

# The Year in Free-to-Play Games

Beyond Social and Mobile

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# The Year in Free-to-Play Games

Beyond Social and Mobile

What we're  
talking  
about

MapleStory

World of  
Tanks

Hearthstone

League of  
Legends

What we're  
NOT talking  
about

World of  
Warcraft

Eve Online

Planetside 2

Champions  
Online

# First things first

## Free-to-Play isn't...

# First things first

Free-to-Play isn't...



**Rocket  
Science!**



# First things first

Free-to-Play isn't...



Witchcraft!



Rocket  
Science!

# First things first

Free-to-Play isn't...

A red, multi-pointed starburst shape with a jagged, irregular edge.

**The Devil**

A green, multi-pointed starburst shape with a jagged, irregular edge.

**Witchcraft!**

A pink, multi-pointed starburst shape with a jagged, irregular edge.

**Rocket  
Science!**

# First things first

Free-to-Play isn't...

A red starburst shape with multiple points, containing the text 'The Devil'.

**The Devil**

A green starburst shape with multiple points, containing the text 'Witchcraft!'.

**Witchcraft!**

An orange starburst shape with multiple points, containing the text 'Inherently Unfair to Players!'.

**Inherently  
Unfair to  
Players!**

A pink starburst shape with multiple points, containing the text 'Rocket Science!'.

**Rocket  
Science!**

PLAY FREE NOW

JOIN MILLIONS OF PLAYERS IN  
MAPLESTORY BY FOLLOWING  
THESE STEPS

1. INSTALL GAME LAUNCHER
2. CREATE ACCOUNT
3. VERIFY EMAIL ADDRESS
4. DOWNLOAD MAPLESTORY
5. START PLAYING



GAME CLIENT DOWNLOADS

Hearthstone

DOWNLOAD THE GAME

*#These are  
just  
estimates#*

| Game                 | Minimum<br>Time<br>Commitment* |
|----------------------|--------------------------------|
| League of<br>Legends | 20 - 40<br>min                 |
| MapleStory           | 1 - 3<br>hours                 |
| Word of<br>Tanks     | 1 - 2<br>hours                 |
| Hearthstone          | 20 min                         |

*\*Seriously*

## How they Make Money

Cosmetic/Fashion Items

Virtual Currency

Characters/Cards

Server/Name changes

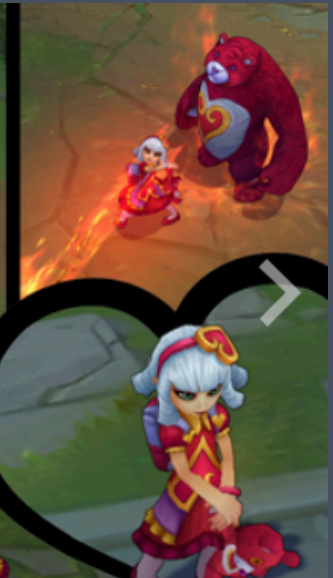
Account Privileges

Collectibles

Consumables (one-time use items)

Equipment (permanent items)

Ads



Sweetheart Annie - **750 RP**

Heartseeker Varus - **1350 RP** (on sale for 975 RP until Feb. 17th, 08:59 CET)

Sweetheart Icon - **250 RP**

Heartseeker Ward - **640 RP**

## How they Don't Make Money

Lives

Energy Meters

Surveys

### WORLD OF TANKS



Gold

Shared across all games



Premium Account

Shared across all games



Vehicles



Specials

# MapleStory

Audiences in  
North America,  
Australia,  
Peru, Israel

Go on  
Adventure

Customize  
Appearance

Attack  
Enemies

Earn  
Equipment



Played by  
Males, 18 –  
25 (I know,  
right?!)

# 2014

What they  
did:

- Introduced  
Maple  
Rewards
- Star  
Planet  
mini-game  
tournament





# World of Tanks

Monetizes  
on gold,  
premium  
accounts  
**TANKS**



Get  
Tank

Restore  
tank

Form  
teams

Blow up  
other  
tanks

Scrapped  
pay-to-  
win in  
2013

Relies on PvP



# 2014

What they did  
this year:

- Launched on  
Xbox Live  
Arcade
- Expanded to  
Mobile
- Launched or  
updated PvE  
campaigns



# Hearthstone 2014



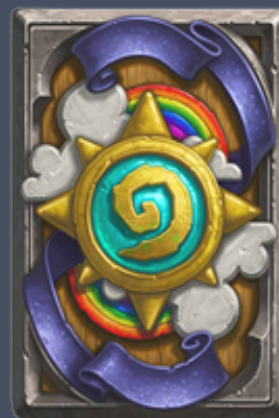
Desktop CCG  
– with 30-  
card decks

Multiple PvP modes,  
adventure mode

# Hearthstone 2014

What they did:

