



Manning the oars or raising the sail

Sveinn Kjarval CCP Games

GAME DEVELOPERS CONFERENCE March 14–18, 2016 · Expo: March 16–18, 2016 #GDC16



GDC 15

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First a little background

- I come from another world
- A world of ~7500 solar systems...
- A world of boundless freedom, self reliance, commerce and conflict...
- Inhabited by hundreds of thousands of space experts...
- A world where the strong (stubborn) survive



EVE[®]
ONLINE



The EVE Online community

- Average age is around 31
- Around 40% have some kind of IT background
- Players from nearly all nations collude or collide in a single server universe

What is a community team?



The EVE Online Community Team



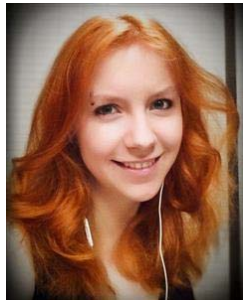
Paul
Community
Manager



Me
Lead
Community
Developer



Thomas
Sr. Community
Developer
(German comm.)



Nataliia
Community
Developer
(Russian comm.)



Ben
Community
Developer



Simone
German Loc.
(German comm.)



Camille
French Loc.
(French comm.)

Responsible for communication, localization and
community support

The EVE Online Community Team



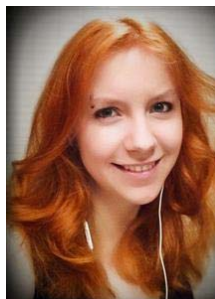
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ISD Volunteers



99 Volunteers in 9 different teams covering a wide range of topics.

Structure, hierarchy and rules

- The space army has ranks
- As self reliant as possible, but no more than that
- Each branch led by a Vice Admiral
- The code of conduct is a modified version of the one CCP staff abide



We empower them, they enable us

- 1200 total hours volunteered per month
- 200 hours of forum moderation alone
- Relieves us of 90+% of daily moderation
- Various positive benefits for our team and the players

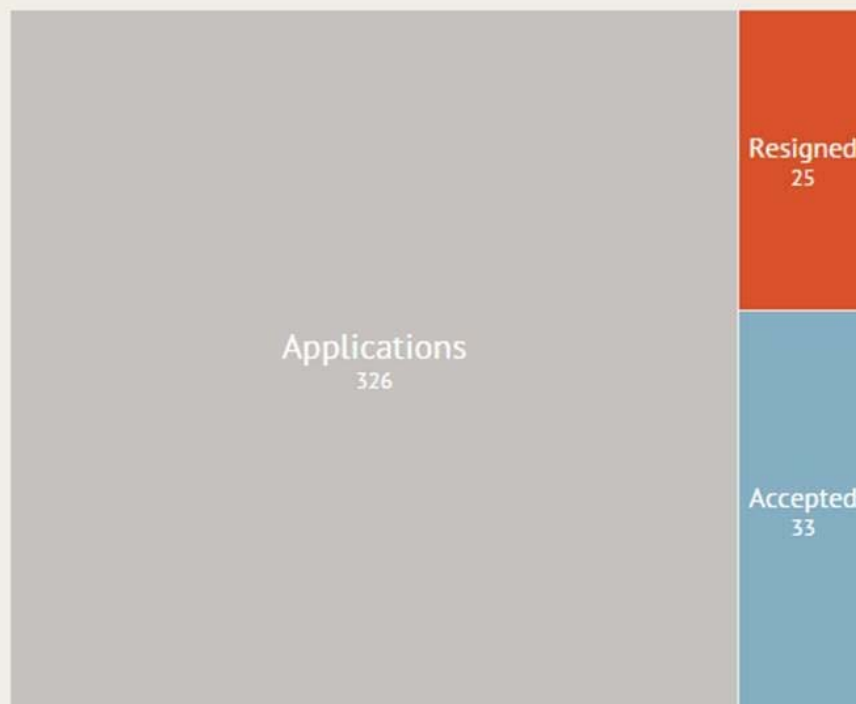
Why do people volunteer?

