



How Top Eleven  
Became the World's Most  
Played Sports Game



HALF-LIFE<sup>2</sup>

VALVE



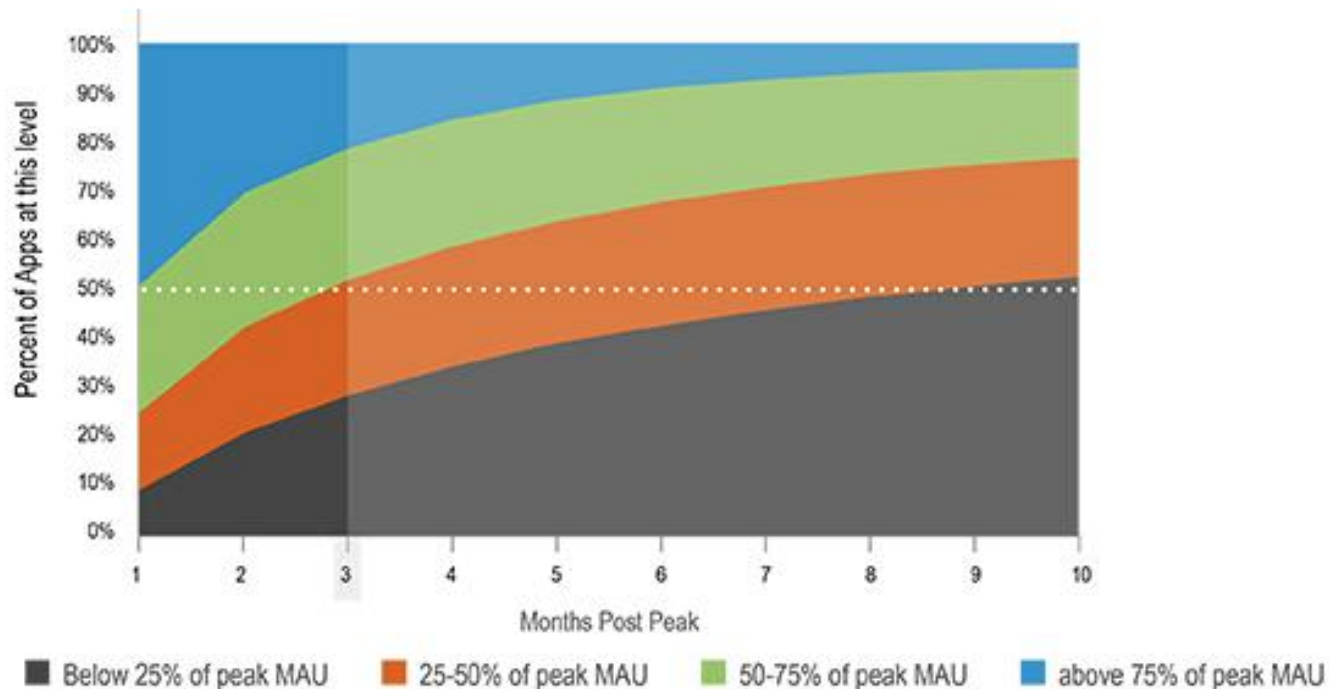
## Median App Half Life (in months)

Category	
News	7
Health, Fitness, Medical	6
Business and Communication	6
Tools	5.5
Travel	4
Lifestyle	4
Media	4
Shopping	4
Social	3
Games	2

Peak MAU	
10,000+	5
Under 10,000	3

OS	
iOS	4
Android	3

Source: Flurry Analytics; Includes 26,176 apps that peaked in the first half of 2011, 2012, or 2013, had at least 500 monthly active users at their peak, and had a total of at least 1,000 unique users over their lives.



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**Tomislav Mihajlović**  
CMO, Nordeus

## My team & I

- ✕ Curious
- ✕ Marketing + Engineering
- ✕ Marketing + Business
- ✕ 40 amazing people



# Nordeus

- ✕ Founded in 2010
- ✕ Top Eleven - No1 SM on Mobile
- ✕ 170 People/5 countries
- ✕ Sportster