- Launched
- Kicked @\$\$
- Made money





# League of Legends 2014

Limited time  
availability  
sale items



Get more  
Champions

Get  
Champion

Form  
team

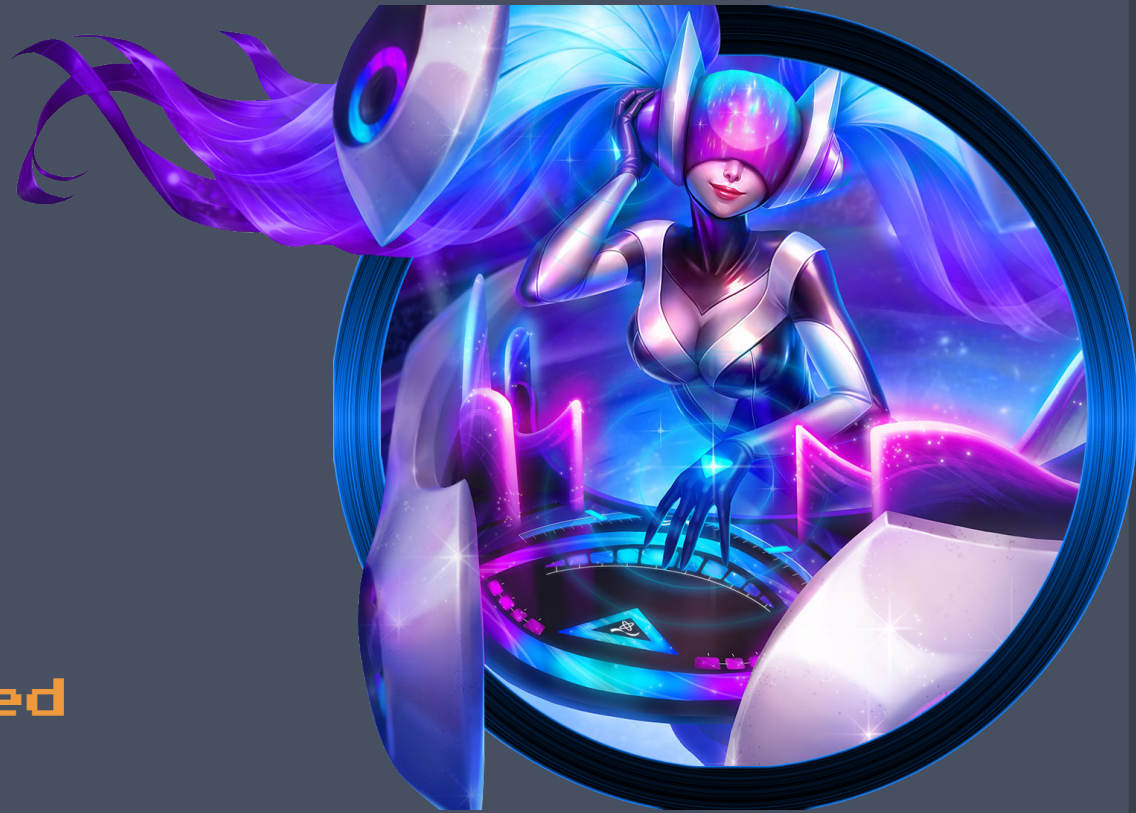
Beat  
other  
team

Gifting items  
to friends

# League of Legends 2014

## What they did:

- E-sports
- Expanding Champion-related content
- Taught Facebook to play LoL\*



# What's Next?

2015 and Beyond

- Crowd-funded tournaments

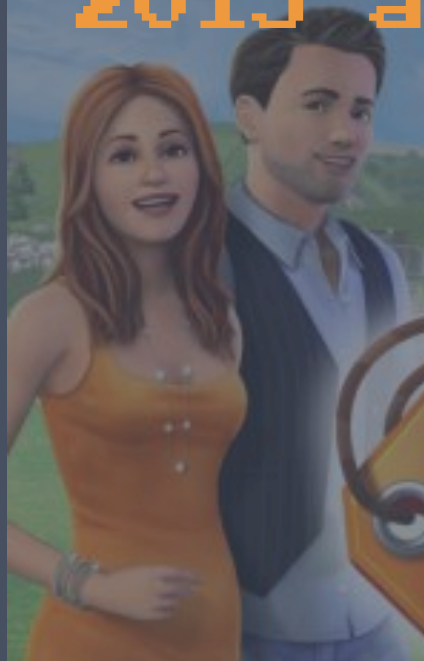




# What's Next?

## 2015 and Beyond

New (or new again) games



# The Sims

## FreePlay

### Premium Content:



Dirty No More  
Changing and Bath...

599 SimPoints



Milkin' It Dairy Corral


495 SimPoints



Solace Snuggly  
Deluxe Baby Bed

364 SimPoints



A photograph of a Space Shuttle Columbia launching from the launch pad. The shuttle is ascending vertically, leaving a large, billowing plume of white smoke and fire behind it. The launch pad structure is visible on the left side of the frame. The sky is a clear, pale blue.

What's Next?  
2015 and Beyond