- They are super enthusiastic about EVE
- The program attracts “IRL support players”
- It’s fun to be in the fold
- ...and of course there’s perks and prestige
 - Free account, tickets to official events, store credit, ISD banner on forums, colored text in-game etc.

How do we find them?

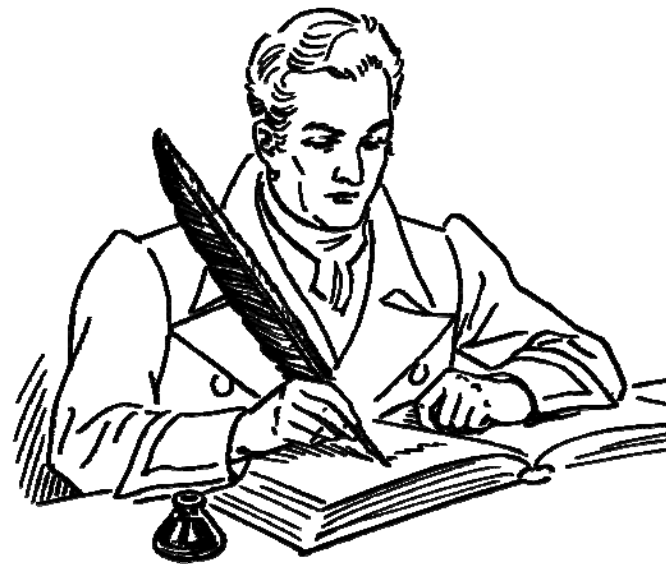
- We advertise!
- Fewer get in than want to
- They have to pass screening by CCP and ISD
- Must be in good standing, must possess great knowledge and the right attitude
- Some have been volunteers for 10+ years

Member changes 2015



But there must be pitfalls?

- Absolutely and we've definitely faceplanted



If we didn't have our volunteers?

- We would need to either add a bunch of staff...
- ...or more likely, do fewer of the cool projects that can only be done in-house
- Bottom line...*they make us better*



The EVE Online Community Team

FANSITES

FILTER BY

All Countries

Blogs

Chat

Corporation Recruiting

Downloads

Fan Art and Fiction

Forums

Guides

Internet Radio

Item Database

Kill Boards

News

Podcast

Screenshots

Ship Database

Tools

Videos

Developer (German comm.) (Russian comm.)



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Fansites are incredibly varied

- Tools, fiction, guides, news, blogs, podcasts, art, resources
- For EVE...fansites are unusually important
- Each has to meet benchmarks for its category on entry and every 6 months (and adhere to rules and standards)

How do we find Fansites?

- We advertise!
- We maintain a formal application process
- ...and of course we read a lot of internet

SUBMIT A FANSITE

Site name

Url

Logo URL (55x40 px)

Site nationality

Select nationality ▼

Primary language

Select primary language ▼

'Other' language

Type of activities

- | | |
|---|--|
| <input type="checkbox"/> Chat | <input type="checkbox"/> Kill Boards |
| <input type="checkbox"/> Corporation Recruiting | <input type="checkbox"/> News |
| <input type="checkbox"/> Downloads | <input type="checkbox"/> Podcast |
| <input type="checkbox"/> Fan Art and Fiction | <input type="checkbox"/> Ship Database |
| <input type="checkbox"/> Forums | <input type="checkbox"/> Screenshots |
| <input type="checkbox"/> Guides | <input type="checkbox"/> Tools |
| <input type="checkbox"/> Internet Radio | <input type="checkbox"/> Videos |
| <input type="checkbox"/> Item Database | <input type="checkbox"/> Blogs |