# Top Eleven





# Top Eleven

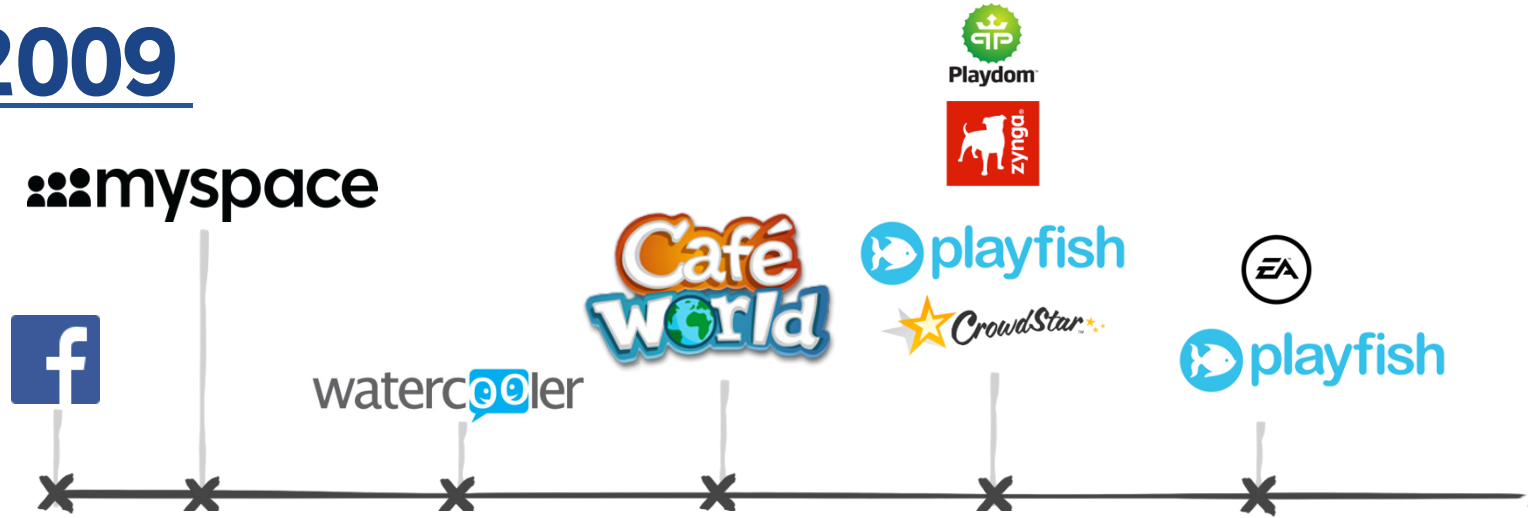
- ✕ Cross-Platform
- ✕ Soccer management simulation
- ✕ Synchronous
- ✕ 0 – 100M users in 5 years



# History

- ✕ 3 Founders
- ✕ Big gamers and Soccer fans
- ✕ Social game
- ✕ Market gap

# 2009



## FACEBOOK



### EA's \$400M Playfish Acquisition Bodes Well for Developers of High Quality Facebook Games

By admin on Nov. 9, 2009 - 2:30 PM [Comment](#)

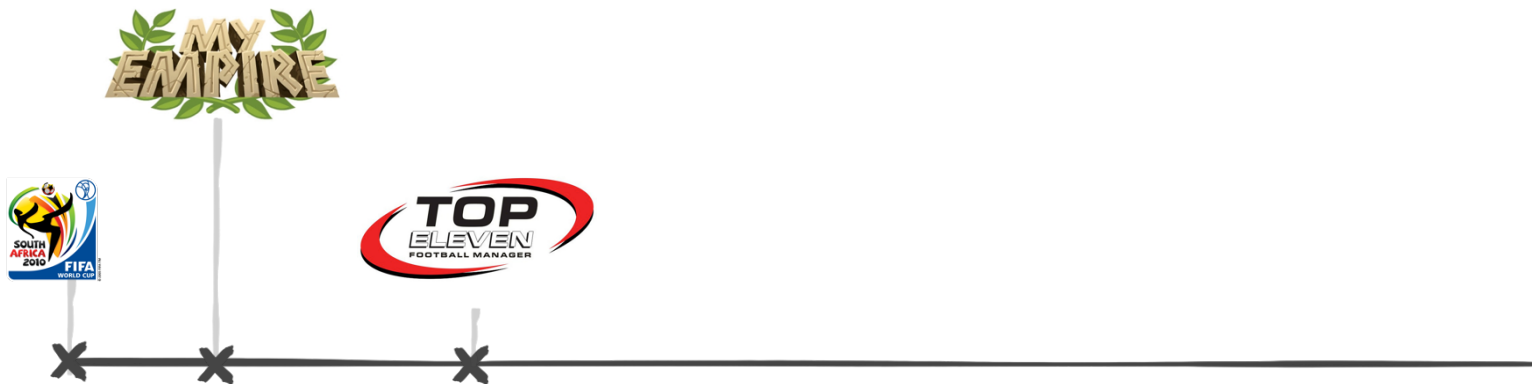
Nearly a month ago, we first reported that gaming giant EA (ERTS) was looking to acquire large social game developer Playfish. Today, the deal was made official: EA is acquiring Playfish for USD \$275 million in cash plus up to USD

