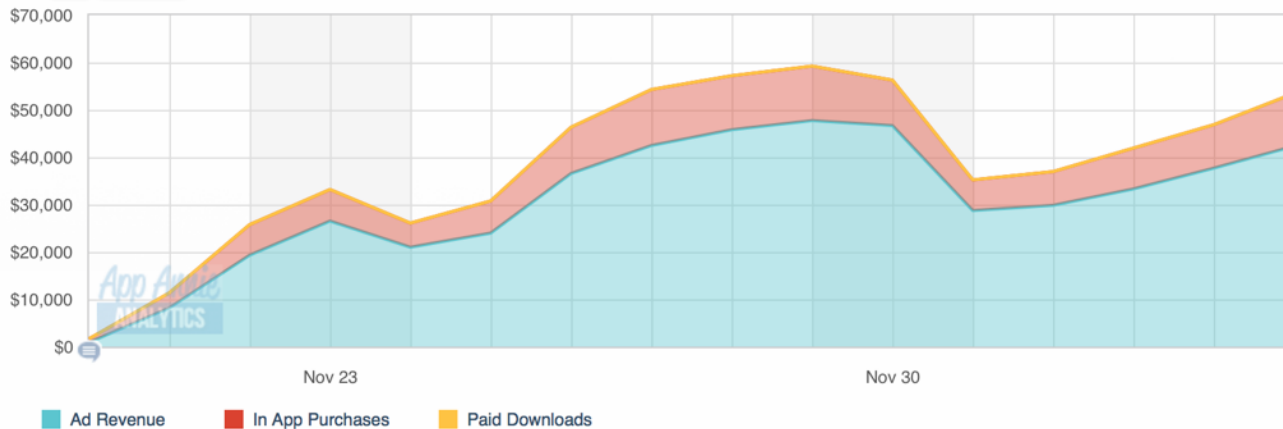
Country

Source

All Countries ▾

Nov 20, 2014 ~ Dec 5, 2014 ▾

All Countries - Nov 20, 2014 ~ Dec 5, 2014

[Download CSV](#)☒ Stack ☐ Percentage

Revenue Source	Revenue		% Revenue	
Total	\$	616,625.79	+9999 %	
Ad Revenue	\$	491,092.79	+9999 %	80 % <div></div>
In App Purchases	\$	125,533.00	+9999 %	20 % <div></div>



♡Lexi♡ @_immaPhangirl · Jan 26

@AmazingPhil my **school** had a **Crossy Road** competition against a student and the dean...



RETWEETS

5

FAVORITES

11



12:54 PM - 26 Jan 2015 · Details



Hide photo





Revenue

Data Breakdown

Country

Date Range

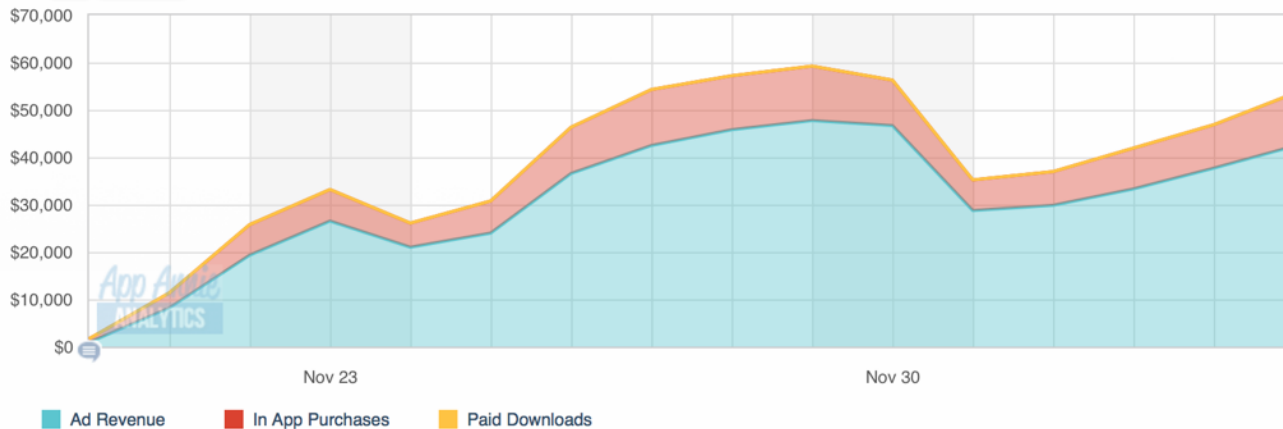
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Mike Rose @RaveofRavendale · Nov 21