SUBMIT SITE

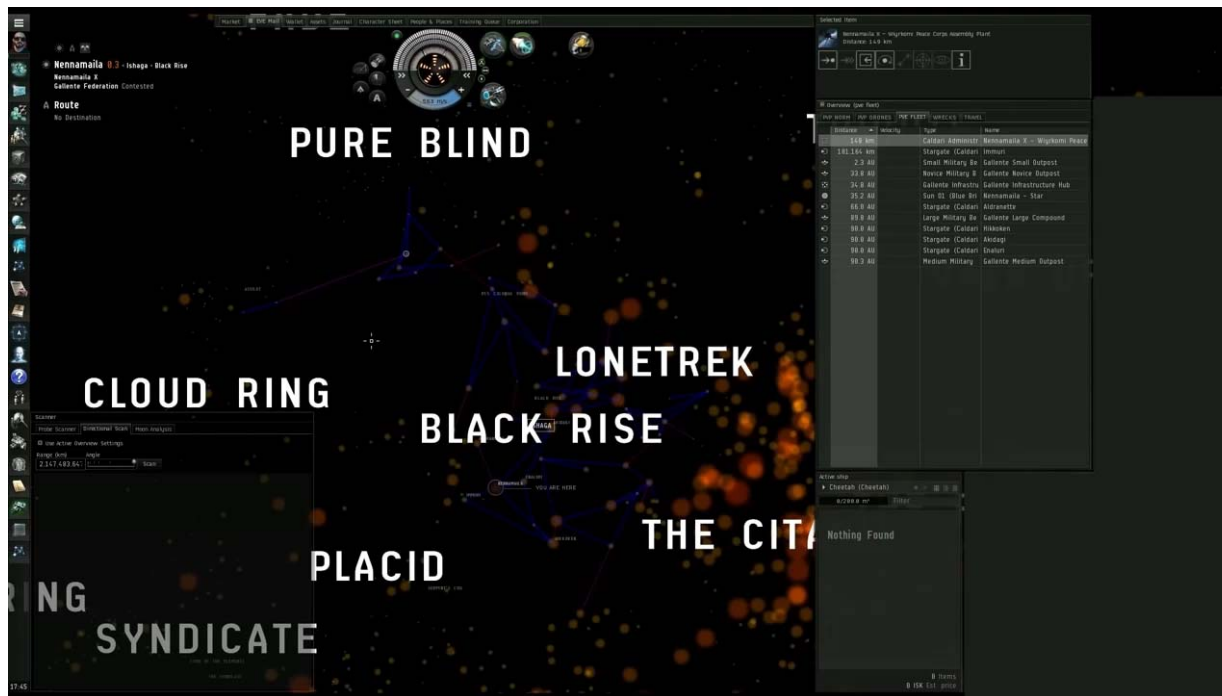
Why be an official EVE Fansite?

- Sweet sweet perks...free tickets to official events, free accounts etc.
- Easier access to devs for project support (street cred yo)
- But most often the fansite is an outlet for personal ambition and talent...the recognition is just a nice bonus

What do we get out of the program?

- It strengthens our relationship with our best content creators and tool makers
- It gives helpful players (and our ISD) an official, approved list of safe things to use and recommend
- And keep in mind that maintaining the program itself is part time work for one man

An example: Dotlan maps



Without our beloved Fansites...

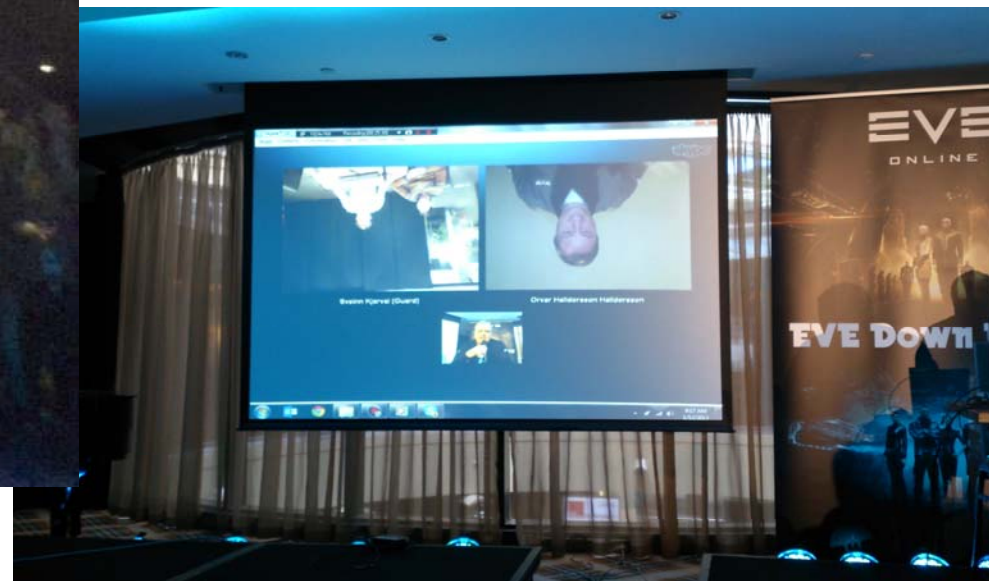
- We'd either have fewer useful tools and way less content, or a ton more work!
- *So the least we can do is highlight, reward and augment their amazing efforts*