Source: <http://www.adweek.com/socialtimes/>

# 2009

	Name	MAU	Gain 	Gain, %
1.	 Café World	35,324,196	+15,100,354	+75%
2.	 Texas HoldEm Poker	41,597,080	+13,612,033	+49%
3.	 Mafia Wars Game	24,142,623	+6,429,541	+36%
4.	 Zoo World	12,857,340	+6,053,805	+89%
5.	 PetVille	17,823,978	+3,861,130	+28%
6.	 FrontierVille	24,984,631	+3,598,109	+17%
7.	 Restaurant City	13,017,032	+2,289,626	+21%
8.	 Happy Island	8,681,928	+2,044,392	+31%
9.	 Sorority Life	4,978,879	+1,750,713	+54%

# 2010

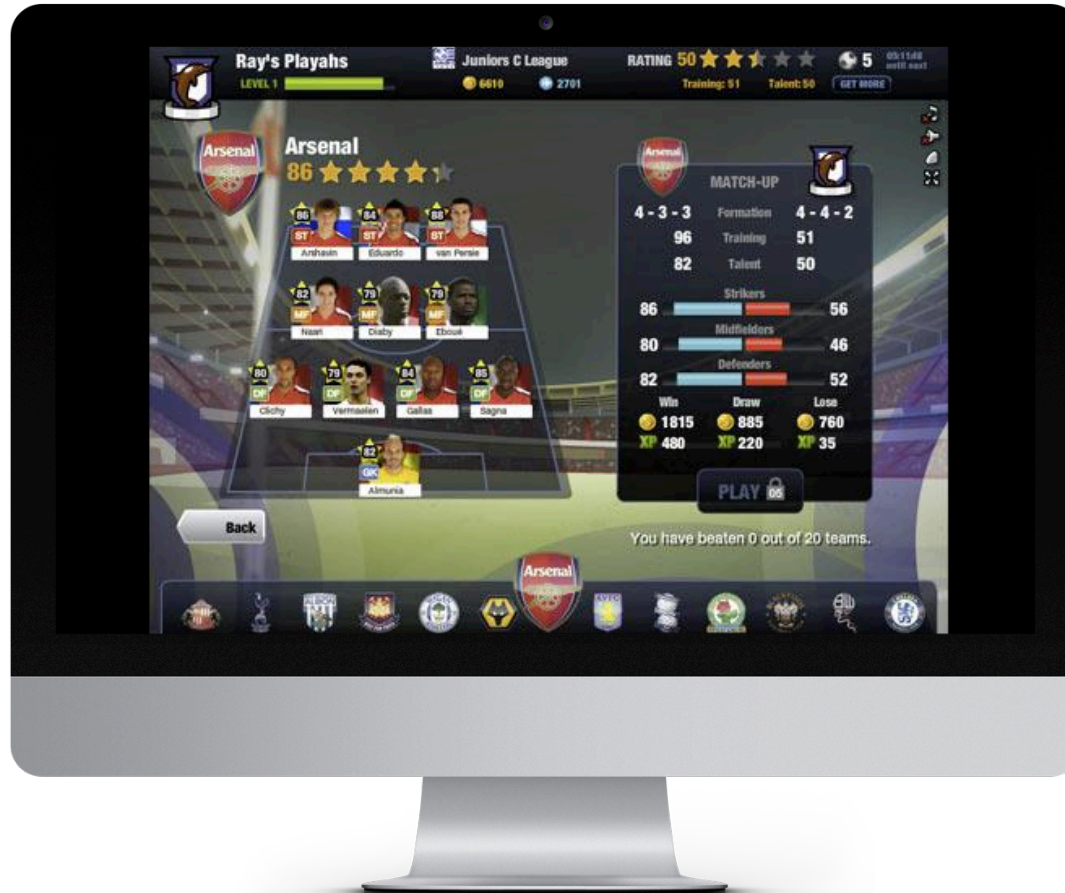




# 2010



# 2010



















# 2010



Source: <http://www.adweek.com/socialtimes/>

# 2010

	Name	MAU	Gain 	Gain, %
1.	 Hello City	2,778,038	+2,343,605	+539.46
2.	 My Empire	4,080,966	+1,521,177	+59.43
3.	 MindJolt Games	18,728,071	+1,255,048	+7.18
4.	 FrontierVille	1,238,193	+1,238,193	+100
5.	 EA SPORTS FIFA Superstars	1,166,373	+949,117	+436.87
6.	 Nightclub City	3,754,076	+578,726	+18.23
7.	 Texas HoldEm Poker	28,735,501	+474,279	+1.68
8.	 Fashion World	431,758	+377,110	+690.07
9.	 Baking Life	1,025,002	+347,812	+51.36
10.	 The Hardest Game of the World	362,342	+333,500	+1,156.30
11.	 Games	3,234,368	+302,852	+10.33
12.	 Family Feud	6,729,815	+283,422	+4.40
13.	 Crazy Cow Music Quiz	732,185	+271,634	+58.98
14.	 Bola	3,732,933	+253,244	+7.28
15.	 Wild Ones	3,877,909	+205,865	+5.61

MacBook Air

# 2010

## GAMING | INTERNET

### Zynga Acquires China's XPD Media Social Gaming Company

By Neil Vidyarthi on May. 20, 2010 - 12:02 PM  2 Comments

Zynga today announced they are acquiring Beijing-based social gaming company XPD Media. This is Zynga's first step into the asian market and XPD gives it a strong presence in one of social gaming's fastest markets. Zyn

## GAMING

### Watercooler Changes Its Name to Kabam, Focuses in on Deeper Social Games

By Chris Morrison on Aug. 3, 2010 - 8:45 AM  Comment

What's in a name, anyway? For a gamer expecting a particular kind of experience, perhaps a lot. That's why Watercooler, long known as a publisher of applications for sport fans, is changing its name to Kabam today. Kab

## GAMING

### Disney Announces Playdom Acquisition for \$563.2M, Plus Up to \$200M Earn-Out

By Eric Eldon on Jul. 27, 2010 - 2:42 PM  Comment

In a deal that has been in the work for weeks, Disney announced today that it would buy Playdom for \$563.2 million, subject to certain conditions, as well as a performance-linked earn-out of up to \$200 million. Playdom, the second