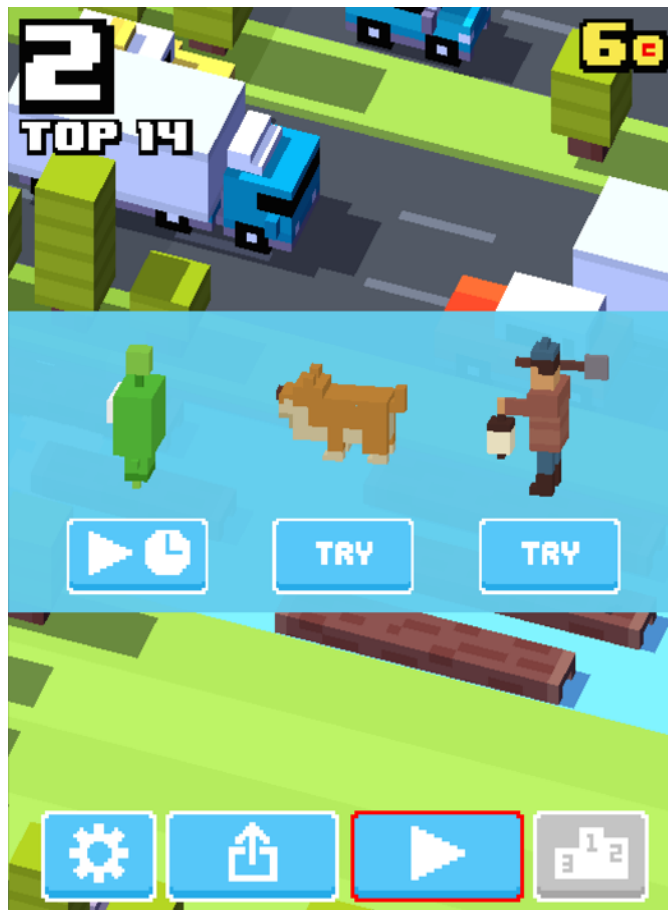
I don't get why **Crossy Road** is free to play. Why would I pay real money in this game? I would have bought it if it was a **paid** game



V1.1.0

paralysis of choice

and salami sales tactics





Revenue

Data Breakdown

Country

Date Range

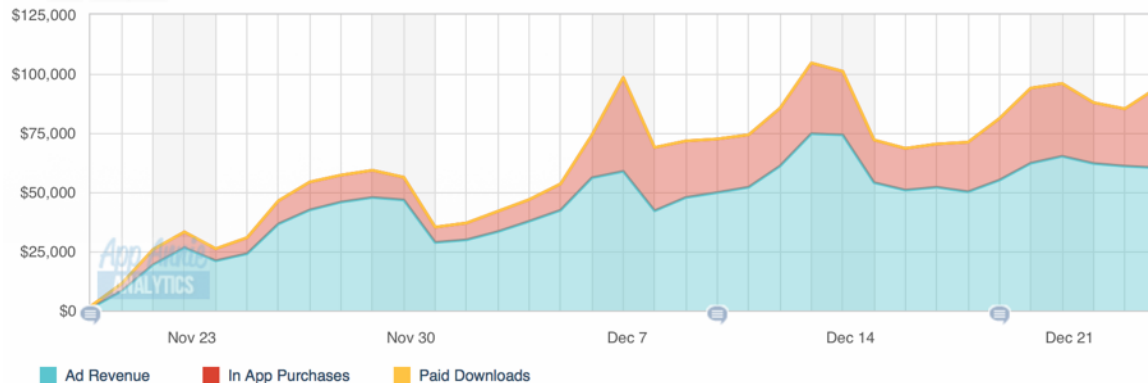
Country

Source

All Countries

Nov 20, 2014 ~ Dec 24, 2014

All Countries - Nov 20, 2014 ~ Dec 24, 2014

[Download CSV](#)☒ Stack ☐ Percentage

Revenue Source	Revenue		% Revenue	
Total	\$ 2,187,212.25	+9999 %		
Ad Revenue	\$ 1,580,360.76	+9999 %	72 %	<div></div>
In App Purchases	\$ 606,851.49	+9999 %	28 %	<div></div>
Paid Downloads	\$ 0.00	N/A	0.0 %	<div></div>