Working with community organizers

- Our players come to us with a lot of ideas
- Sometimes it's about a player gathering...
- Sometimes it's a new website...
- Sometimes it's a short film or a documentary...
- Sometimes it's an in-game charity event...
- ...there's always some way to support every project

Managing relationships



Example...

- Very ambitious player run E-sports league
- Taken to another level with assistance from us

The screenshot shows the homepage of the Crossing Zebras website. The header includes the site's logo, navigation links for Staff, Podcasts, Articles, and CZTV, and a search bar. The main content area features a large article titled "#EVE_NT COLLIDES" with a dramatic space-themed background. Below the title, it states "Published on September 4th, 2015 | by Niden". The article's sub-header is "The Future of EVE-Sports". The text discusses the 13th Alliance Tournament of EVE Online and the community's focus on the future of EVE as an e-sport. It mentions CCP's support for player-run events and a prize pool of 150 unique skins. To the right of the article, there are several widgets: a "Sports Betting" section for the New York Giants vs Philadelphia Eagles game, a "LiveStream" section for the CrossingZebras channel, and a "sponsored links" section featuring a "DUTY FREE express" advertisement.

Crossing Zebras

Staff Podcasts Articles CZTV Search →

Articles

#EVE_NT COLLIDES

Published on September 4th, 2015 | by Niden

The Future of EVE-Sports

In the months and weeks leading up to the much anticipated 13th Alliance Tournament of EVE Online, the discussion within the community revolved as much around the future of EVE as an e-sport, as it did around the tournament itself.

Speaking with CCP as early as Fanfest this year, AT enthusiasts got worrying signals from CCP that there would not be as much emphasis on EVE as an e-sport directly from CCP going forward. Since then however, CCP have let on that they very much intend to heavily support player-run EVE-sports events instead. This became increasingly clear when CZ received an interesting update from #EVE_NT Collides organiser (and CZ contributor) Nashh Kadavr yesterday.

#EVE_NT Collides will be receiving 150 unique SKINS to give out as prizes for this season of the championship. You heard it here first.

These skins will not be available anywhere else and will exclusively be limited to the 150 given out. The prizes will be divided amongst the teams as follows:

Sports Betting

evebet. New York Giants At Philadelphia Eagles
00:30 20 Oct 2015 EVE
Place your bet now! 8,000,000,000+ ISK

New York Giants (2.77) Philadelphia Eagles (1.33)