Source: <http://www.adweek.com/socialtimes/>

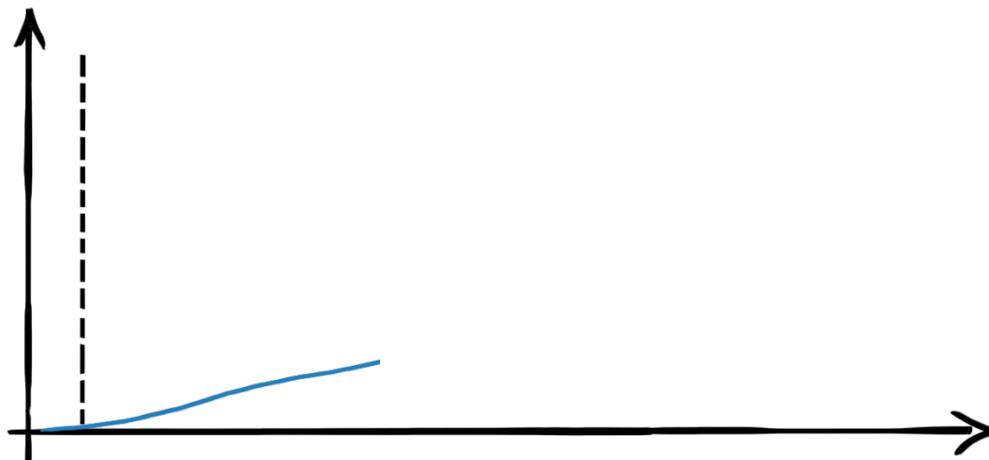
2010

## GAMING

**Nordeus Grows Steadily with Slow Burn Soccer Manager on Facebook**

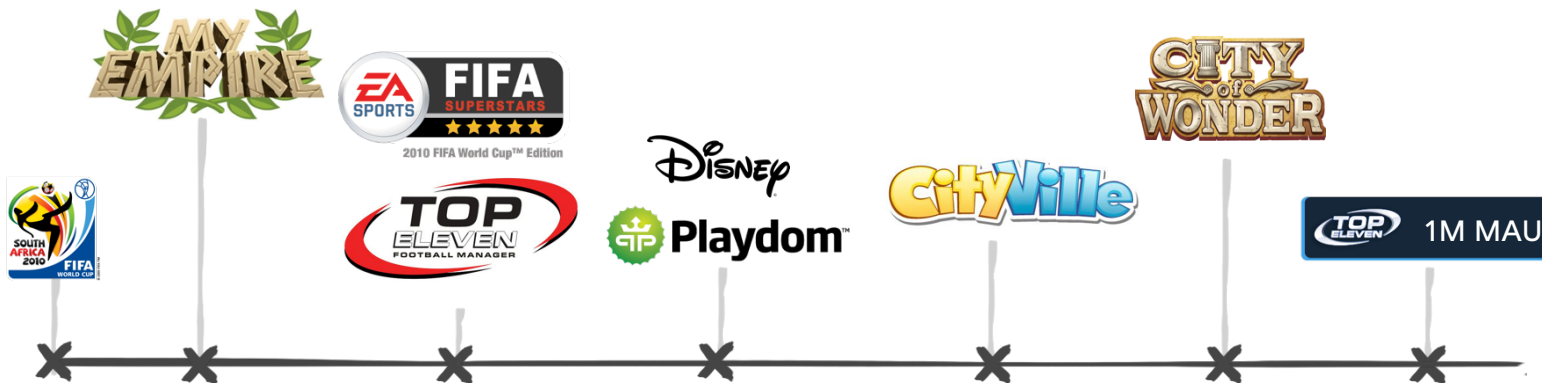
By Christopher Mack on Sep. 9, 2010 - 7:40 AM  Comment