In App Purchases

Data Breakdown

Country

Date Range

IAP Items

Country

Type

All Countries

Dec 18, 2014 ~ Dec 24, 2014

All Countries - Dec 18, 2014 ~ Dec 24, 2014

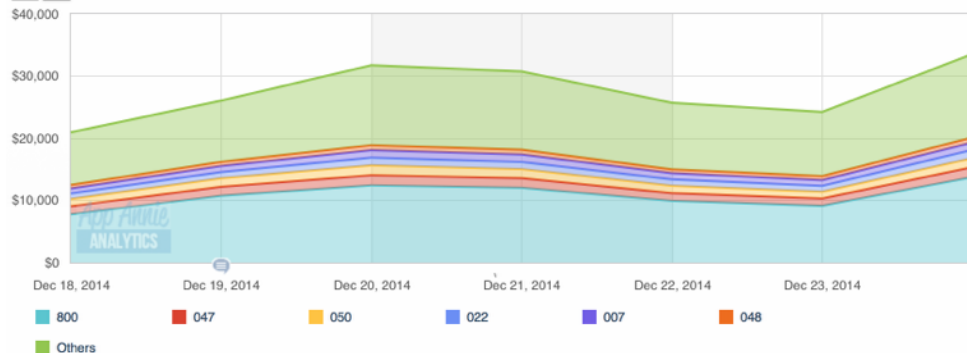
IAP Revenue

IAP Units

Promotions

Refunds

Download CSV



IAP Item	Avg. Price	IAP Revenue	% IAP Revenue	IAP Units	Promos	Refunds
Total	\$0.48	\$193,006.13 +23 %		577,850	0	2,856
800 Piggy Bank	\$3.85	\$75,727.54 +38 %	39 %	28,258	0	161
047 EPOCH	\$0.98	\$9,994.41 +1 %	5.2 %	14,747	0	153
050 Dragon	\$0.98	\$9,302.46 -8 %	4.8 %	13,701	0	116
022 Flea	\$0.98	\$7,517.67 +12 %	3.9 %	11,068	0	117
007 Unihorse	\$0.98	\$7,340.83 +18 %	3.8 %	10,805	0	89
048 The Dark Lord	\$0.98	\$4,925.10 +7 %	2.6 %	7,281	0	87