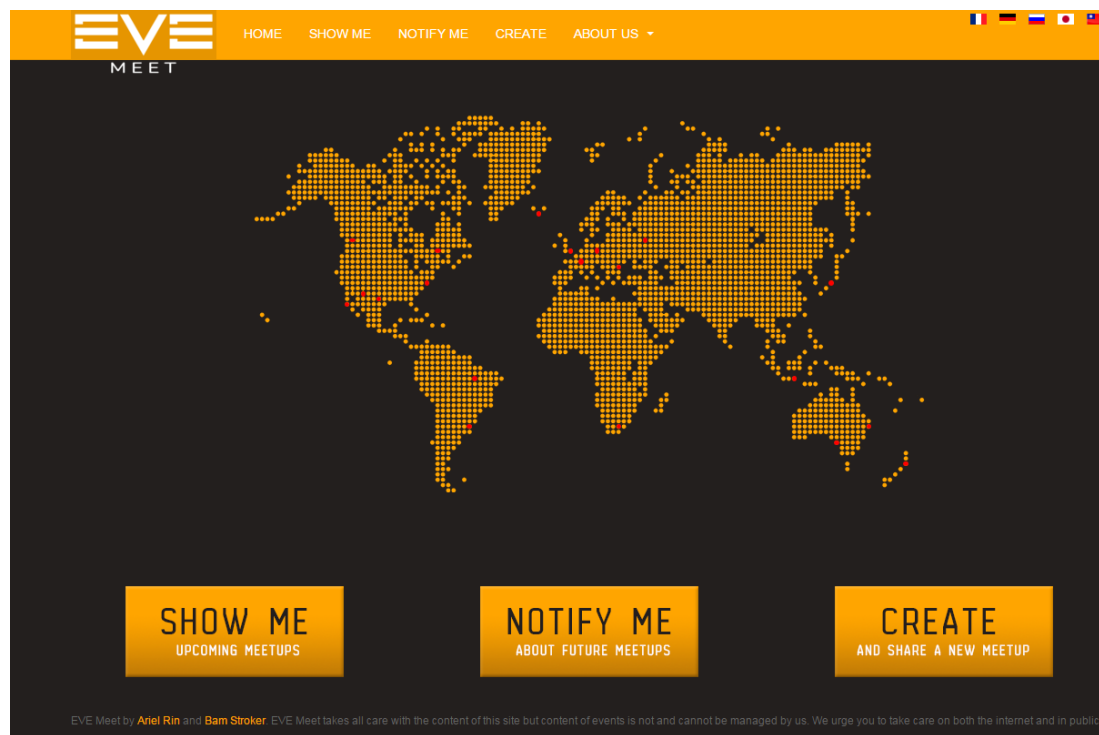
LiveStream

CrossingZebras
Offline

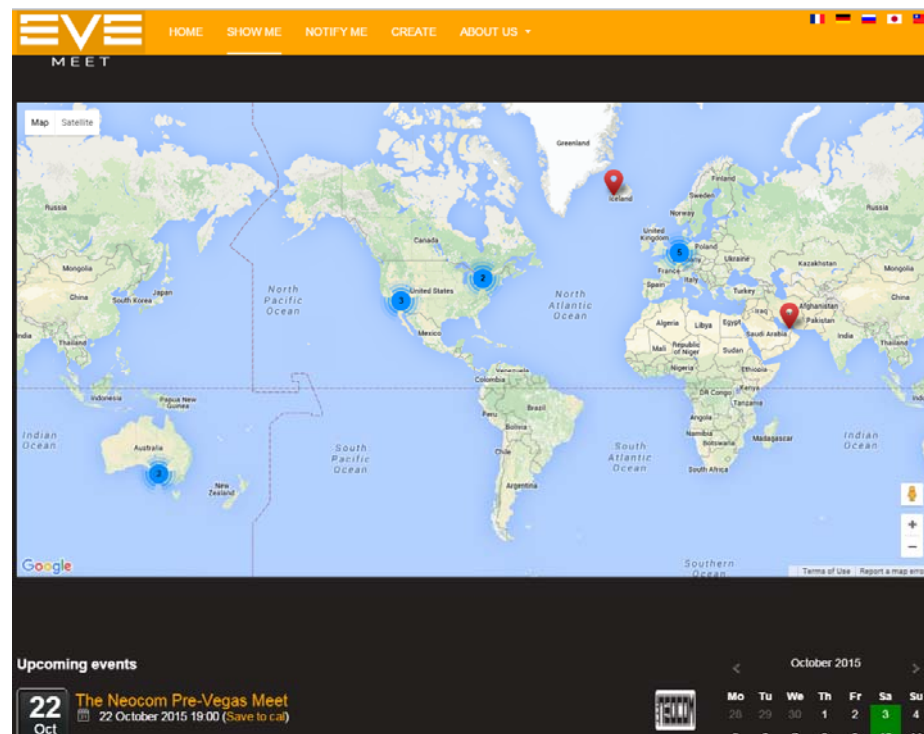
sponsored links

DUTY FREE express
PANTADU Á DUTYFREE.IS
ÁÐUR EN ÞÚ FERD AF STAD
Smelltu hér og njóttu þér
Express þjónustu
Fríðgæðnaðs

One of my favorite examples...