The boom of soccer-oriented apps may be over, but an older Facebook soccer manager came to our attention recently. Top Eleven Football Manager was developed back in May by European developer Nordeus — a company comprised of



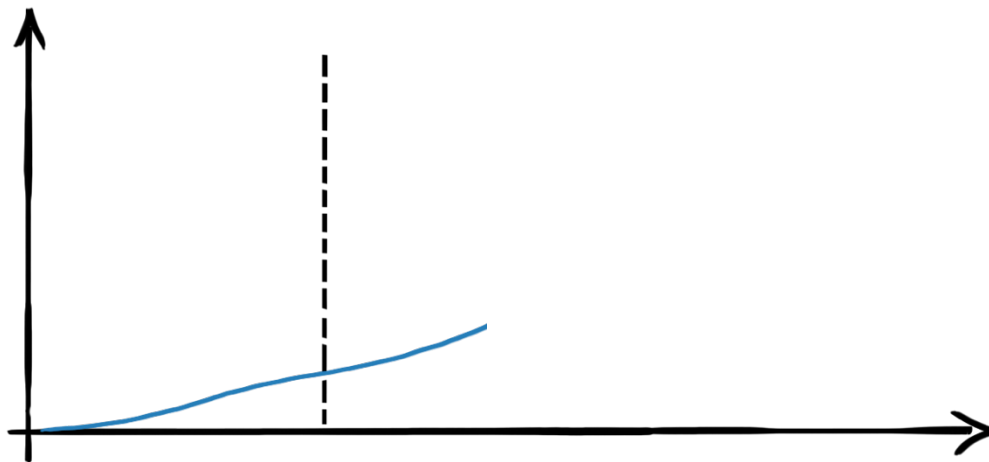
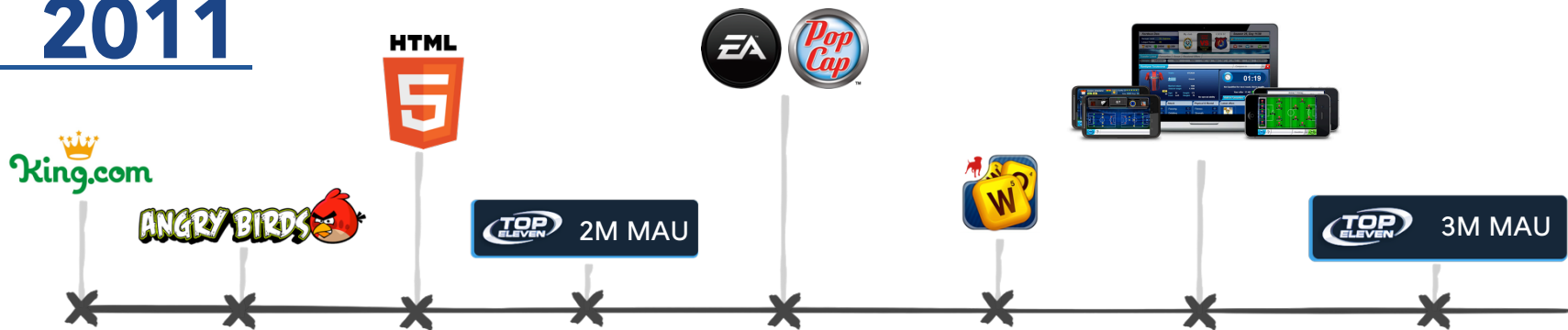
Source: <http://www.adweek.com/socialtimes/>