**Christmas & New Years
then back to school
Dec 25th - Jan 6th**



Revenue

Data Breakdown

Country

Date Range

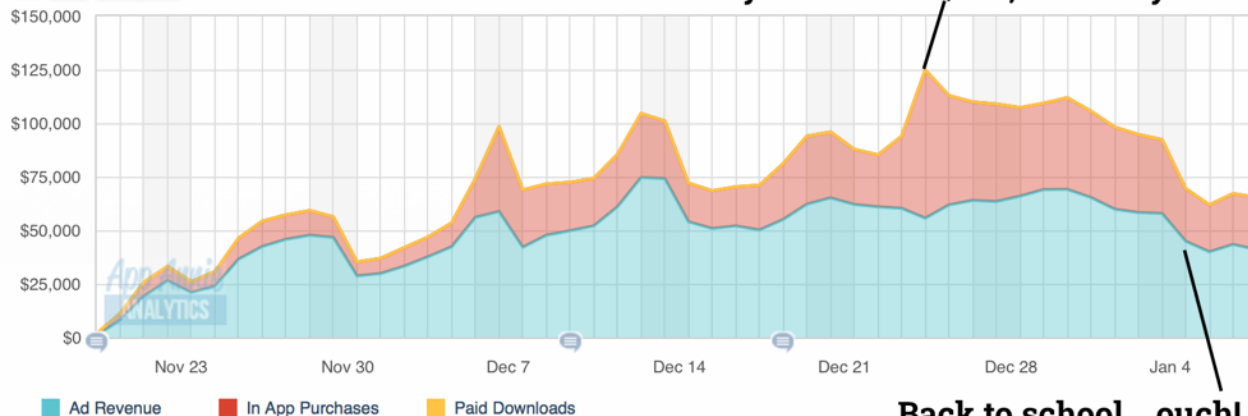
Country

Source

All Countries ▾

Nov 20, 2014 ~ Jan 8, 2015 ▾

All Countries - Nov 20, 2014 ~ Jan 8, 2015

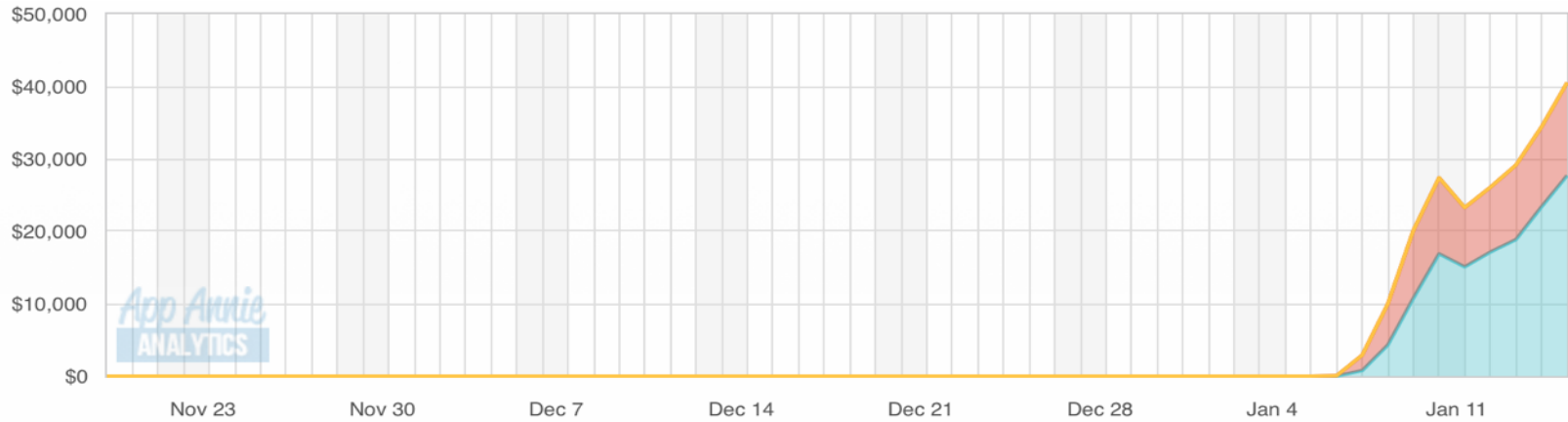
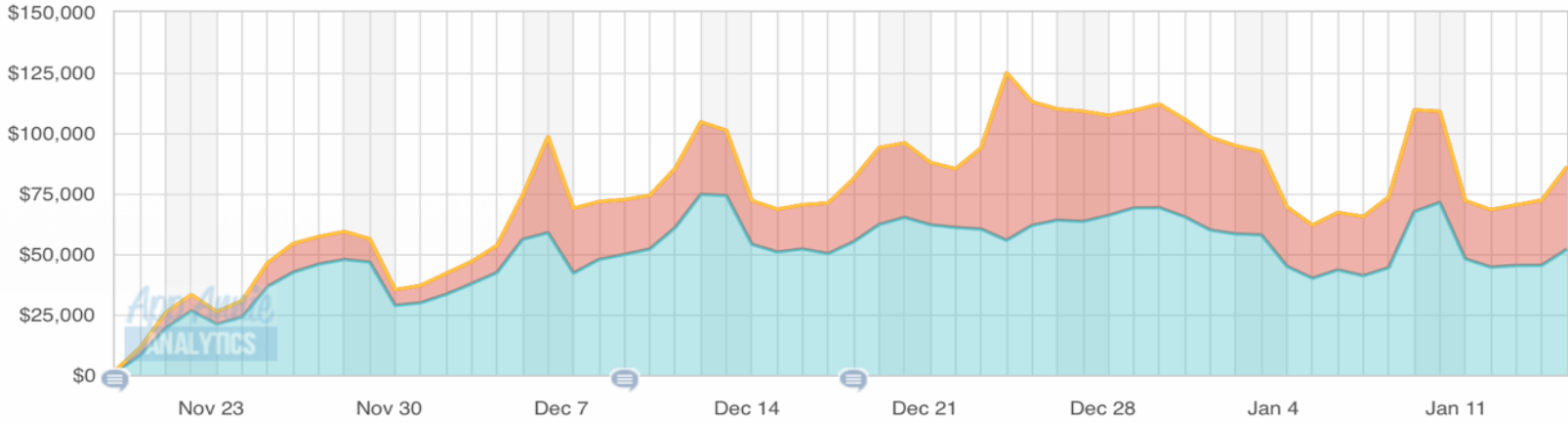
[Download CSV](#)☒ Stack ☐ Percentage

Revenue Source	Revenue		% Revenue	
Total	\$3,627,070.20	+9999%		
Ad Revenue	\$2,440,234.25	+9999%	67%	<div></div>
In App Purchases	\$1,186,835.96	+9999%	33%	<div></div>