One of my favorite examples...

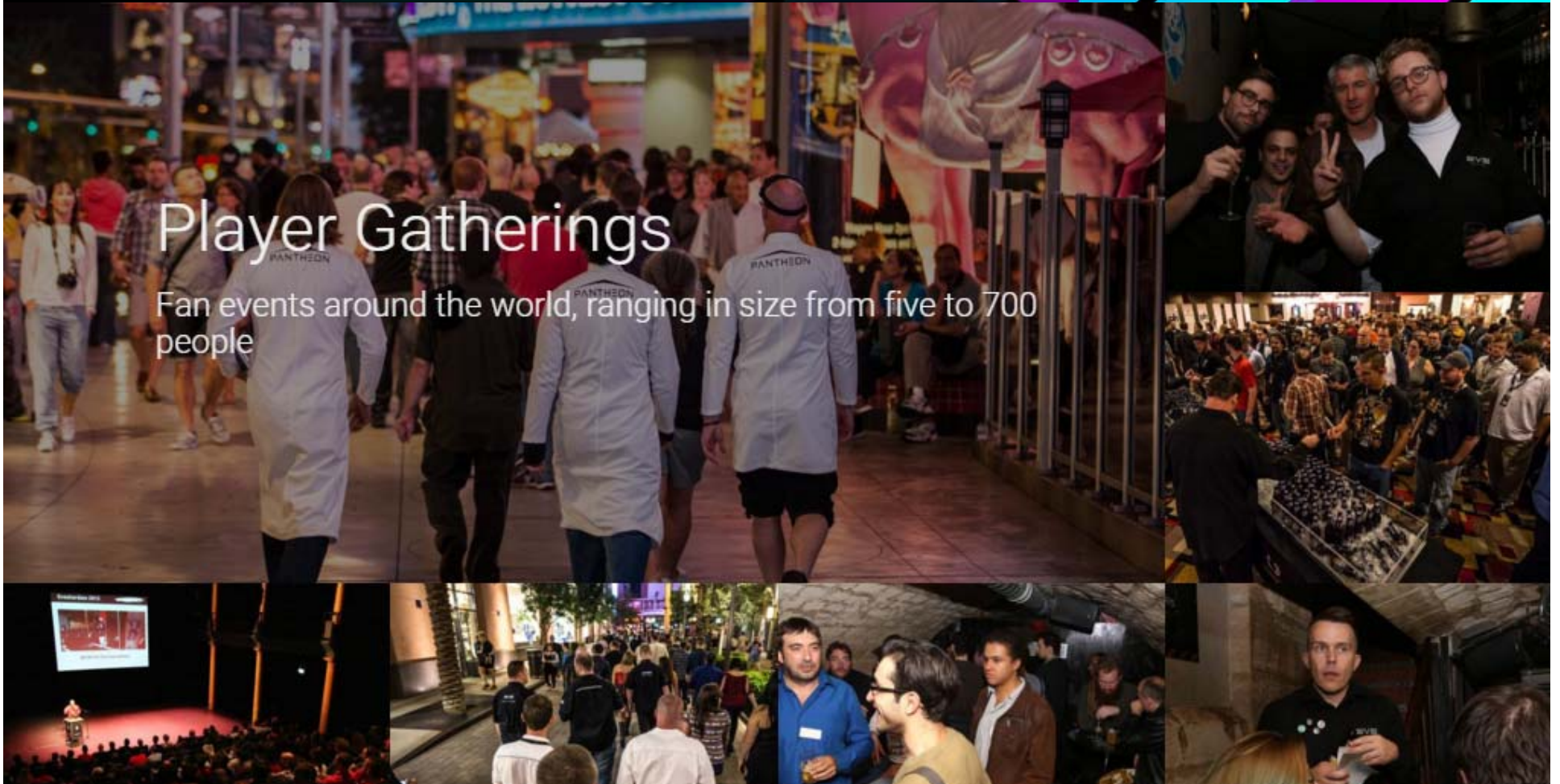




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Player Gatherings

Fan events around the world, ranging in size from five to 700 people



How to grow the meet-up scene?