# 2010





# 2011



# 2012



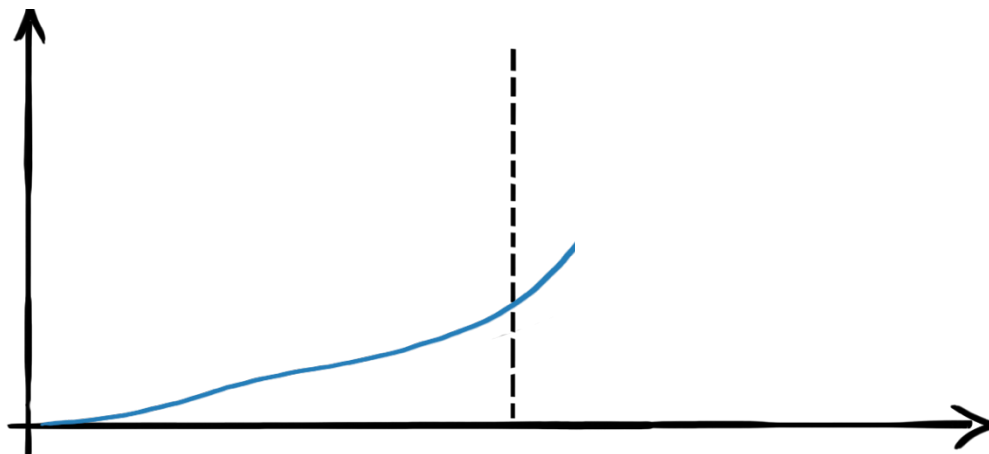
# 2012

## GAMING

### Top Eleven and CityVille are this week's gainer and loser among the Top 25 Facebook games of November 2012

By Mike Thompson on Nov. 16, 2012 - 11:44 AM [Comment](#)

We're two weeks into November, so we're starting to move up the list of the Top 25 Facebook Games of November. As always, we're checking out traffic numbers by daily active users (the best gauge of a title's

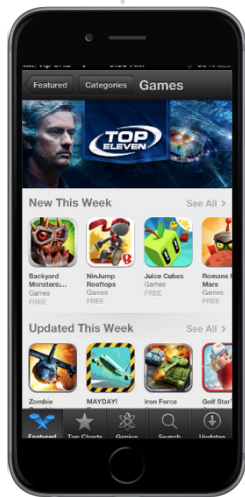


Source: <http://www.adweek.com/socialtimes/>

2012



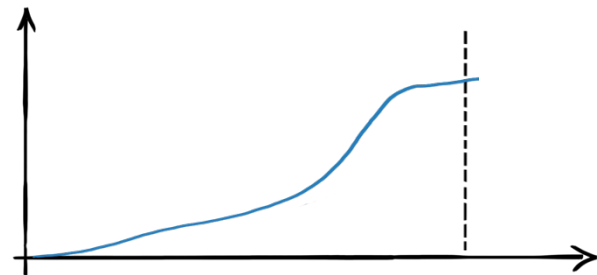
# 2013



Top 10 Revenue Generating Apps – July 2013

		Publisher
1.	<a href="#">Candy Crush Saga</a>	<a href="#">King.com Limited</a>
2.	<a href="#">Clash of Clans</a>	<a href="#">Supercell</a>
3.	<a href="#">Hay Day</a>	<a href="#">Supercell</a>
4.	<a href="#">Puzzle &amp; Dragons</a>	<a href="#">GungHo Online Entertainment, Inc.</a>
5.	<a href="#">The Hobbit: Kingdoms of Middle-earth</a>	<a href="#">Kabam</a>
6.	<a href="#">Kingdoms of Camelot: Battle for the North</a>	<a href="#">Kabam</a>
7.	<a href="#">Modern War</a>	<a href="#">Funzio, Inc</a>
8.	<a href="#">Minecraft - Pocket Edition</a>	<a href="#">Mojang</a>
9.	<a href="#">Big Fish Casino</a>	<a href="#">Big Fish Games, Inc</a>
10.	<a href="#">TOP ELEVEN</a>	<a href="#">Nordeus</a>