Google Play launch

Jan 7th







Revenue

Data Breakdown

Country

Date Range

Country

Source

All Countries ▾

Nov 20, 2014 ~ Feb 2, 2015 ▾

All Countries - Nov 20, 2014 ~ Feb 2, 2015

[Download CSV](#)☒ Stack ☐ Percentage

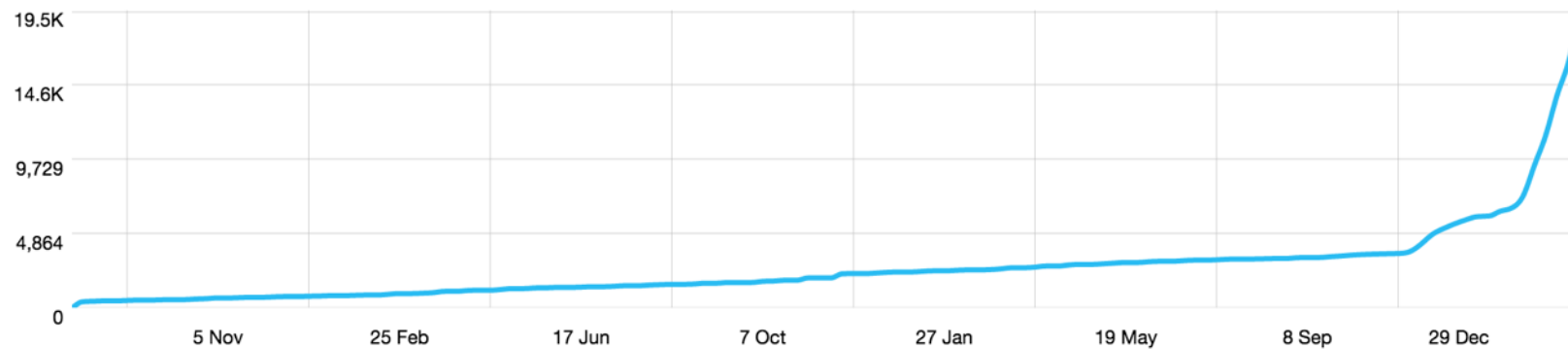
Revenue Source	Revenue		% Revenue	
Total	\$ 6,398,166.59	N/A		
Ad Revenue	\$ 4,192,599.83	N/A	66 %	<div></div>
In App Purchases	\$ 2,205,566.76	N/A	34 %	<div></div>



**Hey, we're characters
in our own game!**



18,487 followers as of **2/23/2015** (days shown in Pacific time)





Amazing Phil and the Emo Goose



**Matt Hall**

@KlickTock

[@AmazingPhil](#) Hey Phil, any requests for characters in a future Crossy Road update?

[View Tweet activity](#)

RETWEETS

27

FAVORITES

141



8:41 AM - 30 Dec 2014

Reply to [@AmazingPhil](#)**Phil Lester** [@AmazingPhil](#) · Dec 30

[@KlickTock](#) :o a Lion! A narwhal! A Nyan cat? Astronaut with a jetpack? An 'emo goose' (with fringe)? A streaker (censored naked person)? 🙈