- By stubbornly pushing meets and the idea of meets
- By supporting, advising and encouraging
- By going to them
- By hosting our own

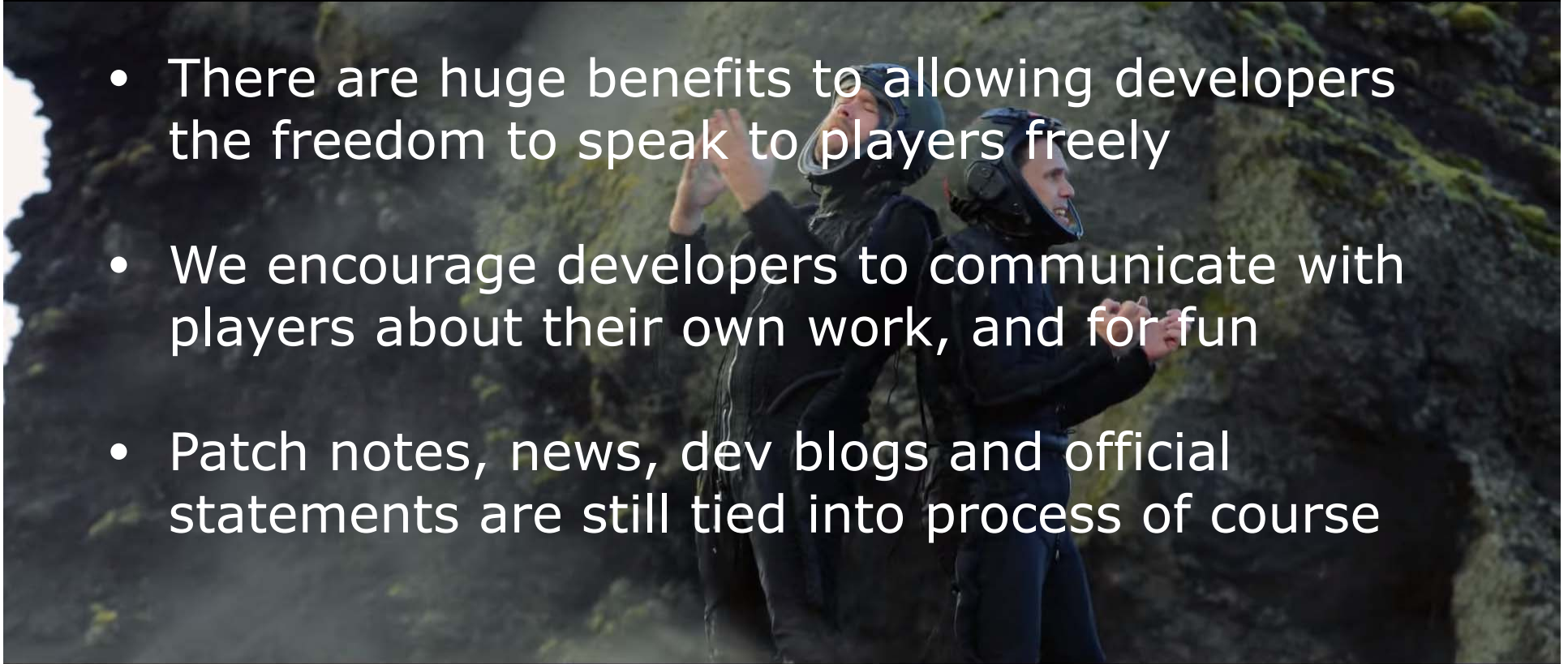
We've raised the party sail and the winds of the party gods now blow strongly

Pitfalls of backing player projects

- If the project fails badly, you'll take a hit too
- Vital to do proper background checks and to be critical of plans up front
- Fairness is important – but the world isn't fair