12M MAU



Source: <http://www.distimo.com/blog>

# 2013



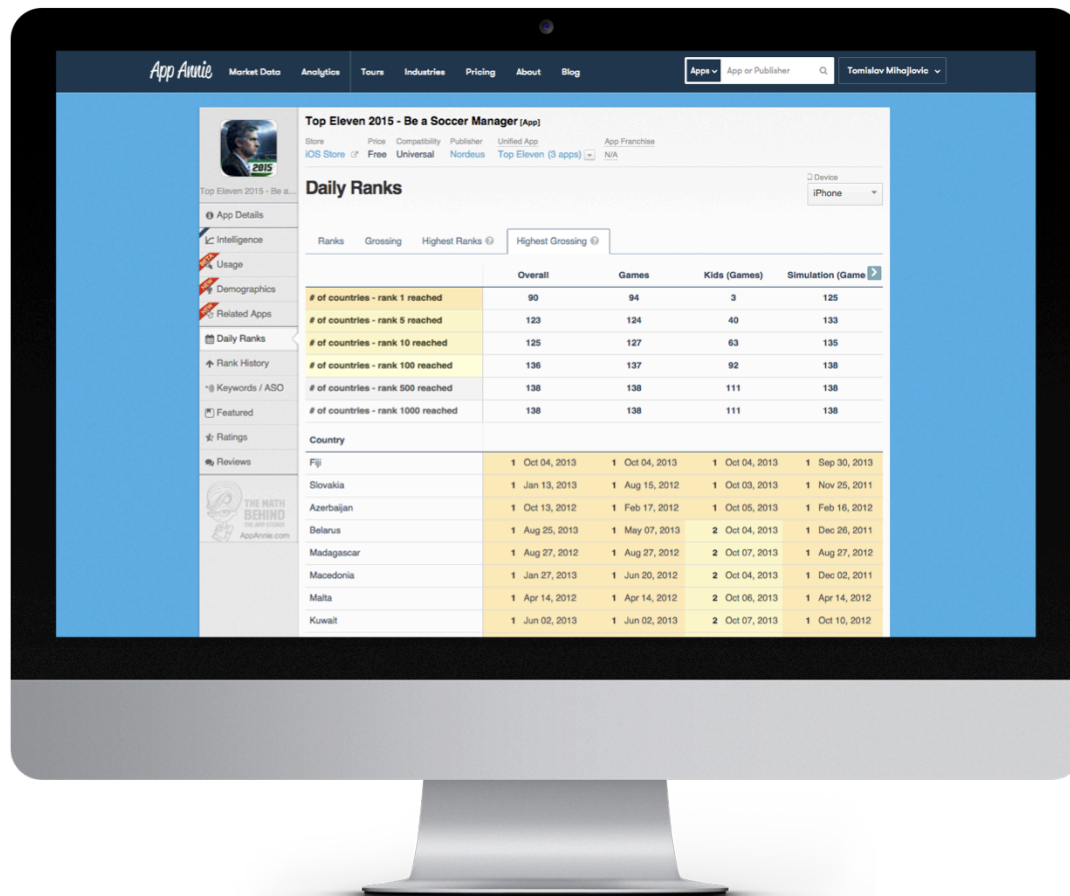


# 2014





# 2014





# TOP ELEVEN 2015

What it is?