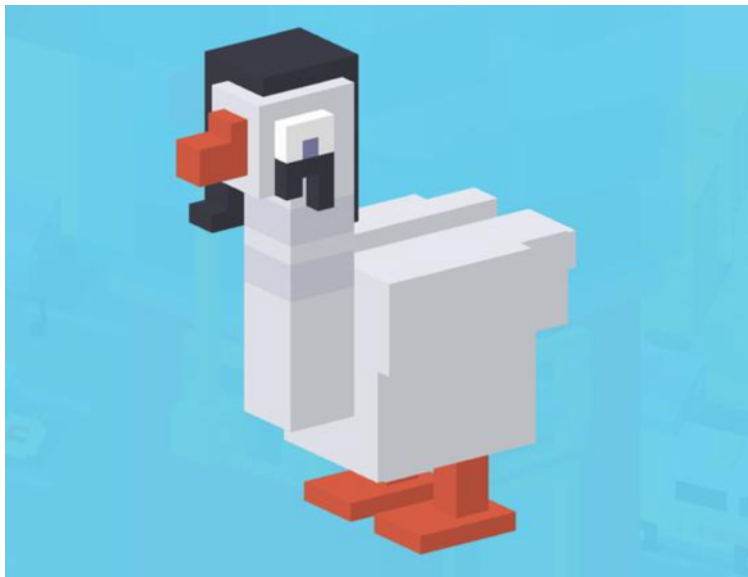


377

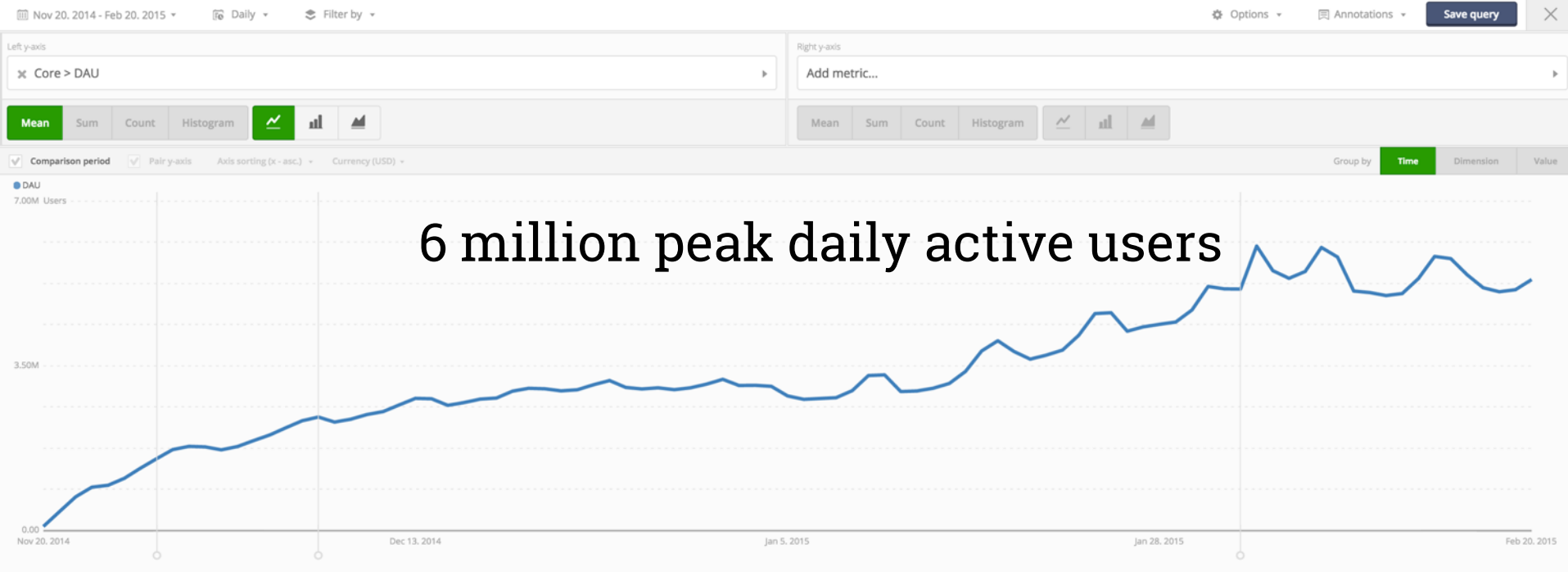


1.4K





IAP Item	Avg. Price	IAP Revenue		% IAP Revenue	IAP Units
Total	\$ 1.41	\$ 388,201.20	+43 %		398,058
800	\$ 3.95	\$ 153,064.24	+55 %	39 % <div><div></div></div>	55,729
064	\$ 1.00	\$ 18,897.50	+1020 %	4.9 % <div><div></div></div>	27,113





**50 million downloads
in 90 days**



100% organic

\$0 spent on User Acquisition



**#1 Free Game
on the App Store
in 39 countries**



\$10,000,000
in 90 days



PART III

in which we do our best to
encourage you to subvert F2P.



No interstitial ads

Retention is the MOST
important thing



We give away (nearly) everything for free

Players love to share Crossy Road
because they LOVE it.



You cannot buy virtual currency

What? You can't buy coin packs?



Every character plays the same

What do you mean
Floppy Fish can't swim?



There is no “Save Me” button

A successful F2P game
focusing on pure skill? Madness!



There is no “energy system”

You shouldn't fill your players up with cake... but if the
cake tastes this good...



Please PLEASE innovate with F2P

Retention, re-engagement and virality
are the things you **MUST** have.
Re-invent everything else.



Thank You!

Matt Hall @klicktock
Andy Sum @jigxorandy