Direct, free-flowing communication

- There are huge benefits to allowing developers the freedom to speak to players freely
- We encourage developers to communicate with players about their own work, and for fun
- Patch notes, news, dev blogs and official statements are still tied into process of course



Pitfalls of freestyle communication

- Not having guidelines
- Having bad guidelines
- Not saying something when someone says something



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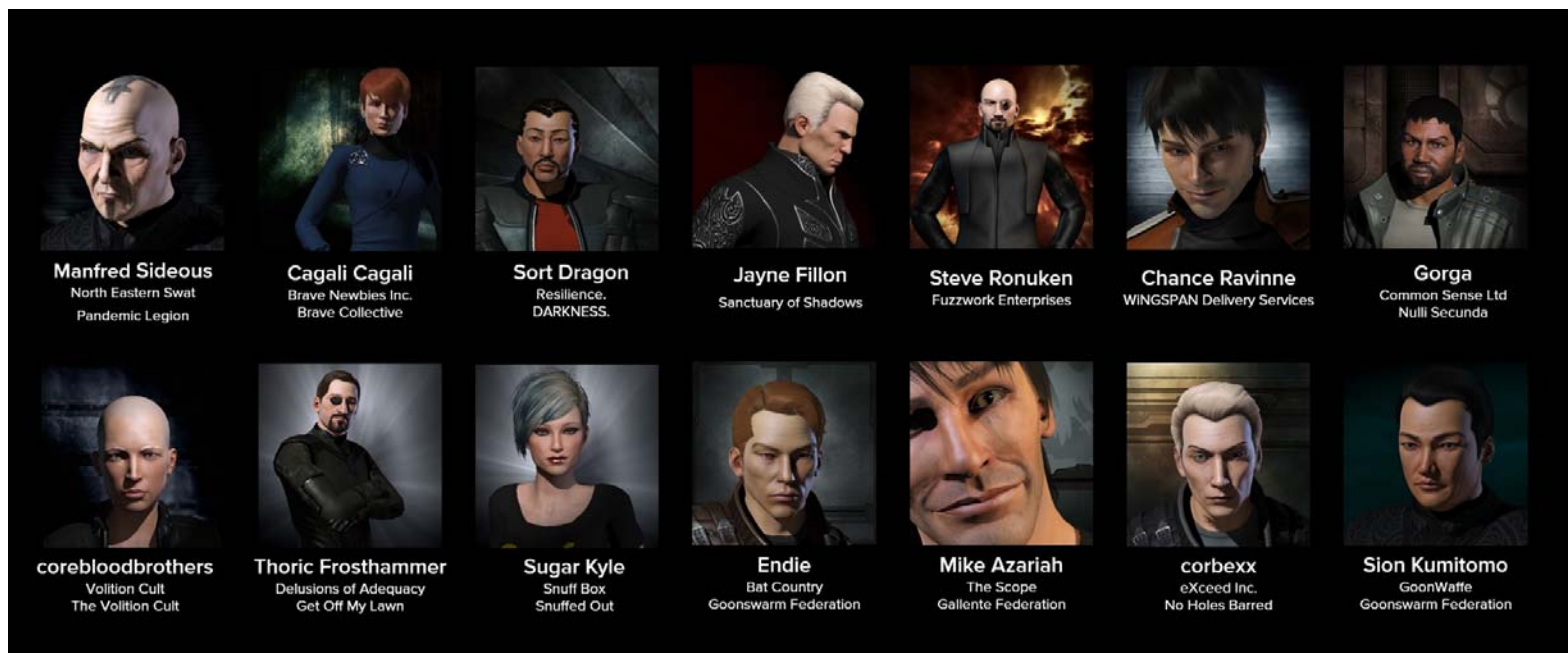




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The CSM is our wind tunnel <3



GDC

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When it's
time to
grab the
oars...



GDC ¹⁶

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CCP GUARD
LEAD COMMUNITY DEVELOPER



Let's sum it up!

- We've talked about boosting and supporting player projects...
- ...running volunteer programs
- ...encouraging face-to-face meet ups
- ...giving your players agency
- ...maintaining direct, un-gated communication between devs and players



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Thank you!

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