G3 - Golden Gate Games

Challenges of Bringing Western Mobile Games to China

GDC 2015

G3 Introduction

- ✦ **Keith McCurdy**
  - ✦ 20 years game industry executive; console, online, web, mobile.
  - ✦ 12 years Electronic Arts; VP Product, VP Online, VP Technology.
  - ✦ Launched EA's Online Gaming business. First MMO.
  - ✦ Multiple time VC backed CEO (KPCB, MDV, VPVP).

- ✦ **David Zhu**
  - ✦ Chinese born serial entrepreneur, founder of 4 startups.
  - ✦ PhD Stanford grad lives ½ time in China and ½ in Silicon Valley.
  - ✦ Sold first China based game development business to Disney.
  - ✦ Built a 2nd successful China based game business which worked with leading western game companies EA, Disney, Zynga, etc.

What G3 Does...

G3 enables western (US/EU) mobile game developers to access the huge and fast growing mobile gaming market in China.

- ✦ *Identify* mobile games that will monetize well in China.

- ✦ *License* the game for Android and iOS in China.

- ✦ Extensive *Culturalization* of the game for the unique game play and monetization needs of Chinese gamers.

- ✦ *Publish* the game via dozens of Chinese app stores.

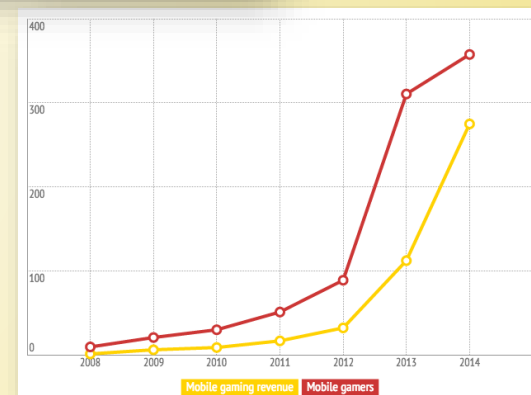- ✦ *Operate* the game with ongoing content, community events, online marketing, and live operations activities.

So, Why Care About China?

The Obvious...*IT IS REALLY BIG*

✦ Chinese are Avid Gamers
  ✦ #1 PC and #1 Mobile

✦ Mobile Phone Growth
  ✦ 200m new Android phones per year.
  ✦ Largest iPhone market in world.

✦ China Mobile Gaming Growth
  ✦ While Growth in the West has Stalled...

China Is The Largest Mobile Gaming Market In World, And It Will Continue To Widen That Gap In The Coming Years.

So, Why Care About China?

And the Not So Obvious….

- ✦ **Pushing the Envelope in F2P Game Design** - China is on the cutting edge of F2P monetization techniques. There is a lot to learn that can fold back into your game designs for world wide players.

- ✦ **Proving Your Games "Work" in China** – Showing that your IP works in China and you understand the largest market in the world will increase the valuation of your company.

- ✦ **Incremental Revenue to Compete** - If you exploit your game wisely in China (low costs) you can generate cash flow to invest back into creating more IP.

So What Can I Do ?

Why Can't I Just Localize My Game & Release In China?

✦ What About Distribution & Marketing?

  ✦ How Many App Stores Are There? Which Ones Matter? How Do I Work With Them? What Do They Want? How Do I Market?

✦ Can I Actually Do Business in China?

  ✦ International Banking, Legal Issues, IP Protection, etc.

✦ Do Games in China Need Live Operations?

  ✦ Can I Just Launch and Forget? Will My US Servers Work? Do I Need to Manage the Community? What About Live Events?

✦ What Is This "Culturalization" Thing I Hear About?

  ✦ Even if Everything Above Was Solved…You Still Need…

Culturalization Overview

User Interface/Experience

Menus   Difficulty

Tutorials   First User Exp.

Leveling   Pacing

Monetization

Consumables   Pay Wall

Depth / Whales   Aggressiveness

Vanity   Gotcha

Art & Content

Style   Cultural

Colors   Levels

Objects   Characters

Network Features

Social   Live Ops

Leaderboards   Multiplayer

Friends   Events

Local Servers   Ad Networks APIs   File Size Versions

Analytics APIs   Payment APIs   Localization

UI & Engagement Examples

Western

China

UI & Engagement Examples

Player Avatar. Need For Friends And Social Features

Health Score Move To Near The Avatar

Change The Map To Be Linear And Vertical – Easier For Player To Find A Level And To Know Where They Are

Functional Icons, Including Events, Pets, Shop, Friends,

System Notice – For Announcements

Rewards: From Events, Holidays, And Others

Daily Check In

Slots For Gotcha Mechanic

Rolling Messages/News UI

Monetization Examples

Pets

Power Ups

Inventory

Monetization Examples

Gotcha

Daily Prize

Style & Design Examples

Golden Gate Games

App Store Icons

第1改版　第2改版　第3改版

Marketing Material

Style & Design Examples

Splash Screen

Pets

Bubble Blaze, Outplay 13
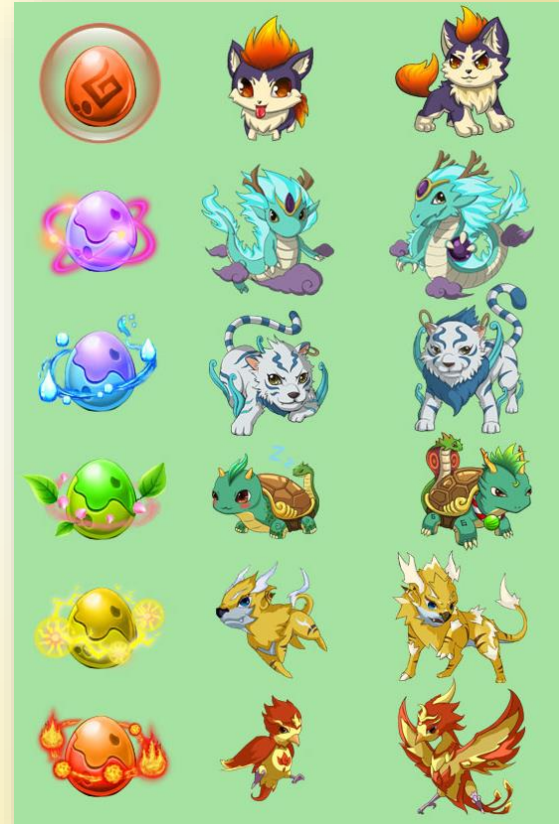
Core Game Mechanic

Western

China

Bubble Blaze, Outplay

Wrap Up...

Take Away Points...

- ✦ China is the Largest Mobile Gaming Market in the World.

- ✦ Chinese Gamers Have Very Different Expectations.

- ✦ They Require Significant and Thoughtful Culturalization.

- ✦ Culturalization Requires Real Product Development Skills.

- ✦ Culturalization Should Include Social & Network Features.

- ✦ Live Operations and Services are Very Important.

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Thank You

Keith McCurdy

keith@GoldenGateGames.com

www.GoldenGateGames.com

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