# Challenges

- ✕ Name
- ✕ New or Update
- ✕ 2 Apps
- ✕ Exclusivity

# Pre-launch

- ✕ Planning
- ✕ Beta
- ✕ Teaser





# Pre-launch

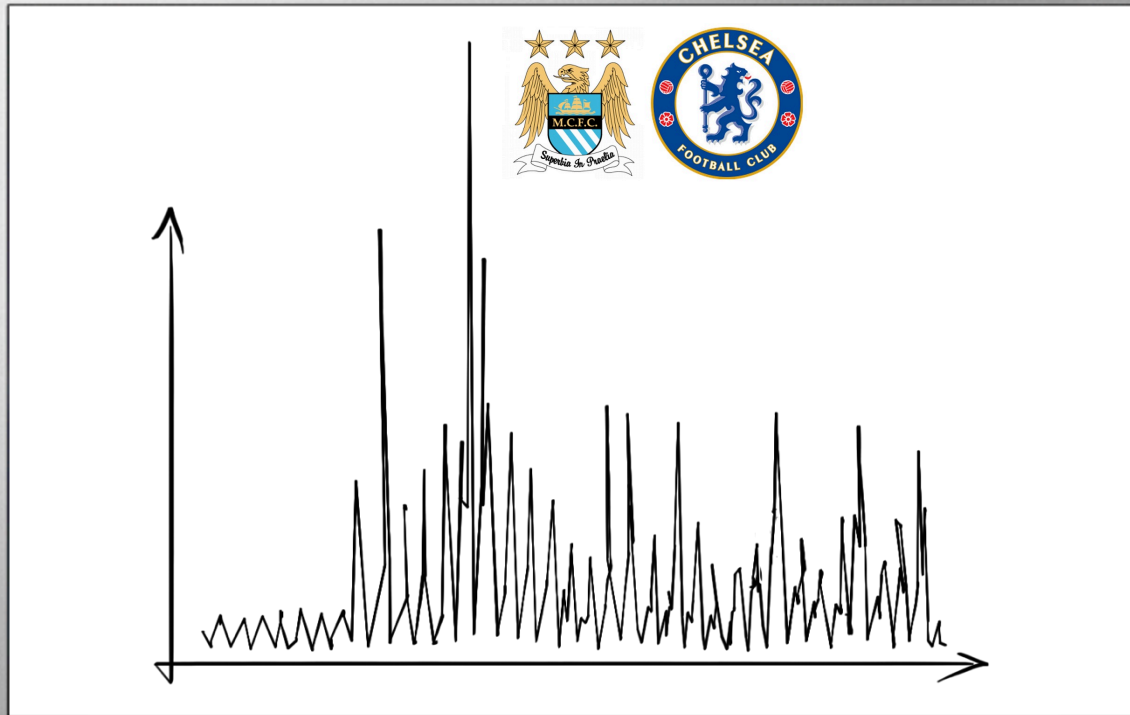
- ✕ Planning
- ✕ Beta
- ✕ Teaser

# Launch

- ✕ UK and Germany
- ✕ Creatives
- ✕ Acquisition and Reactivation
- ✕ Various Channels



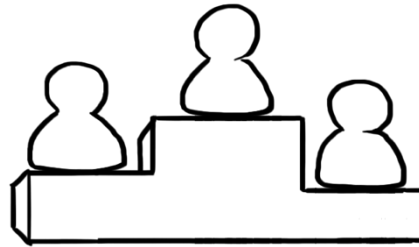




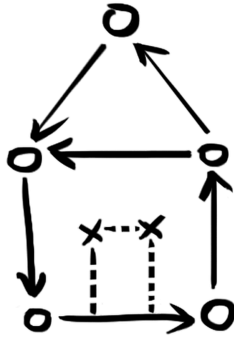
MacBook Air

# Lessons learned

- ✗ Beta
- ✗ Listen to your users
- ✗ Do not remove features
- ✗ Competition
- ✗ Be flexible



# **FRIENDLY COMPETITION**



**LOCAL  
APPROACH**



# CONTROLLED GROWTH



# MARKET POTENTIAL

country code	Country	Platform	FB Users	Average CPCs	% of Male	% of male 13 - 34 years old	male 13-34 old by platform	% of male 13 - 34 years old by platform	% of male social gamers	% of male soccer gamers	Total reg/male 13-34 users	MAU/male users 13-34 old
US	United States	Facebook	10,000,000	\$0.10	95%	95%	11,000,000	95%	100%	100%	10,000,000	11,000,000
		Twitter	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		LinkedIn	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		Instagram	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		TikTok	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
UK	United Kingdom	Facebook	10,000,000	\$0.10	95%	95%	11,000,000	95%	100%	100%	10,000,000	11,000,000
		Twitter	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		LinkedIn	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		Instagram	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		TikTok	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
FR	France	Facebook	10,000,000	\$0.10	95%	95%	11,000,000	95%	100%	100%	10,000,000	11,000,000
		Twitter	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		LinkedIn	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		Instagram	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		TikTok	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
DE	Germany	Facebook	10,000,000	\$0.10	95%	95%	11,000,000	95%	100%	100%	10,000,000	11,000,000
		Twitter	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		LinkedIn	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		Instagram	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		TikTok	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
JP	Japan	Facebook	10,000,000	\$0.10	95%	95%	11,000,000	95%	100%	100%	10,000,000	11,000,000
		Twitter	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		LinkedIn	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		Instagram	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000
		TikTok	10,000,000	\$0.10	95%	95%	10,000,000	95%	100%	100%	10,000,000	10,000,000

Sort for Platform

(All)

Sort by

MAU

Start of period x days ago

60

Show countries with MAU in range

1 5,000,000

Country

(All)

Alghanistan

Aland Islands

Albania

Algeria

American Samoa

Andorra

Angola

Anguilla

Antigua and Barbuda

Argentina

Armenia

Aruba

Australia

Austria

Azerbaijan

Bahamas

Bahrain

Bangladesh

Barbados







JOSÉ MOURINHO

*Mourinho*

# Q&A